Event Report

MedaWeek Barcelona 2020

18, 19 & 20 November 2020

Hybrid event

(face-to-face official opening + online forums)
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Motivation and history of the event

MedaWeek Barcelona (the Mediterranean Week of Economic Leaders) is organised every year in the Catalan capital, Barcelona. It is a regional economic meeting which serves as a key platform to position the private sector on the Mediterranean political agenda. The initiative of MedaWeek Barcelona was born through the launch of the first North Africa Business Development Forum (renamed New Africa Business Development Forum), and has evolved to become a neuralgic business centre which, during 3 full days, gives an opportunity to experts and professionals from SME’s, large companies, local, national and international organisations from the different Mediterranean countries to participate in conferences and discuss the opportunities in the different key Mediterranean sectors.

This year, MedaWeek Barcelona has celebrated its 14th edition on November 18, 19 and 20, under the slogan "Time to act: Stronger Together", for the first time in a hybrid format due to the COVID-19 pandemic (with its official opening held face-to-face at the iconic Casa Llotja de Mar in Barcelona and all its forums and conferences broadcasted online).

Agenda

MedaWeek Barcelona 2020 has set up a total of online 18 forums, conferences and other activities, in which the regional, European and African perspectives in trade and economic relations between companies and entities present across the Mediterranean basin have been discussed.

In addition to the forums and conferences, this edition counted also on parallel private meetings, such as the ASCAME’s Executive Committee or the Afaemme’s internal meeting.
Each MedaWeek edition has begun with an official opening in each of its 3 days. However, this year has been quite particular due to the coronavirus pandemic.

The official opening of the 14th MedaWeek edition was held at the Ple Room in Casa Llotja de Mar, while being broadcasted online so that every attendee could easily watch it online. In this opening ceremony, several institutional representatives welcomed the participants of the event in person, joining online or with a video:

- **Joan Canadell** | President, Chamber of Commerce of Barcelona.
- **Jaume Collboni** | 1st Deputy Mayor, Barcelona City Council
- **Ahmed M. El Wakil** | President, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME).
- **Senén Florensa** | President of the Executive Committee, European Institute of the Mediterranean (IEMed).
- **Pere Navarro** | Special State Delegate, Consorci de la Zona Franca de Barcelona (CZFB).
- **Ignacio García Bercero** | Director, Multilateral Affairs, Strategy, Analysis Evaluation, DG Trade A, European Commission
- **Nasser Kamel** | Secretary General, Union for the Mediterranean (UfM).
- **Ali Moselhy** | Minister of Trade and Supply, Government of Egypt
- **Reyes Maroto Illera** | Minister of Industry, Commerce and Tourism, Government of Spain.
- **Pere Aragonès** | Vice-president of the Government and Minister of Economy and Finance, Generalitat of Catalonia.

**Date**: 18 November 2020  
**Time**: 9:15h - 10:00h  
**Watch full session**: https://www.medaeconomicweek.org/streaming-listing/opening-streaming-vo/  
**Watch summary video**: https://www.youtube.com/watch?v=UNfQbyEhTKI&t=28s
The forums that took place during this edition of MedaWeek Barcelona are the following:

- Mediterranean Innovation and Digital Summit (2nd edition)

<table>
<thead>
<tr>
<th>Date</th>
<th>18 November 2020</th>
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<tr>
<td>Time</td>
<td>10h - 16:30h</td>
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<tr>
<td>Co-organisers</td>
<td>EURECAT; WBAF</td>
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</tbody>
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- Mediterranean Healthcare Forum
- Mediterranean Halal Industry Forum
- New Africa Business Development Forum
- Mediterranean Women Entrepreneurs Forum
- Mediterranean Hotels and Hospitality Forum
- Mediterranean Innovation & Digital Summit
- Media Talk: Conference: Blue Economy
- Media Talk: Development & Mediterranean Finance Instruments: Time to transform

• The Mediterranean and Coastal Tourism - Current Scenarios and Imagined Forecasts in the Blue Economy
• Faster 2020 Project
• Creator of the United Nations World Water Quality Alliance
• High value-added customer service for the Euro-Mediterranean Industry
Watch full session:

2nd Mediterranean Digital Transformation Forum:

3rd Mediterranean Innovation Forum:
https://www.medaeconomicweek.org/streaming-listing/3rd-mediterranean-start-up-sme-meeting-streaming-vo/

3rd Mediterranean Startups and SMEs Meeting:

Watch summary video:

2nd Mediterranean Digital Transformation Forum:
https://www.youtube.com/watch?v=cfubdNSWL3w&t=94s

3rd Mediterranean Innovation Forum:
https://www.youtube.com/watch?v=IOxJbzgLlg&t=210s

3rd Mediterranean Startups and SMEs Meeting:
https://www.youtube.com/watch?v=wdP0s9g7U&t=139s

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 was the creation of a new collaborative platform that brings governments together with businesses and other stakeholders in private-public cooperation.
This Summit was composed of three forums:

- 2nd Mediterranean Digital Transformation Forum
- 3rd Mediterranean Innovation Forum
- 3rd Mediterranean Startups and SMEs Meeting

H.E. Eduard Shahu
Minister of State for the Protection of Entrepreneurship of Albania

Roberto Crici
Managing Director, Microsoft for Startups
SEVEN PRINCIPLES TO MAKE SUSTAINABILITY YOUR NORTH STAR FOR DIGITALIZATION

1. Collaborate and share! This is a marathon, not a sprint that you can win alone!
2. Highly value Data Protection!
3. Don’t copy, invent to solve people’s problems! Solid products that improve!
4. Invest only in sustainable business models!
5. Build digital products, that have a positive impact to sustainability!
6. Digitalization is a tool, not the goal!
7. Educate, educate, educate...

#Medaweek20
New Africa Business Development Forum (17th edition)

Date: 19 November 2020
Time: 10h-11.30h
Co-organiser: IEMED


Watch summary video: https://www.youtube.com/watch?v=jA14NswyioY&t=199s

The New Africa Business Development Forum is one of the most emblematic forums of the Mediterranean Week of Economic Leaders and by far the oldest.

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 consisted 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.
Mediterranean Healthcare Forum (1st edition)

Date: 19 November 2020
Time: 12:00h-13:30h
In collaboration with: WHM; GAIF
Watch full session: https://www.medaeconomicweek.org/streaming-listing/1st-mediterranean-healthcare-forum-streaming-vo/
Watch summary video: https://www.youtube.com/watch?v=jA14NswyloY&t=199s
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 sat at the heart of the Mediterranean healthcare scene and brought 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.

In this edition, this forum counted on the presence of the Spanish Minister of Health, Salvador Illa.
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 aimed to raise awareness about Halal Industry by hosting sessions about Halal-related topics and create trading opportunities for Halal focused Mediterranean and European businesses.
Mediterranean Women Entrepreneurs Forum (12th edition)

Date: 20 November 2020
Time: 10:00h -11:30h
Co-organisers: AFAEMME; EBSOMED

Watch full session: https://www.medaeconomicweek.org/streaming-listing/12th-mediterranean-women-entrepreneurs-forum-streaming-vo/

Watch summary video: https://www.youtube.com/watch?v=UBdO1kcAlFU
Women have been in the front line during COVID-19 in different positions, affected and greatly burdened by the lack of decision-making structures. Inclusion should take the form of meaningful participation and leadership by women in all decision-making processes to address the COVID-19 outbreak, as well as in planning actions to be taken in the short term.

As the COVID-19 crisis unfolds, we must continue supporting meaningful work of women, as agent of change at the local level is key. Community networks established during consolidation efforts can be powerful in shaping the design and implementation of community engagement around COVID-19.

COVID-19 has changed everything. They are forced changes in the world that feel sudden and cataclysmic. We are faced with high unemployment rates, an economic slowdown, an impending recession and everything else that is likely to take place even before a vaccine hits the market.

As new business models emerge and cash positions remain cautious, companies will look to technology capabilities and functionalities that directly impact business objectives. The 12th MedaWomen Entrepreneurs Forum, focused on some of these social and technological changes to all companies and organizations led by women.
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 mainly focused on Mediterranean hotels and played a significant part in driving the Hospitality sector by bringing hoteliers together and facilitating partnerships.
Other Activities

- Meda Talks (3rd edition)

The Mediterranean Talks (Meda Talks) provided an open platform to discuss topical issues taking into account social, political and economic transformations and growing economic potential. The online participants had a perfect opportunity to discuss challenges, trends, visions and possible future opportunities and collaborations for companies across multiple industries.

This edition included two Meda Talks:

  - **Development & Multilateral Finance Instruments:**

    - **Date:** 19 November 2020
    - **Time:** 17:30h - 19:00h


    **Watch summary video:** [https://www.youtube.com/watch?v=B1Ev6oHnseQ&t=44s](https://www.youtube.com/watch?v=B1Ev6oHnseQ&t=44s)
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 provided an updated comprehensive overview of donor and financial instruments available to institutions, chambers, business associations and start-ups, and SMEs across the region and was a discussion platform about mechanisms available for the private sector in the Mediterranean.

**MICE Industry: What is next post COVID-19?**

- **Date:** 20 November 2020
- **Time:** 15:00h - 16:30h
- **In collaboration with:** Fira Barcelona; AFE
- **Watch summary video:** [https://www.youtube.com/watch?v=zu1gtg0AqGg&t=71s](https://www.youtube.com/watch?v=zu1gtg0AqGg&t=71s)

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 focused 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.
International Projects: the potential of ASCAME’s network projects in the post COVID-19 economic recovery

Date: 19 November 2020
Time: 17:30h -19:00h

With the collaboration of: EBSOMED / Project funded by the EU

Watch full session: https://www.medaeconomicweek.org/streaming-listing/international-projects-streaming-vo/

Watch summary video: https://www.youtube.com/watch?v=qrnVDDSGNz8&t=38s

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. Proof of that pledge is the active participation of our members in recently approved projects. All of these projects aim to serve as an instrument to tackle important elements on economic activation, green economy, energy efficiency, cultural heritage, innovation, investment, and technology. They offer great opportunities to take action towards the recovery of the region and to establish synergies with other members and networks of stakeholders.
The Coronavirus (COVID-19) Pandemic has triggered an unprecedented crisis in the tourism economy, given the immediate and immense shock to the sector. Revised international estimates on the COVID-19 impact point to 75/80% decline in international tourism in 2020. This could rise to 85/90% if recovery is delayed until Spring 2021 or longer, if hindered by the uncertain length of the pandemic (including resurgence) and vaccine. This puts as many as 120 million jobs globally at risk if international tourism within specific geographic-regions (e.g. in the Mediterranean) does not rebound.

Domestic tourism, which accounts for around 75% of the tourism economy in many OECD countries, was prematurely expected to recover more quickly. It offered the main chance for driving recovery, particularly in Mediterranean countries and islands, regions and cities where the sector supports most jobs and businesses. Coastal tourism figures have shown that this was not the case.

The impact of the crisis is being felt throughout the entire tourism ecosystem, and reopening and rebuilding destinations will require a joined up approach. The crisis may be an opportunity to rethink tourism for the future, with an eye on the UN SDGs and the unknown form of tourism in the New Normal.
- Euro-Mediterranean Conference on Industrial Cooperation

**Date:** 19 November 2020  
**Time:** 15:00h -17:00h  
**Co-organiser:** Barcelona Chamber of Commerce  

Sectors of high added value in industry, like renewal energy, rail or electro mobility will play a key role in accomplishing the target of the Paris Agreement. Because of the need for reduction of global greenhouse gas emissions, those sectors are gaining more importance and can play a crucial role in shifting the world towards a future powered by renewables.

The Green Recovery plan promoted by European institutions will be organized around 10 policies that will affect the productive sectors with the greatest capacity to transform the European economy industry. The energy transition will account for more than 37% of the total founding.

In this forum, four relevant companies from high value-added sectors were encouraged to share their experiences and to examine opportunities. An extraordinary initiative that will be carried out in collaboration with Fira de Barcelona, with a participation of 50 buyers of selected sectors from Mediterranean countries, was also introduced.
• FASTER H2020 Project

**Date:** 20 November 2020  
**Time:** 17:30h - 19:00h  
**Co-organiser:** Faster Project

**Watch full session:** [https://www.medaeconomicweek.org/streaming-listing/faster-h2020-project-rural-development-streaming-vo/](https://www.medaeconomicweek.org/streaming-listing/faster-h2020-project-rural-development-streaming-vo/)

As outlined by the EC, there is a need for stronger integration of research and innovation objectives in the guidelines of broader industrial and macro-economic policies. It is therefore necessary to ensure an appropriate design of sectorial policies and strategies, improving capacity building and resources allocated to the national research and innovation system, as well as to improve knowledge transfer and move up the value chain on an international scale to create an enabling environment for innovation and creativity.

Principal Tunisian sectors depending on land and water management, forestry and agriculture, are key sources of economic growth and rural development. Despite the necessary changes towards industrialization, service sector and tourism in recent Tunisian economic diversification, the agricultural and forestry sectors are still essential for the achievement of national objectives in relation to food security, employment, regional equilibrium and social cohesion, as well as supporting rural livelihoods and employment for about a quarter of the Tunisian workforce.
Presentation of the Mediterranean Private Sector Declaration

Date: 19 November 2020
Time: 09:15h -10:00h
Watch full session: https://www.medaeconomicweek.org/streaming-listing/mediterranean-private-sector-declaration-streaming-vo/
Watch summary video: https://www.youtube.com/watch?v=Fe5fcC_IrXw&t=54s

On the occasion of the 25th Anniversary of the Barcelona Process and in the framework of the 14th Mediterranean Week of Economic Leaders, ASCAME, together with the most important organisations of the private sector in the Mediterranean, Europe, the Arab world and Africa, will organise a Presentation of the Mediterranean Private Sector Declaration, which will bring together the main actors in the Mediterranean region from the private sector (Europe, Africa, Asia), to support the Mediterranean integration process from a civil society perspective.

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. At this meeting, they will join efforts and commit for the economic and social development of the Mediterranean through 25 initiatives for action.

The Mediterranean Private Sector Summit 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. A meeting that intends to provide the public and private organisations from both sides of the region with the appropriate tools to enhance cooperation and knowledge exchange for more efficient and integrated development.
The 3rd day of MedaWeek Barcelona 2020 was inaugurated by two unparalleled keynote speakers: Christa Schweng, President of the European Economic and Social Committee (ESSC), and Fathallah Sijilmassi, Former Secretary General of the Union for the Mediterranean (UfM).
ASCAME Executive Committee

On the occasion of the 14th Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2020), a large number of ASCAME members from three continents gathered within the framework of the Executive Committee. It was the first time that an Executive Committee was held online and, therefore, it counted on the participation of a large number of members. The meeting was very productive to analyse the current situation, the opportunities and challenges faced by the Association and to vote on relevant decisions.

AFAEMME Internal Meeting

The Association of Organisations of Mediterranean Businesswomen (AFAEMME) also held an internal meeting in the framework of MedaWeek Barcelona 2020, gathering a high number of members.
Impact on social media

TWITTER

Communication pre event

ASCAME 🐦 @ascameorg · Nov 10
The #Mediterranean Startup & SMEs Meeting is the annual meeting for stakeholders and entrepreneurs
1. How can we create a suitable startup ecosystem even during the crisis?
2. What are the current regulations in the MED region to support SMEs and Startups? bit.ly/medawi20

WBDAF and 2 others

ASCAME 🐦 @ascameorg · Nov 4
👀 Have a look at all #summits & #forums taking place at #Medaweek20 Barcelona, the main #Mediterranean #economic event. More activities on #tourism, #water, #MICE industry, #Multilateral finance & + more will be also held.

Register here & don’t miss it: medaeconomicweek.org/register/
This year we celebrate the 25th #Anniversary of the #Barcelona #Declaration, a highlight in the history of the region that aims to reposition the #Mediterranean as a hub for many sectors.

Read @anwarzibaoui's article & discover + registering at MedaWeek: medaeconomicweek.org/register/

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The #Mediterranean #Healthcare Forum, in #MedaWeek20, is very relevant this year due to the new post-#COVID19 scenario:

- Shape the Future of Med Health
- How can Med be transformed into an Innovation Health Hub?

Nov 19, 12pm CET - 1h30min
Register: lnkd.in/eqZHrKV

In the frame of the MedaWeek Barcelona 2020 1st Mediterranean Healthcare Forum
Thursday, 19 November 12h-13:30h (CET)

Enric Magoñes, Consulting Director World Health Management
Gonzalo Resegui Felch, Director Institute Salut Global
Chahid Ammour, Secretary General, General Arab Insurance Federation
Denise Biber, Co-Founder
Kasudhar Lubish, VP Product Strategy
Communication during the event

**ASCAEM** 🌍 @ascameorg - Nov 18

The opening ceremony of #Medaweek has begun!

Join us: bit.ly/3kP8WWB

![Image of the opening ceremony](image1.png)

**ASCAEM** 🌍 @ascameorg - Nov 18

#MedaWeek20 Welcome Speech of the Mediterranean Start-Ups & SMEs Forum by Fadi Saab, from the Business Ethics Commission of ASCAME, Anwar Zibaoui, Coordinator of ASCAME, and Baybars Altuntas, Executive Chairman of WBAF @fadinsaab @baybarsaltuntas @anwarzibaoui @wbaforum

![Image of a panel discussion](image2.png)
Everything ready at Casa Llotja de Mar in Barcelona. @ascameorg’s team keeps working to make a success of this #MedaWeek20! Today: Women entrepreneurship, hotels & hospitality, MICE industry, Faster Project 2020 & creation of the UN-WWQA

Join streaming: medaeconomicweek.org/streaming-list...

#MedaWeek20 #Barcelona presents the 'Barcelona Declaration of the Mediterranean private sector' - "Accelerating economic integration" on the occasion of the 25th Anniversary of the Barcelona Process to reposition the Med as key #actor.

Check the news!

Medaweek Barcelona presenta 25 propuestas para un nuevo modelo de... Medaweek Barcelona 2020, organizada por la Asociación de Cámaras de Comercio e Industria del Mediterráneo... europapress.es
Communication post event

ASCAME 📩 @ascameorg · Nov 21
The #MedaWeek Barcelona 2020 has come to an end. We would like to thank everyone who joined us, especially to the speakers, audience and partners, we couldn’t have done it without your support and generosity. See you next year!
Watch all the session here: Inkd.in/EncC4Q

ASCAME 📩 @ascameorg · Nov 24
📽️ #Relive the 14th edition of #MedaWeek20, the #Mediterranean #Week of #Economic #Leaders watching all the summary #videos of the different #forums and #conferences.

!! Don’t miss the interesting speeches and discussions that took place last week!

ASCAME
The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) is a non-profit ...
-Sep 28, 2023
La MedaWeek de Barcelone repositionne la Méditerranée comme un acteur clé de la relance post-COVID19. Alors que le processus de Barcelone fête ses 25 ans, le texte appelle à revenir à sa vocation pour accélérer l'intégration économique.

FACEBOOK
Communication pre event

ASCAME
17 November at 20:20 -

The Mediterranean Week of Economic Leaders will start in hours! Forums on Health, Innovation, StartUps, Digital, Women, Hotels, MICE, Haial, Africa, Multilateral, Finance, Tourism, International Projects & will be held.

REGISTER NOW! https://www.medaeconomicweek.org/register/
Communication during the event

**ASCAME**

20 November at 12:31 - 🌐

**EBSOMED Academy: "Mediterranean Women Entrepreneurs"**

- 30 Mediterranean businesswomen from Spain, Turkey, Tunisia, Jordan, Egypt, Cyprus, Montenegro, Greece, Morocco, Italy, Palestine, France, Lebanon, Libya, Belgium, Zambia, and Switzerland.
- They have shared their expertise on crisis management and women empowerment.
- Future outlooks and actions to achieve gender equality in managerial roles.

But a... See more
Communication post event

ASCAME
16h

Have a look at all the interesting #summary #videos from the #Mediterranean Week of #Economic Leaders.

Relive the #MedaWeek20 edition here:
https://www.youtube.com/channel/UCx1X_qNWilhWqmrNU6ZbXmw
ASCAMÈ
24 November at 15:57

#MedaWeek20 Barcelona focuses on the #integration of #Europe & the #Mediterranean in the post #COVID19 & the #competition with other large #economic areas in #Asia and #America. Have a look at the latest news about #MedaWeek20:
https://www.economiahoy.es/medaweek-barcelona-se-centra...
https://diarioalicante.es/medaweek-barcelona-se-centra-en-la-integracion-de-europa-y-el-mediterraneo-en-la-post-covid-19-y-la...
See more

DIARIOALICANTE.ES
▷ [ MedaWeek Barcelona ] ▷ se centra en la integración de Europa y el Mediterráneo en la pos-COVID-19 y en la...

LINKEDIN

Communication pre event

ASCAMÈ
2,072 followers
3 semana a

The 14th edition of #MedaWeek20, the #Mediterranean Week of #Economic Leaders will start tomorrow! ASCAME’s General Coordinator, Anwar Zlouaui, has just explained on TVE how the event will be & what are the main regions & more. Ver traducción
Communication during the event

#MedaWeek20 Thank you to our dear speaker for sharing such valuable insight on the future of #tourism and #hospitality
Illes reclama no perder la fertilidad en investigación cuando acabe la pandemia

europapress.es • 2 min de lectura

Fernanda Ventura y 6 personas más

Communication post event
The MedaWeek 2020 media plan focused on local, regional, national and international offline and online media, both general and sectoral media.

In order to cover and promote the event, MedaWeek Barcelona reached agreements with several media partners from the Mediterranean.

Apart from the media partners, several media registered to cover the official opening, some forums and the speech of the Spanish Minister of Health, Salvador Illa.
Media Partners of the MedaWeek Barcelona 2020

- Media impact

La MedaWeek abordará la situación pos-COVID-19 en las economías mediterráneas

Barcelona, 4 nov (EFE) - La Semana Mediterránea de Líderes Económicos (MedaWeek), que celebra este año su 14 edición en formato virtual, abordará la situación pos-COVID-19 en los sectores clave de las economías mediterráneas y las oportunidades que surgen de la necesidad de la integración euromediterránea.

Con el lema ‘Time to act: Stronger Together’ (Hora de actuar: Más fuerte juntos) el evento se celebrará entre los días 17 y 18 de noviembre.
https://www.economiahoy.es/medaweek-barcelona-se-centra-en-la-integracion-de-europa-y-el-mediterraneo
https://www.econostrum.info/La-MedaWeek-de-Barcelone-repositionne-la-Mediterranee-comme-un-acteur
https://www.galiciapress.es/noticia/3011446/maroto-a-minut/la-barcelona
https://www.imedecohospitalario.es/noticia/20655/el-mediterraneo-muestra-sus-fuerzas-innovaciones-y-
https://www.imcb.info/noticia/19828/medaweek-barcelona-el-covid19-como-motor-de-opportunidades-en-
https://www.imcb.info/noticia/19850/medaweek-flexibilidad-y-turismo-local-para-adaptarse-a-la-nueva-re-
https://www.imcb.info/noticia/19851/industria-mice-y-despues-del-covid-que
https://www.impresedelsud.it/medaweek-2020-il-rilancio-post-covid-parte-dal-mediterraneo/
https://www.lavanguardia.com/noticia/3011211/471777631440/paises-mediterraneos-apuestan-por-econo
https://www.lavanguardia.com/noticia/20201104/49235801293/la-medaweek-abordara-la-situacion-pos-cov
From the communications and press department of ASCAME and the Barcelona Chamber of Commerce, several press invitations were launched to announce the online celebration of MedaWeek Barcelona 2020, highlighting activities that may be of interest to the media, such as the official opening or the participation of national and international politicians.

Press releases

Many press releases were sent to local, national, regional and international media (both generic and sectoral) announcing the main topics that would be discussed in the framework of MedaWeek Barcelona 2020 and its forums and activities.
In its 14th edition, the Mediterranean Week of Economic Leaders,...
Marketing and promotional material

Digital materials:

- MedaWeek website
- Save the date
- MedaWeek General Brochure
- MedaWeek 13 editions brochure
- Sponsorship Agreement
- Media Partnership Agreement
- Promotional flyers
- Forums’ Programmes
Mediterranean Healthcare Forum

SAVE THE DATE

19 November 2020
12:00 – 13:30 CET
Online Event

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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)