Time to act: Stronger together

MEDA WEEK BARCELONA
Mediterranean Week of Economic Leaders

18 - 20 November 2020
Hybrid event
(online + some face to face forums at Casa Llotja de Mar)
MedaWeek Barcelona (The Mediterranean Week of Economic Leaders) is nowadays the iconic conference aimed at 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 organised 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 Euro-Mediterranean organisations.
Over the last thirteen editions, more than **20,000 businessmen and businesswomen** have participated in MedaWeek Barcelona.

MedaWeek Barcelona connects the world with Mediterranean leading economies and businesses.

It is a **must-attend event for companies, corporations, governments and multilateral organisations** from the Mediterranean basin and abroad. With over a decade of success, MedaWeek Barcelona continues providing a strong and dynamic platform for boosting the **Mediterranean economic integration**.

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 of ASCAME
Objectives

- Create business synergies and networking between countries and companies of the region and abroad.
- Provide a platform for reflection and exchange of experiences regarding the major economic tendencies in the Mediterranean.
- Serve as connection point between Mediterranean businesses and the world.
- Promote the Mediterranean region and its key economic sectors worldwide.
- Influence and shape the evolution of Mediterranean economies by exchanging expert experiences, promoting investment as well as introducing development plans and innovative projects.
- Share knowledge, best practices and success stories in Mediterranean economies.
- Explore investment possibilities in the Mediterranean and beyond.

#MedaWeek20
Why attend?

• The most iconic economic event of the Mediterranean in three continents: Europe, Africa and Asia.

• A groundbreaking event that provides timely and relevant topics, by keeping up with the Mediterranean’s latest developments from both political and business perspectives.

• A strong platform for networking with key players of the Mediterranean and overseas.

• Attendance of government officials, institutional and business representatives, international top speakers and experts.

• A unique in its kind event supported by first-level sponsors and covered by international media partners.
Who attends?

20%
International & Mediterranean Organisations and Governmental & Other Institutions

80%
Companies & CEOs

Assistance Profiles

Government Officials
- Presidents
- Ministers
- Ambassadors

International Institutions Officials

Chambers of Commerce Officials

Private Institutions and Companies
- CEOs
- Managing Directors
- Businessmen and businesswomen
- Investors
- Entrepreneurs
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During these three days (November 18th, 19th and 20th), MedaWeek Barcelona will host numerous key thematic and sectorial fora. In past editions, this important event counted with more than 335 thematic fora, 650 working sessions, 2,010 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, the MedaWeek Barcelona saw the participation of over 50 countries across the globe and this year’s edition will be no exception.

The 14th edition of the Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2020) “Time to act: Stronger together”, the leading Mediterranean economic event, will take place between 18-20 November 2020 in a hybrid format, with all forums broadcasted online.

Co-funded by:

ascame

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Cámara de Comercio de Barcelona

Union for the Mediterranean (UfM)

IEMed
With over a decade of solid experience and successful outcomes, MedaWeek Barcelona offers new and current topics, extensive networking opportunities, and serves as a central hub for private sector in the Mediterranean and beyond.

The 14th edition of the MedaWeek Barcelona, as in its previous years, will bring many trending topics to the table and serve as the flagship Mediterranean entrepreneurial-economic platform for the entire world. This year’s edition aims to cover four main objectives as a central axis:

1. Identify concrete, innovative solutions and trends that will shape the region and help its economic ecosystem move forward in the post COVID-19 scenario.
2. Make the Mediterranean become again a central space for dialogue that boosts economic growth and fosters peace he 25th anniversary of the Barcelona Process.
3. Face digital transformation in the Mediterranean region.
4. Align the sustainable development needs of the Mediterranean area with the United Nation’s SDGs.
MedaWeek Barcelona 2020 will start with the Mediterranean Digital Innovation & Transformation Summit, which will focus on the important of digitisation in the post pandemic scenario. Digital transformation, entrepreneurship, startups, innovation, finance and tech development will be brought to the table. Africa and its largest free trade area thanks to AfCFTA, will also be one of MedaWeek’s main topics.

This edition’s forum will cover key topics for the Mediterranean region, such as Halal-related subjects or the Hotel and Hospitality industry. A new theme will come on the scene: Healthcare. Discussions about transforming healthcare business models and moving towards sustainable health systems in Mediterranean economies will also be held.

25 years after the Barcelona Process, the Mediterranean Week of Economic Leaders will also give attention to positioning the Mediterranean as one of the central regions in the world to generate growth, stability and peace.
**SUMMITS & FORUMS**

1. **17th New Africa Business Development Forum**
   - Africa’s way into the post-Covid-19 future

2. **3rd Mediterranean Halal Industry Forum**
   - The power of values

3. **1st Mediterranean Healthcare Forum**
   - Shaping the future of Mediterranean healthcare

4. **2nd Mediterranean Innovation & Digital Summit**
   - 2nd Mediterranean Digital Transformation Forum
   - 3rd Mediterranean Innovation Forum
   - 3rd Mediterranean Start-up & SME Meeting
   - Actions, not words

5. **4th Mediterranean Hotels & Hospitality Forum**
   - The future of Mediterranean Hotel and Hospitality Industry post COVID-19

6. **12th Mediterranean Women Entrepreneurs Forum**

**MEDA TALKS**

- Development and Multilateral Finance Instrument
- MICE Industry: What is next post COVID-19

**CONFERENCES**

- High value-added customer sectors for the Euro-Mediterranean industry
- The Mediterranean and Coastal Tourism
- FASTER H2020 Project Rural Development
- Creation of the UN-WWQA

**SPECIAL EVENT**

- Mediterranean Private Sector Declaration
  - 25th Anniversary Barcelona Process – Back to Barcelona Vocation

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Barcelona process 1995-2020
SUMMITS & FORUMS

Co-funded by:

Association des Chambres de Commerce et d'Industrie de la Méditerranée
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European Union
MEDITERRANEAN PRIVATE SECTOR DECLARATION

25th Anniversary Barcelona Process
Back to Barcelona vocation

On the occasion of the 25th Anniversary of the Barcelona Process, the 3rd edition of the Mediterranean Private Sector Summit will bring together the main actors from the private sector in the Mediterranean region (Europe, Africa, Asia) to support the Mediterranean integration process from a civil society perspective. Pioneer since 1982 in promoting economic cooperation and entrepreneurship between the two shores, ASCAME confirms its commitment with the continuity of the Barcelona Process to foster a new start that transforms the Mediterranean into an area of dialogue and interchange.

Business Leaders from the Mediterranean, Europe, Africa and the Middle East, such as Business Associations, Presidents of the Chambers of Commerce and Industry and SMEs representatives, will gather at this unparalleled event, where they will join efforts and commit for the Mediterranean economic and social development through 25 initiatives for action. A meeting that pursues as main objectives: To involve the Euro-Mediterranean Association; support the Barcelona Process and the UfM, and make efforts towards the implementation of a Euro-Mediterranean area of economic integration.

In this process of generating wealth and a global and competitive Mediterranean, all stakeholders that promote economic cooperation activities (Mediterranean Chambers of Commerce, Business Associations, etc.) will play the role of “real actors for peace”.
The Coronavirus pandemic has strained the socio-economic tissue of Africa. In early 2020, prior to the health and economic crisis, the African continent was considered among the fastest growing regions in the world, a new frontier for international investments. Africa cannot be described with a single narrative, as the gap between the richest countries and the poorest is substantial. However, despite there are still many common political and economic concerns, major progress has also been made with projects such as the African Continental Free Trade Area (AfCFTA). Intra-African free trade is seen as the best first step in breaking the cycle of underdevelopment that is denying opportunities for African workers and businesses.

This Forum will consist on informative and interactive sessions with the prime movers of infrastructure sector across various spheres like government, policy-makers, industry leaders, academia and future investors, to explore new potential areas for financial assistance, as well as access to finance to the infrastructure players.
Never before has the digital agenda been so necessary and vital. It is not just an immediate response to the impact of the COVID-19, but it also makes the drive for research and innovation indispensable. The current economy models are out of breath because of the speed with which changes occur. We are in the era of globalisation, climate change, pandemics, digital transformation, collaborative economy, urban concentration and depopulation of the rural world. Numerous changes that governments struggle to regulate. However, they also imply new divergences and polarisations between mechanisms and societies. Therefore, new responses are necessary.

It is time to react in a coordinated way to new challenges, because innovation and digitisation are here to stay. Its implementation has accelerated and there is no turning back. The way we work, learn, buy or communicate has changed. We must be prepared for the so-called ‘new normality’.

The aim of this Summit is the creation of a new collaborative platform that brings governments together with businesses and other stakeholders in private-public cooperation.
The Mediterranean region has been one of the hardest hit by the COVID-19 pandemic. The region’s health systems have proven to be insufficiently prepared. After the most intense months of the emergency, health systems are beginning to recover, but with significant consequences.

The experience highlights the importance of having a solid, efficient and interconnected health system in the Mediterranean region. It has become clear that the region must revitalise and reorganise its health sector in order to respond to the challenges that may arise in an effective and coordinated manner together with other countries, bearing in mind that health crises know no borders. In conclusion, it is time to engage in long-term cooperation on health in the Mediterranean.

The Mediterranean Healthcare Forum is an event that sits at the heart of the Mediterranean healthcare scene and brings together some of the most influential public and business leaders in Europe, the Mediterranean and Africa to network, discuss about growth & development in the healthcare sector, share knowledge, talk about the latest healthcare trends and do business.
The Islamic Economy affects the lives of more than just the 1.8 billion Muslims worldwide. It is open to all discerning consumers, citizens and types of businesses from Australia to Alaska who understand the need to improve the way we consume, produce and work with one another. The Islamic Economy could also be described as a way of living (through products, experiences, services, processes and relationships) that is Halal, ethical, wholesome and family-friendly.

However, the Halal sector has been affected by the intensified measures aimed at fighting against COVID-19. Food supply chain has also been severely disrupted but was quickly met with resilience from the Halal market economies that have consistently focused on bringing the supply chain closer to home by either investing in domestic production or finding closer regional supply chain partners.

The Mediterranean Halal Industry Forum aims to raise awareness about Halal Industry by hosting sessions about Halal-related topics and create trading opportunities for Halal focused Mediterranean and European businesses.
The future of Mediterranean Hotel and Hospitality Industry post COVID-19

Hotel and Tourism sector will be one of most affected by the COVID-19 pandemic, since this sector cannot be isolated from the local, national or global context in which it operates. Many jobs are being threatened around the world, especially in the Mediterranean region, because whether it is epidemics, pandemics, war, economic crises or natural disasters, what happens in the environment also affects tourism.

There is an urgent need to mitigate the impact of the crisis, guarantee the recovery of tourism and allow the sector to play a leading role in the overall recovery. To accelerate the recovery, it is necessary to promote stimulus policies and provide financial incentives for hotel investment, tourist exploitation and preparation for the future.

The Mediterranean Hotels & Hospitality Forum will mainly focus on Mediterranean hotels and will play a significant part in driving the Hospitality sector by bringing hoteliers together and facilitating partnerships.
MedaWeek Barcelona Talks offer the possibility to openly exchange different points of view over top-trending topics concerning the Mediterranean region.

- **Development and Multilateral Finance Instruments**
  The COVID-19 pandemic is not only a global health crisis, but a social and economic crisis that has disproportionately affected Development and Multilateral Finance Institutions. This MedaTalk will provide an updated comprehensive overview of donor and financial instruments available to institutions, chambers, business associations and start-ups, and SMEs across the region and will be a discussion platform about mechanisms available for the private sector in the Mediterranean.

- **MICE Industry: What is next post COVID-19?**
  The MICE (Meetings, Incentives, Conferencing, Exhibitions) industry is constantly changing and so are its trends. It has established itself as an attractive and stable sector. However, the COVID-19 storm has caused the cancellation of large congresses, events and fairs worldwide and therefore, it is convenient to better understand the phenomenon of events and their impact on the economy. This MedaTalk focuses on analysing the global trends and opportunities in the Meetings & Business Exhibitions industry and the latest innovative and sustainable products and solutions that are driving forward the Mediterranean Event industry.
PROJECTS & CONFERENCES

Co-funded by:
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Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
Cross-border Cooperation Projects represent an extensive and useful instrument in terms of Neighbourhood Policy when it comes to building bridges and strengthening existing ones in the Mediterranean Region. **International Cooperation Projects** enhance and embrace relationships between MED countries and organisations to work on top priorities for the wellbeing of the region that other ways would be very difficult when relaying only on the private sector. More so, because these projects mobilize millions of euros and set the path to continue to develop such transversal priorities for a more **prosperous future** for all the Mediterranean citizens based on green, blue and digital economy.

Several ASCAME members are 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 MED region’s private sector. During this session, speakers will present these initiatives in first person and how they can contribute to the **recovery of the Mediterranean main sectors** in the post-pandemic scenario.
In addition to the summits, forums & MedaTalks, the following sessions will also be held:

- High value-added customer sectors for the Euro-Mediterranean industry
- The Mediterranean and Coastal Tourism - Current Scenarios and Imagined Forecasts in the Blue Economy
- H2020 Faster Project
- Creation of the United Nations World Water Quality Alliance
INSTITUTIONAL MEETINGS
INSTITUTIONAL MEETINGS

An ideal space for organisations to hold internal institutional meetings within the framework of the MedaWeek Barcelona 2020

It is a must to take advantage of the foremost iconic conference in the Mediterranean, which has become a flagship over the years as a central meeting point that has served for political, business and other leaders of society to shape regional and industry agendas.

• ASCAME’s Executive Committee
• Afaemme’s internal meeting
VENUE

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