



# MEDAWEEK BARCELONA 2017

Mediterranean Week of Economic Leaders

Casa Llotja de Mar **Barcelona**  
22<sup>nd</sup>-24<sup>th</sup> November 2017

Strength in Diversity: Our Economic Power



Cambra de Comerç  
de Barcelona



ascame



Union for the Mediterranean  
Union pour la Méditerranée  
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# The Mediterranean Week of Economic Leaders Barcelona



The Mediterranean Week of Economic Leaders is today an iconic economic conference dedicated to promoting **the Mediterranean, its key economic sectors and cultural values on a global level**. The event serves as a reference point for voicing the interests of the private sector **in the socioeconomic development of the region**.

Since its debut in 2005, MedaWeek Barcelona has been jointly-organized by the Association of the Mediterranean Chambers of Commerce and Industry (**ASCAME**) and the **Barcelona Chamber of Commerce, Industry, Services and Navigation**, with the collaboration of prominent and international Euro-Mediterranean organizations.



The Mediterranean Week of Economic Leaders is **the biggest economic event on the Mediterranean**



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#MedaWeek17

# The Mediterranean Week of Economic Leaders Barcelona



Throughout the last ten editions, over **15,000 businessmen and businesswomen** have participated and attended MedaWeek.

MedaWeek Barcelona is a **must-attend event for businesses, corporations, governments and multilateral organizations** from both sides of the Mediterranean basin. With over a decade of success, MedaWeek continues to provide a dynamic platform for the promotion of a **strong Euro-Mediterranean alliance and regional economic integration.**



“ MedaWeek has become, since its inception 10 years ago, the Mecca of economic development and social progress of the Mediterranean countries ”

Mohamed Choucair  
President of ASCAME



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# Objectives

- **Create business synergies and networking** between countries and companies of the region
- **Provide a platform for reflection and exchange of experiences** regarding the major economic tendencies in the Mediterranean
- **Promote the Mediterranean region** and its key economic sectors on a global level
- **Influence and shape the evolution of Mediterranean economies** by exchanging expert experiences, promoting investment, and introducing development plans and projects

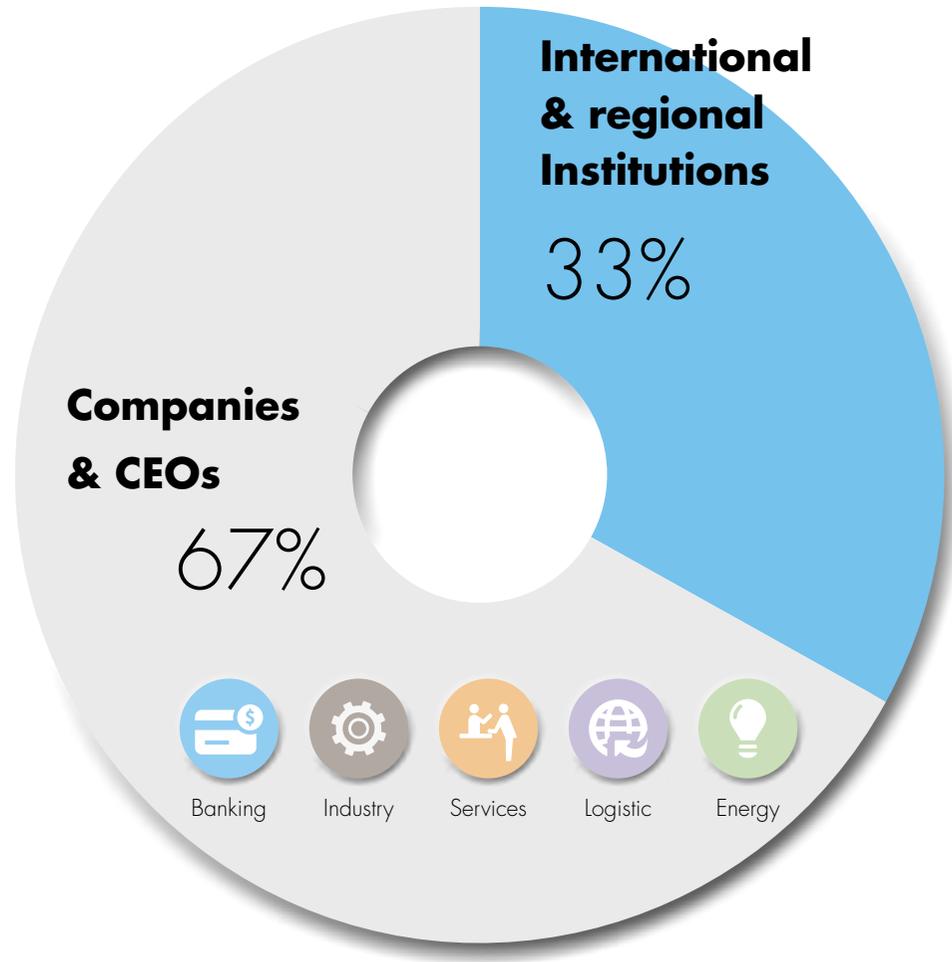


# Top reasons to attend

- The **most iconic economic event** in the **Mediterranean**, Europe and the Arab World
- **Provides timely and relevant topics**, by keeping-up with the Mediterranean's latest developments – from both a policy and business perspective
- A crucial **economic platform for networking** at the highest level
- **International top speakers** and **expert-driven meetings**
- Prominent **organizing partners, sponsors, endorsing organizations** and **media partners**



# Who attends?



## Assistants Profile

- High Government Officers:
  - Presidents of governments
  - Ministers
  - Ambassadors
- Representatives of public institutions
- Presidents and Managing Directors of Chambers of Commerce
- Private institutions and companies:
  - CEOs
  - Managing Directors
  - Businessmen and businesswomen
  - Investors
  - Entrepreneurs



# MEDAWEEK BCN 2017

Mediterranean Week of Economic Leaders

*Strength in Diversity: Our Economic Power*

Casa Llotja de Mar **Barcelona**

22<sup>nd</sup>-24<sup>th</sup> November 2017



## Strength in Diversity: Our Economic Power

This year, MedaWeek Barcelona offers a renewed image, full of symbolism. This edition's image conveys the **Strength** of the Mediterranean as seen through the momentum of the wave, which underlines the leading role of Mediterranean countries. **Diversity** – this year's theme – is shown by the combination of many different colors that, together, creates a strong and consolidated region. Lastly, the power of the **Mediterranean** is manifested through the majesty of the graphic composition, which serves as a reflection and reference for the rest of the world.

## Strength in Diversity: Our Economic Power

### Event match

<b>Event</b>	Mediterranean Week of Economic Leaders 2017
<b>Motto</b>	Strength in Diversity: <i>Our Economic Power</i>
<b>Venue</b>	Casa Llotja de Mar, Barcelona, Spain
<b>Date</b>	22 <sup>nd</sup> -24 <sup>th</sup> November 2017

Despite its interconnected and dynamic history, the **Mediterranean is today a highly fragmented region**. It suffers from one of the sharpest GDP divides per capita in the world, as well as uneven trade models. In order to tap into the Mediterranean's socio-economic potential, the business community should look towards furthering competitiveness through greater economic sustainability, improved resource management in agricultural and environmental sectors, and improved infrastructure.



With over a decade of solid experience and successful outcomes, MedaWeek offers **new and timely topics**, ample **networking opportunities**, and serves as a **central hub** for representatives of the **private sector** – in the Mediterranean and beyond

The Mediterranean can also benefit from its current regional riches, in a way to strategize towards a progressive future. It should **maximize its social resources** – such as its vast human capital and young talent – and translate them into dynamic entrepreneurship and digital innovation, particularly in services. The **region’s diversity should not result in fragmentation, but as a quality and advantage** to: amplify and diversify economic trends, attract investment, and strengthen international cooperation between northern and southern Mediterranean countries.

Against this backdrop – and in line with this year’s claim **“Strength in Diversity: Our Economic Power”** – MedaWeek17 will address current challenges, while exploring new economic trends and solutions related to these regional shifts.



“ MedaWeek has become an innovative framework for cooperation, aimed at achieving a more prosperous, competitive and peaceful region ”

Miquel Valls

President of the Barcelona Chamber of Commerce



## **MEDAWEEK** BARCELONA 2017

Mediterranean Week of Economic Leaders

*Strength in Diversity: Our Economic Power*

## **FEATURED EVENTS**



## Special sessions

### **SPOTLIGHT PANEL: Which future for the Mediterranean? A compelling vision for the region**

This session will feature members of the **MedaWeek Advisory Council**, in their capacity as leading actors in the Mediterranean political and economic sphere. Specifically, they will share their **expertise on market trends, business opportunities**, as well as the **regional economic climate**, at large.



The Master Session will provide a unique occasion for the audience to learn from **key institutional and entrepreneurial figures** in the region, and offers the opportunity to interact with high-level panelists.



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# Official Presentation of the XVIII Mediterranean Games of Tarragona 2018

In 2018, the city of Tarragona will host the XVIII Mediterranean Games. Being a central Mediterranean city, The Mediterranean Olympics will serve as a nexus of union, solidarity and harmony for the region. In collaboration with ASCAME, the private sector will play an important role in achieving these objectives.

Co-organized with:



The event will also present a **platform for entrepreneurs seeking business opportunities** in the sports sector, an emerging market in in the Mediterranean.



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## Migration flows in the Mediterranean: Fostering Talent Mobility & Diversity

Throughout its history, the Mediterranean has always been a land of migration. Nowadays, this phenomena is undergoing profound political and socioeconomic changes, as seen specifically through the large migration flow across the region. From an economic perspective, this increased movement of people can be seen as a positive development for the Mediterranean, if effectively managed. The **constant flow of migrants presents important commercial opportunities**, where **talents** from different cultural backgrounds contribute to overall **regional growth**.



The Session will take stock of the Mediterranean immigration situation to fix the challenges the Mediterranean region is facing to, regarding to immigration.

**Plus...**

**Buyers Workshop: Access to markets for Women Entrepreneurs**

Special roundtable session featuring women entrepreneurs from the North and South of the Mediterranean basin, who will share their experience from the private sector.

**B2B Match-making sessions & Women Entrepreneurship Technical Tour**

**General Assemblies & Meetings: EuroMediterranean organizations and EU projects**

Co-organized with:



This workshop will be co-organized with the United Nations Industrial Development Organization (UNIDO) and the Union for the Mediterranean (UfM).



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## Forums



# North Africa Business Development Forum <sup>M14</sup> W

## Maghreb: Bridging the Gap between Europe and Africa

Co-organized with:  
**IEMed.**  
European Institute of the Mediterranean

This year, the NABDF celebrates 14 years since its debut, and will cover a number of new and innovative themes currently surrounding the **North African market**. Following a half-day format, the conference will unravel to explore:

- **Europe-Maghreb-Sub-Saharan** Africa: trilateral economic development cooperation
- Real Estate **Investment Climate in North Africa**
- **Agri-business**: Engine for growth, business and economic development

The forum will feature speakers from different backgrounds, skills and expertise from across the region. Given the dynamic format of the conference, participants and panelists alike are welcome to share their experiences, including business opportunities and most pressing challenges in the Mediterranean. Finally, the Forum will conclude with an ample networking session, offering plenty of business connections and opportunities within the framework of MedaWeek17.



Represented by the business community of both North Africa and the Mediterranean, **#NABDF17** plans to bring to the surface key economic trends across the entire region

# Mediterranean Islamic Finance Forum <sup>4</sup>

Co-organized with:



**Islamic finance** is quickly growing. According to the World Bank, in the last decade alone, the **industry enjoyed a 10-12% annual growth rate** and accounts for about **US \$2 trillion**. Even more revealing, is that the industry is not uniquely based in Islamic countries, and is gradually picking-up in a number of non-Muslim countries around the world. In particular, it is becoming increasingly common in financial (non-Muslim) hubs across Europe, Africa, and Asia. In other words, **Islamic Financing is being adopted treated as a universal model of financing around the world.**

For the **Mediterranean**, this presents a valuable economic and commercial opportunity. The region **enjoys potential clients and users of Islamic Financing**, both in Muslim countries and non. The Maghreb, Middle East and Europe enjoy a combined population of 250 million people.

Furthermore, Islamic Financing has also been recognized as a model for sustainable development and financial inclusion. This is especially true for small and poor businesses, with little to no access to finance. A sort of democratization of access to finances, which thrives on partner-style financing, Islamic Financing is a tool for fostering shared prosperity.



#MedalIslamicFinance17 will offer a unique networking opportunity for regulators, industry practitioners, business leaders and Shariah scholars to share their views and experience



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#MedalIslamicFinance17

# Mediterranean **Women** Entrepreneurs Forum **M<sup>9</sup>W**

*Changing the game in the workplace: Gender, power and politics*

Women all across the world are increasingly faced with the challenge of juggling their professional careers with their personal ones. Particularly in the business community, women's roles are changing dramatically, both at work and at home. While it may appear as though **women's role in the workplace** is a recurring theme, **the rapidly changing dynamics in the social and economic realms surrounding businesswomen in the Mediterranean calls for new, tailor-made solutions.**

Businesswomen, policy-makers, entrepreneurs and spokeswomen from across a variety of domains will be featured throughout the event in order to share experience and encourage discussion with the audience.

Co-organized with:



**#MedaWomen17** will explore themes relevant to an evolving society, using innovative tools and unconventional approaches



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**#MedaWomen17**

The **textile industry** is one of the most strategic sectors, both at regional and international level. In particular, the **Mediterranean enjoys among 300 of the largest global textile companies**, as well as an ample design and clothing presence.

For instance, Turkey's textile industry represents 40% of national exports, and an employment base of two million people. Tunisia remains the EU's second supplier in this market which represents the most important sector of the economy. Similarly, in Morocco, the textile industry remains the country's main economic activity.

Given the importance of this sector in the region, the MediTex Summit will feature the most important aspects surrounding the industry:

- **Economic trends in the industry:** changes in the production process
- **Sourcing:** Digital & innovative marketing beyond physical space
- **Designers and emerging trends:** in key Mediterranean markets



This **#MediTex17** forum will encourage discussion, reflection and exchange of ideas on these very concepts, with the aim of tackling key challenges and seizing the region's business opportunities

# EcoMeda **Green Summit** <sup>7</sup>

The EcoMeda Green Summit aims to merge the interests of the Mediterranean private sector with environmental values, by creating greater awareness and finding synergies between the two.

The summit explores the region's most profitable and pronounced environmental sectors, including **Solar and Water energy, Circular Economy, and Smart Cities**. Key experts and prime regional players will convene to exchange knowledge and best-practices surrounding environment priorities and challenges, **promote green economy on a regional and global scale, and support companies with implementing sustainable programs** through resource efficiency and cleaner production.



At #MedaGreen17 key international speakers will take part in lively debates, conferences and exchanges of experiences



# Barcelona, the economic capital of the Mediterranean



## Venue

Casa Llotja de Mar, Passeig de Isabel II, 1 Barcelona | Spain

## Become a Sponsor

If you are interested in sponsoring MedaWeek 2017 and would like to receive further information for sponsorship opportunities, please contact **iorlandi@ascame.org**

## Media and Press

### How can I cover the event?

Media are invited to attend all the event sessions by previous registration.

Also, participants in the event will share updates using the hashtag **#MedaWeek17** Follow live on social media!

Visit: **www.ascame.org**  
**www.medaeconomicweek.org**



For members of the press media interested in covering MedaWeek 2017, please contact **mbriones@ascame.org** and/or **communication@ascame.org**

# Last edition's prominent Sponsors and Partners

Prominent Sponsors:



Partners:



# Media coverage



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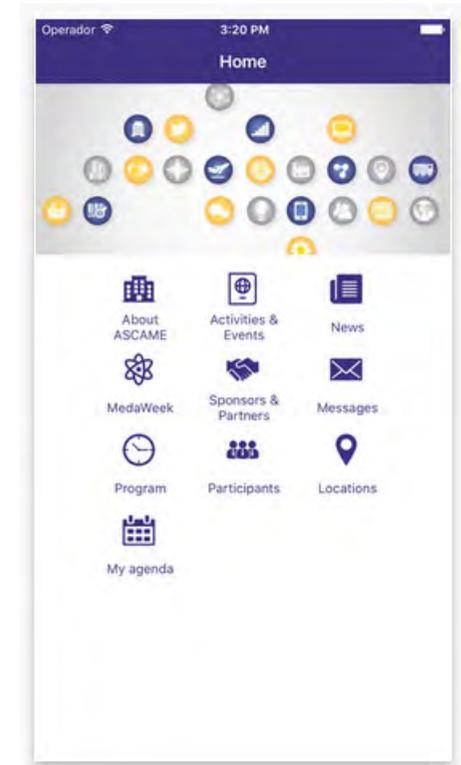
 ASCAME | Association of the Mediterranean Chambers of Commerce and Industry

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Create now your own personal schedule!

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ASCAME

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ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY

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