



ASCAME

ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE

ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY

جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط

Barcelona, 24<sup>th</sup> November 2021

Dear President,

It is with great pleasure that I inform you about the main decisions and topics discussed during the meeting of the Executive Committee of ASCAME on 17<sup>th</sup> November 2021 held at Casa Llotja de Mar and online:

– **ASCAME REACTIVATES ARBITRATION AND MEDIATION CENTRE PROJECT**

Few years ago, ASCAME approved the creation of an Arbitration and Mediation Centre based in Barcelona with an antenna in Beirut to bring this commercial culture to all companies in the region. The circumstances and events in the region in the last 10 years have forced us to be more prudent. Today we will have to take risks and not wait any longer to create this important instrument to facilitate trade and investment not only at the regional level but also between the Mediterranean and the rest of the world. For this reason, the Barcelona Chamber of Commerce will disposition of ASCAME its historical reference centre for arbitration and mediation the consulate of the sea to accelerate this important project. It also proposes that one of the great experts in this matter and current head of the Consul of the Sea Mr Jordi Domingo coordinates an ASCAME working committee constituted by experts from various centres in the region belonging to the ASCAME network of Chambers, for its implementation.

– **THE 40TH ANNIVERSARY ASCAME AND 100 ANNIVERSARY OF THE CHAMBER OF COMMERCE OF ALEXANDRIA WILL INCLUDE TWO LARGE FORUMS, A GALA DINNER, AND A SERIES OF BUSINESS AND CULTURAL ACTIVITIES IN ALEXANDRIA**

The initial proposal is to organize two events, one for the digitalization of the Chambers and the other on climate change and the role of the private sector, since Egypt will host COP27 in 2022. It will combine the 40th anniversary of ASCAME with the commitment to digitization and the revolution of Mediterranean Chambers Chamber 4.0. ASCAME will approve a declaration of 27 initiatives on behalf of the private sector from the three continents to present at the COP 27 summit. The event will also include playful and cultural events such as tourist and cultural excursions to the New Egyptian Museum, the Egyptian Pyramids and the lighthouse of Alexandria among others. The event will end with a great dinner with Mediterranean artists and delivery of Mediterranean awards and ASCAME medals.

- **FOLLOW UP ON THE ‘ASCAME 2018-2022 STRATEGIC PLAN’**



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The aim of the strategic plan is to reinforce the potential of the Chambers of Commerce as fundamental pieces in the economic scenario of the Mediterranean region and ensure that the efforts at the local level have a regional and international impact and recognition.

**– ASCAME CALLS UPON ITS MEMBERS TO STRENGTHEN THEIR INVOLVEMENT IN EUROPEAN PROJECTS: NEXT GENERATION, ENI, MED AND MEDAITERARNEAN AGENDA**

ASCAME calls upon its members to be involved in Euro-Mediterranean cooperation projects as they add strong value to the consortiums through their unique set of expertise and extensive networks in the Mediterranean region's private sector. It is important to highlight the positive financial weight of European projects for the Chambers of Commerce; it structurally supports and channels the activities of the entire network to benefit the needs of the Mediterranean region

**– ASCAME WILL LAUNCH NEW INITIATIVES TO HELP THE CHAMBERS OF COMMERCE AND THE REGIONAL ECONOMIES IN THE POST COVID RECOVERY AND THE REGIONAL REACTIAVTION**

Post pandemic requires ASCAME to put all possible instruments at the disposal of our cameras and companies to accelerate the recovery and bet on a development model that incorporates as central axes the new economy, green, blue and digital. The main aim is to recover various projects approved by ASCAME in recent years, as the situation in the region has not allowed us to develop such as calling on the Mediterranean private sector to actively engage towards SDGs 2030, unifying the promotion and finance of the Mediterranean SMEs, consolidating Social Corporate Responsibility in the region, the Mediterranean Mediation and Arbitration Centre. In addition, supporting the integrated transport and multimodal network in the Mediterranean, promoting the Mediterranean Tourism Council, reinforcing the Mediterranean Brand, among others.

**– MEDAWEEK 2021, A GREAT SUCCESS FOR ASCAME TO PROMOTE THE MEDITERRANEAN ECONOMY AND REGIONAL INTEGRATION**

MedaWeek Barcelona (Mediterranean Economic Leaders Week) fifteenth edition has had 18 forums, general and thematic seminars, focused on strategic sectors, actors and countries in the Mediterranean region. MedaWeek has also had more than 280 high-level speakers and an attendance of more than 18,000 participants, mainly businessmen and businesswomen from more than 50 countries, who did not miss the annual appointment of the platform with the greatest influx and influence of the Europe Mediterranean-Africa axis.

**ASCAME WORKING COMMISSIONS AND MEMBER'S INITIATIVES:**



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## **- MR WALID MOUSSA IS THE NEW PRESIDENT OF THE ASCAME REAL ESTATE COMMISSION**

Mr Moussa, President of FIABCI Arabic Countries, is the new President of ASCAME's Real Estate Working Commission. Real Estate is a key sector for ASCAME, as there is a great demand for solutions in the real estate sector in the Mediterranean countries. The region not only requires high-end providers but also affordable ones. However, the biggest challenge that developers and investors face is finding suitable and sustainable suppliers while maintaining their international standards and practices.

## **- ASCAME RENEWABLE ENERGIES COMMISSION HELD A SIDE EVENT IN THE COP 26**

Mr Abdelatif, President of the ASCAME Renewable Energies Commission held a side event in the COP 26 due to its commitment to decarbonisation and renewable energies. ASCAME is promoting the alliance with the Chambers of Commerce of the Mediterranean for the climate. The Working Commission is also very committed to decarbonisation and renewable energies

## **- THE CHAMBER OF COMMERCE OF PIRAEUS IS NEW PRESIDENT OF THE WORKING COMMISSION OF TRANSPORT AND LOGISTICS**

The Chamber of Commerce of Croatia leaved the presidency to the Piraeus Chamber of Commerce of Industry. Thus, the Piraeus Chamber of Commerce of Industry becomes President of the Working Commission on Transports and Logistics and Chamber of Commerce of Croatia becomes the Vice President of the Working Commission.

## **- ASCAME WILL CREATE ASCAME SOCIAL ECONOMY COMMISSION AND AN ASCAME WORKING GROUP CHAMBER 4.0 TO PROMOTE DIGITALIZATION**

ASCAME will take a closer look at how Chambers of Commerce can adopt 4.0 Industrial Revolution (4IR) technologies and adjust their value proposition for their members. The Chamber 4.0 will give the Chambers a chance to rethink their priorities, find new solutions to remove trade barriers and explore innovative and sustainable solutions for businesses. Some of the concrete proposals of this initiative is the following at ASCAME building a roadmap for the "Chamber 4.0". We want to offer to our members for free some powerful online tools that have been recently



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developed and that could play a key role in the post-COVID-19 scenario and the services that the Chambers of Commerce can offer to their network.

**- APPROVAL OF THE ASCAME FINANCIAL CLOSING TREND OF 2021, FINANCIAL ACCOUNTS OF 2020 AND 2022 FORECAST**

- The accounts of ASCAME of the year 2020 were approved.
- The ASCAME financial closing trend of 2021 was approved.

Please note that the General Secretariat of ASCAME and the Help Desk is at your disposal for any proposal or any service related to the membership of ASCAME.

Sincerely Yours,

**Anwar Zibaoui**  
**General Coordinator**  
**ASCAME**