MEDA WEEK
BARCELONA

Mediterranean Week of Economic Leaders

Casa Llotja de Mar Barcelona
20 - 22 November 2019

A new dawn for the Mediterranean

Co-funded by:
European Union
ascame
European Regional Development Fund
A way to make Europe

Casa Llotja de Mar Barcelona
Welcome to Casa Llotja de Mar

A singular building in an incomparable setting

Casa Llotja de Mar, located on the sea front in the historical centre of Barcelona, is one of the most significant and splendid monuments representing the economy and culture of the city. It was built in the second-half of the 14th century, the most brilliant period of Catalan Gothic.

The present neoclassical building was constructed in the 18th century on top of the old medieval building. The antagonism of styles makes Casa Llotja a historical and artistic monument of immense architectural interest, to which is added the incalculable artistic value of its halls and rooms, decorated and enriched mainly with 18th and 19th century sculptures and paintings by students and professors of the Academy of Fine Arts.

Its wide variety of rooms makes it the perfect place for hosting all manner of different business events with excellence and singularity as the main references: presentations, lunches and gala dinners, conferences, advertising campaigns, fashion shows, concerts, receptions, press conferences, etc.

Discover the rooms in this unique building for holding your unique business event.

www.casallotja.com
Welcome to Barcelona

The MedaWeek Barcelona (Mediterranean Week of Economic Leaders) is nowadays the iconic conference dedicated to promoting the Mediterranean region worldwide. This event endorses the key economic sectors and the cultural values of this region through a wide variety of forums. MedaWeek Barcelona serves as the main meeting point for voicing the interests of the private sector in the socio-economic development of the Mediterranean countries.

Since its debut in 2006, MedaWeek Barcelona has been jointly organized by the Association of the Mediterranean Chambers of Commerce and the Industry (ASCAME) and the Barcelona Chamber of Commerce, Industry and Navigation, with the collaboration of prominent Euro-Mediterranean organisations.

Over the last twelve editions, more than 20,000 businessmen and businesswomen have participated in MedaWeek Barcelona.

MedaWeek Barcelona is a must-attend event for businesses, corporations, governments and multilateral organisations from the Mediterranean basin and abroad.

With over a decade of success, MedaWeek Barcelona continues to provide a strong and dynamic platform for the promotion of the Mediterranean economic integration.
During these three days (November 20th, 21st and 22nd), the MedaWeek Barcelona will host numerous key thematic and sectorial fora. In past editions, this important event counted with more than 35 thematic fora, 600 working sessions, 1,800 prominent speakers, welcomed over 20,000 attendees from all over the world and obtained coverage from more than 80 media outlets. These included entrepreneurs and representatives of the private sector, business support organisations such as chambers of commerce and promotion agencies, political authorities, and international coverage from a number of local and foreign media agencies. Altogether, MedaWeek Barcelona saw the participation from over 45 countries across the globe and this year’s edition will be no exception.

“Following a decade of international appraise, MedaWeek Barcelona has become the reference point in the Mediterranean for economic and political dialogue, voicing the interests of the private sector and high level policy-makers in the region and the World. A dynamic platform for the promotion of the Mediterranean in the world, of a strong Euro-Mediterranean alliance and regional economic integration.”

Ahmed M. El Wakil. President, ASCAME
Medaweek Barcelona 2019 will start with the Forum on Business Development in Africa, which will advance the trilateral Europe-Africa-Asia Cooperation Agenda for the coming years in a context of political transition, listing the latest regional transformations, the key involvement of regional economic actors and the new horizons for the African business world.

The Forums of this edition will focus in particular on the harmful impact of plastics in our region and especially in our sea, the urgent need to achieve a circular economic system in order to develop sustainable practices in the major Mediterranean cities and in the textile industry, as well as the support of renewable energies.

Ethical business practices and gender equality will also have a central place in Medaweek Barcelona to ensure the transition of the Mediterranean area to a leadership role at the head of 3 continents.

**Forums**

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**New Africa Business Development Forum**  #NABDF19

**Mediterranean Textile Forum**  #MediTex19

**ECOMEDA Sustainability Summit**  #ECOMEDA19

- Meda Cities Forum
- Meda Solar & Wind Energy Forum

**Mediterranean Islamic Finance Forum**  #MedIslamicFinance19

**Barcelona EBSOMED Academy**  #EBSOMEDAcademy

**Mediterranean Social Economy Forum**  #MedaSocialEconomy19

**Mediterranean Women Entrepreneurs Forum**  #MedaWomen19 #EBSOMEDAcademy

**MedaTalks**  #MedaTalks19

- "Much More than Economic Zones"
- "Blue Economy Challenge: What can be done in the MED region?"
**MEDAWEek Barcelona 2019**

**MEDAWEek Official Opening**

**Official Opening Day 1**
Mediterranean Week of Economic Leaders

- **Date:** 20 Nov.
- **Time:** 09.15
- **Location:** Daurat Room

**MEDAWEek Opening 2nd day**

**Official Opening Day 2**
Mediterranean Week of Economic Leaders

- **Date:** 21 Nov.
- **Time:** 09.15
- **Location:** Daurat Room

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**16th New Africa Business Development Forum**

- **Date:** 20 Nov.
- **Time:** 11.00-16.30
- **Location:** Consols Room

**5th Mediterranean Textile Forum**

- **Date:** 20 Nov.
- **Time:** 15.30-17.30
- **Location:** Daurat Room

**NABDF Forum**

**5th Mediterranean Textile Forum**

**8th ECOMeda Sustainability Summit**

**9th Meda Cities Forum** – Urban regeneration and circular economy in Mediterranean Cities

**4th Meda Solar & Wind Energy Forum** – The unexplored solar and wind potential of the Mediterranean region

- **Date:** 21 Nov.
- **Time:** 11.00-16.30
- **Location:** Daurat Room

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**WORKSHOPS**

**CIBAFI**

- **Date:** 20 Nov.
- **Time:** 11.00-17.00
- **Location:** Neptú Room

**INSTITUTIONAL Meetings**

**ASCAME Executive Committee**

- **Date:** 20 Nov.
- **Time:** 16.00-17.30
- **Location:** Ple Room

**ASCAME General Assembly**

- **Date:** 20 Nov.
- **Time:** 17.30-19.00
- **Location:** Ple Room

**CIBAFI**

- **Date:** 21 Nov.
- **Time:** 15.00-17.30
- **Location:** Ple Room

**Barcelona EBSOMED Academy**

- **Date:** 21 Nov.
- **Time:** 15.00-18.00
- **Location:** Neptú Room

**INSTITUTIONAL Meetings**

**EESC Employers’ Group Extraordinary Meeting**

- **Date:** 20 Nov.
- **Time:** 11.00-14.00
- **Location:** Consols Room

**OME Meeting**

- **Date:** 21 Nov.
- **Time:** 16.30-18.30
- **Location:** Consolat Room

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**NABDF Forum**

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**OME Meeting**

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- **Location:** Consolat Room
Programme

MEDAWEEK
Opening 3rd day
Official Opening Day 3
Mediterranean Week of Economic Leaders
🕒 09.15  📍 Daurat Room

5th Mediterranean Islamic Finance Forum
🕒 11.00-14.00  📍 Ple Room

2nd Mediterranean Social Economy Forum
🕒 11.00-14.00  📍 Daurat Room

11th Mediterranean Women Entrepreneurs Forum
Barcelona EBSOMED Academy Day 2
🕒 11.00-14.00  📍 Cònsols Room

INSTITUTIONAL Meetings
AFAEMME Meeting
Restricted to members
🕒 15.00-17.00  📍 Cònsols Room

MEDATALKS
Consorci de la Zona Franca de Barcelona “Much More than Economic Zones”
🕒 11.00-12.30  📍 Neptú Room

Cambra de Comerç de Barcelona “Blue economy challenge: What can be done in the MED region?”
🕒 12.30-14.00  📍 Neptú Room

More details about schedule at www.medaeconomicweek.org
20/11 16th New Africa Business Development Forum
21/11 EESC Employers' Group Extraordinary Meeting (Internal Meeting)
22/11 11th Mediterranean Women Entrepreneurs Forum
22/11 AFAEMME Meeting (Internal Meeting)

20/11 Official Opening of the MedaWeek Barcelona 2019
20/11 5th Mediterranean Textile Forum
21/11 Opening Second Day of the MedaWeek Barcelona 2019
21/11 8th ECOMEDA Sustainability Summit
22/11 Opening Third Day of the MedaWeek Barcelona 2019
22/11 2nd Mediterranean Social Economy Forum

20/11 ASCAME Executive Committee (Internal Meeting)
20/11 ASCAME General Assembly (Internal Meeting)
21/11 5th Mediterranean Islamic Finance Forum
21/11 CIBAFI Workshop

21/11 OME Meeting (Internal Meeting)

20/11 CIBAFI Workshop
21/11 Barcelona EBSOMED Academy
22/11 MedaTalks Consorci de la Zona Franca de Barcelona
22/11 MedaTalks Cambra de Comerç de Barcelona
OFFICIAL OPENING

09:15 Introduction of the MedaWeek Barcelona - Opening Remarks

Anwar Zibaoui | General Coordinator, ASCAME & MedaWeek Barcelona

Welcome addresses

Joan Canadell | President, Chamber of Commerce of Barcelona
Ahmed M. El Wakil | President, Association of the Mediterranean Chambers of Commerce and Industry (ASCAEM)
Pere Navarro | Special State Delegate, Consorci de la Zona Franca de Barcelona
Josep Ferré | Acting Director General, European Institute of the Mediterranean (IEMed)
Laia Bonet | Third Deputy Mayor, Barcelona City Council
Saida Neghza | President, BUSINESSMED
Nasser Kamel | Secretary General, Union for the Mediterranean (UfM)
Abdou Mboup | Minister Delegate at the Presidency, Government of Senegal
Ali Al-said El-moselhy | Minister of Supply and Internal Trade, Government of Egypt
Pere Aragonès | Vice President & Minister of Economy and Finance, Government of Catalonia

#MedaWeek19
OPENING 2ND DAY

09:15 Introduction of the MedaWeek Barcelona – Opening Remarks

Anwar Zibaoui | General Coordinator, ASCAME & MedaWeek Barcelona

Welcome addresses

Joan Canadell | President, Chamber of Commerce of Barcelona
Ahmed M. El Wakil | President, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)
Salaheddine Mezouar | President, COP22 & MedaWeek Advisory Council
Abdul Hameed Aboumossa | Deputy Chairman, General Council for Islamic Banks and Financial Institutions (CIBAFI)
Abdelilah Belatik | Secretary General, General Council for Islamic Bank and Financial Institutions (CIBAFI)
Josep Canals | Secretary General, Mediterranean Cities Network (MedCities)
Houda Allal | General Director, Mediterranean Energy Observatory (OME)
Aziz Rabbah | Minister of Energy, Mines and Sustainable Development, Government of Morocco
Damià Calvet | Minister of Territory and Sustainability, Government of Catalonia
Teresa Ribera | Minister for the Ecological Transition, Government of Spain*

Keynote Speech

Mustapha Bakkoury | President, Moroccan Agency For Sustainable Energy (Masen)

#MedaWeek19

* To be confirmed
OPENING 3RD DAY

09:15 Introduction of the MedaWeek Barcelona - Opening Remarks

Anwar Zibaoui | General Coordinator, ASCAME & MedaWeek Barcelona

Welcome addresses

Joan Canadell | President, Chamber of Commerce of Barcelona
Ahmed M. El Wakil | President, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)
Mª Helena de Felipe | President, Association of Organisations of Mediterranean Businesswomen (AFAEMME)
Juan Antonio Pedreño | President, Spanish Business Confederation of Social Economy (CEPES)
Marème Faye Sall | First Lady and President of the Foundation “Servir le Sénégal” *
Rachid Maaninou | Deputy Secretary General for Business Development and Employment, Union for the Mediterranean (UfM)
Saloua Tajri | Ministry of Tourism, Air Transport, Handicrafts and Social Economy, Government of Morocco*
Marta Felip | General Secretary of Business and Knowledge, Government of Catalonia
María Antonia Pérez León | Acting Director General for Self-employment, Social Economy and CSR – Ministry of Labour, Migration & Social Security, Government of Spain

#MedaWeek19

* To be confirmed
The New Africa Business Development Forum is one of the most iconic fora of the Mediterranean Week of Economic Leaders and by far the longest-running one.

This edition is jointly organised by the European Institute of the Mediterranean (IEMed) and Union of African Chambers and will focus on new challenges related to the dynamism of African economies in the agribusiness, renewable energy, logistics, tourism and applied technology sectors. Successful business models and innovative development solutions will be exposed and developed to provide access to best practices for African businesses. Furthermore, the NABDF will highlight the key role of the Maghreb as an influential actor and as a crossroads between Africa, the Mediterranean and Europe.

#NABDF19
11:00 **SESSION 1: EU – NORTHERN AFRICA – SUB-SAHARAN AFRICA: A TRIANGULATION APPROACH**

*Moderator: Alfonso González | General Director of European and Mediterranean Affairs, Government of Catalonia*

*Speakers:*
- Mohamed Methqal | Ambassador & General Director, Moroccan Agency of International Cooperation
- Fathallah Sijilmassi | Former Secretary General, Union for the Mediterranean (UfM)
- Ouahiba Behloul | General Director, Chambre Algérienne de Commerce et d’Industrie (CACI)
- Jilani Benmbarek | President, JB Group
- Marisol Castro Rey | Communication Officer, Andalusian Technology Corporation (CTA)
- Abdou Souleye Diop | Managing Partner, Mazars Morocco

12:30 **SESSION 2: THE DYNAMISM OF AFRICAN ECONOMIES AND INSTRUMENTS FOR BUSINESS DEVELOPMENT AND INVESTMENT IN THE CONTINENT**

*Moderator: Rudy Casbi | Journalist & Co-founder, La Nouvelle Afrique*

*Speakers:*
- Hubert Danso | Chief Executive Officer & Vice Chairman, Africa Investor
- Najwa El Iraki | Founder & Chief Executive Officer, AfricaDev Consulting
- Namory Camara | General Director, Agence de Promotion des Investissements Privés (APIP-Guinée)
- Bousso Lo | President, Association Setu Senegal
- Albert Alsina | Chief Executive Officer, Med Cap Partners
- Henri Malosse | Member & Former President, European Economic and Social Committee (EESC) & Chairman, Vocal Europe

14:00 **LUNCH BREAK & NETWORKING**

15:00 **SESSION 3: DIGITAL ECONOMY IN AFRICA**

*Moderator: Rudy Casbi | Journalist & Co-founder, La Nouvelle Afrique*

*Speakers:*
- Hicham Iraqi Houssaini | Country Manager, Microsoft Mococco
- Asma Alaoui | Managing Partner, Africa Key Partners
- Fethi Ferhane | Elected Member & President of the Tourism Commission, Oran Chamber of Commerce and Industry
- Ahmed Baya | Chief Executive Officer, Startup Mauritania
- Divaika Kiemba Dina | President, Centre Euro Africa & Africa Coordinator, Adminex Group
- Jose Ramon Mohedano | Associated Counselor, AXIS Africa
While the Mediterranean fashion industry has been having the talk on transparency, ethical standards and reducing environmental degradation, it has not always been walking the talk. If fashion houses want to remain avant-garde, they must redesign their thinking beyond next season, and take part in the sustainable fashion revolution.

Textile is the second-biggest consumer of water, and you may not be aware of it, but the textile industry has a dark stain. Textile dyeing is the second-largest polluter of clean water globally. Polyester microfibers add to ever-growing volumes of plastic in the environment. Most garments are not biodegradable, and present serious threats to our oceans and wastelands. Growing cotton increases the impact of toxic chemical use in agriculture. Let us not even touch upon gender, human and labour rights.

Most alarmingly, consumer behaviour has shifted, and consumer purchases have increased by 60% in the past 20 years. Eighty per cent of discarded textiles end up at landfills. Only 20% of clothing globally is reused or recycled, and less than 1% of collected clothing is recycled.

The circular economy as the upcycling, recycling, decomposition, re-assembling, conversion, repair, composting or smelting of products and materials, which have served their purposes. The fashion industry should redesign its social and environmental footprint. It should be more mindful of diminishing natural resources, environmental pollution and the exploitation of nature, people and animals.

The fashion industry should redesign its social and environmental footprint. It should be more mindful of diminishing natural resources, environmental pollution and the exploitation of nature, people and animals.
15:30 THE FUTURE OF MEDITERRANEAN TEXTILE

The Fourth Industrial Revolution is here and it is disrupting fashion as much as other businesses, and the industry is facing many challenges that need to be tackled systemically.

Due to the swift pace of change and disruption in business and society, the time for the Mediterranean textile industry to join is now.

The Fashion Revolution is already affecting businesses through digital fabrication technologies, sustainable manufacturing, 3-D printing and new computational design techniques. How can the Fourth Industrial Revolution affect in the Mediterranean fashion industry?

Mediterranean textile also has to face the issue of human dignity in global supply chains, outlining the evolution of worker rights, norms and standards, and revealing key monitoring and tracking technologies. Given the pressure that the fashion industry faces to manufacture products ever faster and cheaper — and the high-profile factory tragedies in some sourcing countries in the Mediterranean region and globally — fast-fashion and high street chains are particularly concerned.

_Moderator: Fawzia Talout Meknassi | Associate Director, PResma_

_Speakers:

Alejandro Laquidain | Ex-President, Spanish Intertextile Council (CIE)

Mohamed Kassem Abd El Hay | Chairman, International Textile Manufacturers Federation

Aya Hoteit | Founder, CIVIES

Éric Tibusch | Founder & Executive Chief Creative Officer, Éric Tibusch International Group Limited

Jacob Abrian | Founder & Chief Executive Officer, Arab Fashion Council_
MedaWeek Barcelona and ASCAME are committed to promoting the United Nations Sustainable Development Goals in order to meet the challenges of the current and future world, particularly in terms of the environment and prosperity in the Mediterranean region. It is to remind us of our compromise that one of the main themes for this edition will be Sustainable Development. Renewable energies and green energies will, therefore, be at the centre of this forum through two forums.

Cities and towns cover only approximately 3% of the world’s landmass yet are responsible for about 75% of energy consumption and 80% of greenhouse gas emissions. Cities are the engine of economic growth, job creation and wealth generation. This essential platform for the renewable energy industry will provide a clear outlook at the future of solar and wind energy technologies in the Mediterranean region to accelerate the decarbonisation of the planet.
The world’s urban population has surpassed the symbolic 50% threshold, and within the next decade, there will be nearly 500 cities of more than a million people, including several “megacities” with populations exceeding 20 million.

More than half of the world’s population now lives in cities, and over the next 35 years, that figure is expected to continue growing hitting 70% by 2050. By then, there is expected to be more than 9 billion people on the planet, with 10% living in the Mediterranean region.

Cities and towns cover only approximately 3% of the world’s landmass yet are responsible for about 75% of energy consumption and 80% of greenhouse gas emissions. Carbon dioxide levels in the atmosphere have reached just shy of 399 parts per million, the highest for at least 800,000 years. Recent emissions growth has also been at its fastest rate in 30 years.

Cities are the engine of economic growth. As a nation’s primary source of job creation and wealth generation, cities produce goods and provide services, which strengthen the economic opportunities for the entire country.

For companies, the urban world is a developing market with enormous potential. Cities will only be able to face the major challenges if they have the support of business management tools.

11:00 URBAN REGENERATION AND CIRCULAR ECONOMY IN MEDITERRANEAN CITIES

Moderators:
Oriol Barba | Director, MedCities

Speakers:
Wassim Zouari | Chief Executive Officer, Company for the Study and Planning of the North Coasts of the City of Sfax (SEACNVS)
Emad Abdel Wahab | Board Member, FEDCOC & Chairman, Lotus Construction
Begoña Serrano | Managing Director, Valencian Institute of Building (IVE)
Mohammed Bachir Mahdi | Senior Consultant, Metropole Consulting
Estibalitz Aramburu | Business Development Manager, Jema Energy SA
Milena Angelova | Vice President, European Economic and Social Committee (EESC)
Charles Lardic | Director of Foresight, Municipality of Marseille
In a society that is moving towards green energy, it is important to guarantee access to renewable sources to all and enable them to meet their sustainability goals. The use of clean and sustainable energy has now become an essential element in the corporate policies of all the big multinationals.

A lot has changed around us: technologies, markets, competitors and the rules of the game, with unbelievable, almost unforeseen speed, that though, never caught us by surprise. The strong dynamism of the sector and growing competitiveness drive us to never stop and to never say “We’ve done it!” but rather to roll up our sleeves every day to find new innovative technological solutions and a range of commercial business solutions.

The Mediterranean Solar & Wind Energy Forum is an essential platform for the renewable energy industry, providing a clear outlook at the future of solar and wind energy technologies in the Mediterranean region to accelerate the decarbonisation of the planet. From governments to technology providers and start-ups, this forum brings together the public and private sectors to support the uptake of renewable energy and innovations in the region.

12:45 SESSION 1: ANALYSIS OF MAIN POLICIES AND MARKET TRENDS FOR THE REGION

Moderator:

Emanuela Menichetti | Director of the Electricity and Renewable Energy Division, OME
Daniele Agostini | Head of Environment and Low Carbon Policies, ENEL & Chairman, OME Energy Transition Committee

Speakers:

Mustapha Bakkoury | President, Moroccan Agency For Sustainable Energy (Masen)
Donato Azzarone | Vice President Energy Solutions, ENI
Daniel Álvarez | Principal Managing Partner, Aprisco Capital Partners
Melda Jabbour | Team Leader, LCEC
Mohieddine Ben Moussa | Principal Engineer, STEG
Vincent Ernoux | Coordinator, ENI CBC Med Programme

14:00 LUNCH BREAK & NETWORKING

15:00 SESSION 2: RESEARCH & DEVELOPMENT TO INDUCE RE-INNOVATION IN THE REGION

Moderator:

Andreas Sumper | Professor in Department of Electrical Engineering, Universitat Politècnica de Catalunya (UPC)

Speakers:

Alaa Ezz | Secretary General, Confederation of Egyptian European Business Associations (CEEEBA)
Joan Miquel Anglès | Cofounder & Managing Director, Nnergix
Akli Kamel Ait Cherif | Expert in Energy Economy, KAC-EnergyInvest
Xavier Vallvé | Associate Director & Managing Director, Trama TecnoAmbiental
Mohammed Dabbas | Senior Advisor for Energy Affairs, Arab Renewable Energy Commission
Ramon Gallart Fernández | Head of Innovation, Estabanell Energia
Omar Moro | President of Renewable Energy Commission, ASCAME
In the last decades, the Islamic Financial Services Industry (IFSI) has been witnessing an increased growth doubling in size almost every 5 years. This growth trend has attracted the interest of many global players from traditional and non-traditional Islamic finance markets, being at the forefront for introducing and developing Islamic financial services in their markets. The Mediterranean region is seen as a well-positioned market to take the opportunity and gain the momentum of this global trend.

Islamic finance, with its primary objective being the promotion of economic prosperity and human welfare, may play a vital role for further economic development and fostering prosperity in the Mediterranean and African region. With both its values and modalities aligned well with the United Nations Sustainable Development Goals (UN SDGs), Islamic finance represents a clear opportunity to help achieving sustainability and enhancing responsible practices within the financial sector.

As a system, Islamic finance helps to stimulate economic activity and entrepreneurship towards addressing poverty and inequality, ensuring financial and social stability and promoting comprehensive human development and fairness. Innovative Islamic financial instruments, such as Sukuk and green Sukuk, represent great tools to mobilise resources to finance infrastructure, thus addressing, for example, water and sanitation projects, sustainable and affordable energy and resilient infrastructure.

The 5th Mediterranean Islamic Finance Forum, to be held in Barcelona, will be hosting a large audience of industry leaders seeking to take advantage of the high-growth prospects of Islamic finance across the Mediterranean, Europe, Middle East and Africa and discuss key topics to address the main challenges for the effective adoption of Islamic finance within the region.

#MedalsIslamicFinance19
Programme

11:00 **SESSION 1: SUSTAINABILITY AND RESPONSIBLE FINANCING: A GATEWAY FOR ISLAMIC FINANCE INTEGRATION IN THE MEDITERRANEAN REGION**

**Speakers:**
- **Iyad Asali** | General Manager, Islamic International Arab Bank
- **Md. Mahbub ul Alam** | Managing Director & Chief Executive Officer, Islami Bank Bangladesh Limited
- **Dr. Marcos Eguiguren** | Executive Director, Global Alliance for Banking on Values
- **Gonzalo Rodríguez** | General Coordinator, Saudi-Spanish Center for Islamic Economics and Finance (SCIEF)
- **Dr. Serkan Yüksel** | Director of Department Istanbul Finance Center, Presidency of the Republic of Turkey
- **Mª Teresa Rodríguez Arias** | International Affairs Department Officer, National Securities Market Commission (CNMV)
- **Hassen Ben Doua** | Head of Division, Central Bank of Tunisia

12:30 **SESSION 2: TOOLS FOR EFFECTIVE ISLAMIC FINANCE ADOPTION: THE POTENTIAL FOR SUKUK, TAKAFUL, AND INNOVATION**

**Speakers:**
- **Henry MacNevin** | Associate Managing Director Banking EMEA, Moody’s Investors Service
- **Assoc. Prof. Dr. Ahcene Lahsasna** | Chief Executive Officer, Salihin Shariah Advisory Services Sdn Bhd
- **Mohammed Kateeb** | Group Chairman and Chief Executive Officer, Path Solutions
- **Dr. Tarık Akin** | Division Director, Finance Office, Presidency of the Republic of Turkey
- **Dr. Ronald Rulindo** | Director of Product Innovation, Market Deepening & Financial System Infrastructure Development, National Sharia Finance Committee
- **Javier Aguilar Guindulain** | Chief Executive Officer & Founder, King-eClient

14:00 **LUNCH BREAK & NETWORKING**
The BCN EBSOMED Academy is a capacity building and experience-sharing event between business support organisations (BSO). It aims at creating synergies and developing a fruitful cooperation between EU and south Mediterranean region. This 2-day event will generate important and sustainable relations between the BSOs involved in the actions, permitting the exchange of experience and practices in internationalisation and opening new avenues for dialogue and cooperation.

The EBSOMED project (Enhancing Business Support Organizations and Business Networks in the Southern Neighborhood) will be presented in detail including the presentation of its main activities, goals and services. Within the framework of this event, an academy on supporting BSO, improving the quality of the Business Support Services and promoting BSO networking will be implemented. The main goal of this peer-to-peer capacity training event is to provide information on development and opportunities to small and medium-sized enterprises.

Objectives

The general objectives of the Academy are to:

- Improve the competences and the quality of BSOs
- Build a large, robust and efficient BSO network among the Euromed region
- Maximize business exchanges and develop fruitful cooperation between
- Share good practices and success stories surrounding North/South cooperation

The BCN EBSOMED Academy aims at creating synergies and developing a fruitful cooperation between EU and south Mediterranean region. An academy improving the quality of the Business Support Services and promoting BSO networking
Key topics

• Support the development of relations among women entrepreneurs of the region by promoting business and training opportunities
• Contribute to the access of women to decision-making positions in the economy by enhancing their business and management abilities

PROGRAMME: “ROUND TABLE ACTIVITY: LET’S TALK ABOUT GENDER EQUALITY”

15:00 SESSION 1: PRESENTATION OF THE EBSOMED PROJECT & BCN EBSOMED ACADEMY

Welcome words and presentation of the round table activity.

Helena de Felipe | President, Association of Organizations of Mediterranean Businesswomen (AFAEMME)
Anaël Le Bihan | Projects and International Cooperation Area Manager, ASCAME

15:15 SESSION 2: ROUND TABLE – PART 1 “SHARING THE BEST PRACTICES AMONG BUSINESSWOMEN COMPANIES”

Moderator: Diana Kobayter | ASCAME Commission of Young Entrepreneurs [Lebanon]

Speakers:
Karima Bergueul | President, Association des Femmes en Economie Verte (AFEV) (Algeria)
Ana Zacharan | Representative, Albania National, Profession and Craft’s Association (SHGPAZ) (Albania)
Doa Wadi | Executive Director, Business Women Forum Palestine [BWF] (Palestine)
Neija Gharbi | Chairman of the Board, Tunisian Bank Corporation [Tunisia]
Reporter: AFAEMME & participant from audience

Q&A Session

16:30 SESSION 2: ROUND TABLE – PART 2: “SHARING THE BEST PRACTICES AMONG BUSINESSWOMEN ORGANIZATIONS”

Moderator: Diana Kobayter | ASCAME Commission of Young Entrepreneurs [Lebanon]

Speakers:
Apostolina Tsaltampasi | President, Greek Association of Women Entrepreneurs (SEGE) [Greece]
Taghrid Nafeisi | President, Jordan Forum for Business & Professional Women (JFBPW) [Jordan]
Cristina Visconti | Board Member, SELENA (Italy)
Charlote Gregory | President, Malta Association of Women in Business (MAWBI) (Malta)
Elvira Marasco | President, International Relations AIDDA (Italy)
Aicha Amrani | President, Association of Women Entrepreneurs of Morocco (Morocco)
Reporter: AFAEMME & participant from audience

Q&A Session

17:45 SESSION 3: WRAP-UP: CONCLUSION OF THE ROUND TABLE DEBATES

Moderator: Anaël Le Bihan | Projects and International Cooperation Area Manager, ASCAME
Reporter: AFAEMME & participant from audience

Q&A Session
The 2nd Mediterranean Social Economy Forum will provide the audience with an overview of Social Economy within the Mediterranean and will present the contribution of these enterprises and organisations in terms of entrepreneurship, job creation and maintenance of employment, social cohesion, inclusive economic growth and sustainable development for the Mediterranean region.

The Social Economy is a relevant part of the private sector in the Euromed region, with more than 3.2 million enterprises that represent 15 million jobs. Social Economy is a private stakeholder able to enliven the EU economy, where it represents 8% of the GDP and the economies of several European Member States where it represents 10% of the GDP, as in the case of Spain or France.

Social Economy is on the socio-economic agenda of the Euro-Mediterranean Partnership. The Ministers for Employment and Labour of the Union for the Mediterranean (UfM) have recognised the relevance of Social Economy at the Ministerial Conference held in Cascais (Portugal). This conference concluded that Social Economy “is not only an alternative way of delivering economic, social and environmental value, but also a smart way of unlocking resources creating sustainable employment, and generating inclusive economic growth in the region”.

The Euro-Mediterranean Social Economy Network (ESMED) is the institutional benchmark platform for social economy in the Mediterranean. It brings together the 14 main Social Economy organisations of Algeria, Egypt, France, Italy, Morocco, Portugal, Spain, Tunisia and Turkey, representing more than 900,000 Social Economy enterprises and organisations, 8 million jobs and 100 million associated members.

#MedaSocialEconomy19
Programme

11:00 SOCIAL ECONOMY IN THE EUROMED REGION
Eduardo Baamonde | President, Cooperative Bank CAJAMAR
Maria Antonia Pérez León | Acting General Director for Self-Employment, Social Economy and CSR, Ministry of Labour, Migrations & Social Security, Government of Spain
Juan Antonio Pedroño | President, Spanish Confederation of Social Economy Enterprises (CEPES) & SEE & General Coordinator, ESMED Network

11:30 ROUND TABLE: THE STATE OF SOCIAL ECONOMY ENTERPRISES AND ORGANISATIONS IN EUROMED COUNTRIES
Moderator: Carlos Lozano | Coordinator of International Affairs, Spanish Confederation of Social Economy Enterprises (CEPES) & Secretariat, ESMED Network
Speakers:
Carla Ventura | Vice President, Antonio Sergio Social Economy Cooperative (CASES)
Mounir Elghazoui | Member of the Board of Directors and Treasurer, Moroccan Network of the Social and Solidarity Economy (REMESS)
Lucie Gras | Chief Executive Officer, French Chamber of Social and Solidarity Economy (ESS France)
Giancarlo Ferrari | Representative, Italian Cooperative Alliance
Kamel Boussafi | Professor of Economics, Higher School of Business

12:30 ROUND-TABLE: SOCIAL ECONOMY ENTERPRISES: INNOVATION AND SUSTAINABLE DEVELOPMENT STAKEHOLDERS IN THE MEDITERRANEAN
Moderator: Carmen Comos | General Director, Spanish Confederation of Social Economy Enterprises (CEPES)
Speakers:
Abdelkader Harmat | President, Hydroelectric Mutuality & President, Mutuality of Families
Elisenda Xifre Camps | Project Director, Suara Cooperative
Amandine Albizzati | President, ENERCOOP Cooperative
Faris Alami | Founder & Chief Executive Officer, International Strategic Management

13:30 INITIATIVES AND PROGRAMMES THAT FOSTER SOCIAL ECONOMY BUSINESS DEVELOPMENT
Speakers:
Roser Hernández | Deputy Director for Social Economy, Third Sector and Cooperatives, Government of Catalonia
Samira Labidi | President, Entreprendre au Maghreb Association
Gianluca Pastorelli | President & Executive Director, DIESIS

13:55 FINAL COMMENTS
Speakers:
Chakir El Homrani Lesfar | Minister for Labour, Social Affairs and Families, Government of Catalonia
Juan Antonio Pedroño | President, Spanish Confederation of Social Economy Enterprises (CEPES) & SEE & General Coordinator, ESMED Network
The Mediterranean Women Entrepreneur Forum, organised by ASCAME and the Association of Organizations of Mediterranean Businesswomen (AFAEMME) with the collaboration of the Barcelona Chamber of Commerce, is the largest businesswomen entrepreneurial gathering in the region.

This event is designed to accelerate the growth of women-owned businesses through access to information, contacts and capital. This event is suitable for anyone in any stage of business, from those just getting started to those in business for decades as well as for those working individuals who want to explore their potential as entrepreneurs, there are resources and opportunities to grow and learn. We facilitate connections, provide innovative outlooks and offer resources for growth to clients and stakeholders.

The Mediterranean Women Entrepreneurs Forum is a strategic platform carefully curated for established and aspiring women entrepreneurs across the MEDA region, powered by the profile-sharing concept. It offers an exciting new platform, intended to empower women, women-led organisations and SMEs through significant insights. The event brings together proficient women entrepreneurs in the SME sector providing them with a zone to interact, network and share their thoughts. It will contemplate various constraints existing in the path of female entrepreneurship including access to capital, finding the perfect mentor, understanding the regulatory and legal landscape, etc.

A strategic platform carefully curated for established and aspiring women entrepreneurs across the MEDA region. This event brings together proficient women entrepreneurs in the SME sector providing them with a zone to interact, network and share their thoughts.
11:00 SESSION 1: MEDITERRANEAN WOMEN “THE CHANGE IS ALREADY HERE”

Speakers:
- **Helena de Felipe** | President, Association of Organizations of Mediterranean Businesswomen (AFAEMME)
- **Najoua Attia** | President, Cap Bon Chamber of Commerce and Industry & President, ASCAME Women Entrepreneurs Commission
- **Saïda Neghza** | President, General Confederation of Algerian Companies (CGEA) & President, BUSINESSMED
- **Fatiha Hassouni** | Head of Sector Gender & Women Empowerment, Union for the Mediterranean (UfM)
- **Madi Sharma** | Chief Executive Officer, Madi Group
- **Nathalie Pilhes** | Founding Member, Euro-Mediterranean Women’s Foundation (FFEM)
- **Marta Blanco** | President, Spanish Confederation of Employers (CEOE) – International
- **Francina Valls** | President of the Equality Commission, Catalonia’s Employers Confederation
- **Rym Ayadi** | Founder, Euro-Mediterranean Economists Association (EMEA)
- **Dragica Martinovic´** | Member, European Economic and Social Committee (ESSC)

12:00 SESSION 2: EMPOWERING A NEW GENERATION OF YOUNG WOMEN ENTREPRENEURS

Moderator:
- **Elizabeth Trallero** | Former President, European Women’s Management Development (EWMD) & Chief Executive Officer, Congost Plastics

Speakers:
- **Yomma El Sheridy** | President, Businesswomen of Egypt21 (BWE21)
- **Charlotte Gregory** | President, Malta Association of Women in Business (MAWB)
- **Karima Berghel** | President, Association of Women in Green Economy (AFEV)
- **Rachida Jebboun** | President, International Women Entrepreneur Council (CIFE)
- **Tijen Mergen** | Vice-President, Woman Entrepreneurs Association of Turkey (KAGIDER)
- **Asmâa Morine** | President, Association of Francophone Networks of Women Entrepreneurs (AREFFE)
- **Taghrid Nafeisi** | President, Jordan Forum for Business & Professional Women (JFBPW)
- **Apostolina Tsaltampasi** | President, Greek Association of Women Entrepreneurs (SEGE)
- **Cristina Visconti** | Member of the Board, SELENA
- **Aicha Amrani** | Former President, Association of Women Entrepreneurs of Morocco (AFEM)
- **Elvira Marasco** | Italian Delegate, Engagement Group W20 (Women 20)
- **Doa Wadi** | Executive Director, Business Women Forum Palestine (BWF)

13:00 SESSION 3: WOMEN DIGITAL & INNOVATION ENTREPRENEURS “ROLE MODELS”

Moderator:
- **Diana Kobayter** | Founder, Zouyouti, Oils & Beyond & Young Entrepreneurs Working Commission of ASCAME

Speakers:
- **Roula Moussa** | Chief Executive Officer, Netways & Chief Executive Officer, Al Venture Labs
- **Sana Odeh** | Founder & Chair, Arab Women in Computing
- **Najway Altahir** | Chief Executive Officer & Designer, Zimni Jdeed
- **Nourah Mehyar** | Chief Executive Officer & Co-Founder, Nafith Logistics

14:00 LUNCH BREAK & NETWORKING

15:00 AFAEMME GENERAL ASSEMBLY
The Mediterranean Talks will provide an open platform to discuss trending topics taking into account social, political and economic transformations and growing economic potentialities. Participants will have the perfect opportunity to discuss challenges, trends, visions, and possible future opportunities and collaborations for businesses in several industries.

In order to build a shared and sustainable future for the region, it is becoming increasingly clear the importance of actions and commitments from businesses in partnership with the public sector and civil society.

#MedaTalks19 will offer a unique networking opportunity for participants, business actors, experts and business leaders to share their experiences and opportunities.
The Mediterranean, a sea where three continents meet, was the cradle in which the first concept of Free Zones was born 2000 years ago, driven by Chaldeans, Phoenicians and Carthaginians. These civilisations were born in a framework of free ports: an alternative to facilitate trade and business logistics.

In the last 50 years Free Zones have played an important role in boosting the development of several countries and consolidating their transition to thriving economies. Currently, 19 terms are used to describe these zones (open, free, industrial, special, export, etc.), with more than 4,500 Free Zones in the world in 135 countries, 839 of which are in OECD countries. Asia hosts the largest number of Free Zones, followed by the Americas and the Middle East. 30% of the world trade owes its origins to these areas.

The potential of Free Zones as niches of business creation, employment and attraction of foreign investment is undoubted. These are fast economic development platforms that also impact the growth of their cities, regions, countries and logistic sectors. One of its main effects is to facilitate the development of business cooperation. The Mediterranean region has a strong interrelation between Free Zones and the logistics and transport sector, which means that they are called to play a fundamental role in achieving the development objectives that are set from a start.

Free Zones play an important role in stimulating economic growth in many regions and are essential for an integrated global economy.

Jorge Díaz Rivera | International Projects Manager, Consorci de la Zona Franca de Barcelona
Dragan Kosti | Chief Executive Officer, Pirot Free Zone
Cesare Zingone | Chief Executive Officer, Zeta Group
Djamal Eddine Bou Abdallah | President, Spanish-Algerian Circle of Trade (CCIAE)
Martín Gustavo Ibarra | Vice President, World Free Zone Organization (WFZO)
The 14th Sustainable development goal claims the attention on the need of promoting a careful management of oceans, seas and marine resources as a key feature of a sustainable future.

The European Union defines the Blue Growth as a long-term strategy that has to support the sustainable growth of the marine and maritime sector. The Mediterranean is a source of resources that can be used to promote an intelligent, sustainable, resilient and inclusive growth accompanied by job creation.

The WestMED initiative establishes the framework for sustainable development of the Blue Economy in the western Mediterranean Region. The initiative focuses on regional and local challenges and supports stakeholders in developing successful projects from both sides of the western Mediterranean region. Moreover, the initiative provides knowledge on the blue economy and pretends to share experiences and opportunities between the agents involved.

During the MedaTalks, organised by the Barcelona Chamber of Commerce, the challenges and opportunities in the MED region will be analysed from different perspectives.

Welcome addresses
Berta Pérez | Cambra de Comerç de Barcelona

Moderator: Raffaele Mancini

Marta Pascual | WestMed*
Susana Sainz | Generalitat de Catalunya
Anaël Le Bihan | ASCAME – BlueGrowth Community
Francesco Pititto | Seastainable Ventures
Victor Soria | 4Helix+ Cambra de Comerç de Barcelona

* To be confirmed
A new dawn for the Mediterranean

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