MEDA M15 WEEK

15 YEARS AT THE SERVICE OF THE PRIVATE SECTOR
The Mediterranean countries have a lot in common: a sea, a history, culture, food and values that remind us that it is possible to work together and create a new shared destiny. In order to move forward, it will be necessary to build a common space of innovative nature, aimed at constituting a basic axis of evolution between both shores of the Mediterranean.

It is time to seek answers that allow the development and construction of a future for the Mediterranean basin as a whole. The region must promote its economic model and illustrate its performance and excellence, displaying a great management capacity to excel and meet expectations. This will be illustrated through technology, innovation, digital transformation, the green and blue economies and a set of creative transformations, but also through tourism, food, textile and energy.

We must also remember that History has revealed a correlation between economic progress and social progress. The opportunities for growth and prosperity in the Mediterranean are immense and our future in common entails a necessary integration that not only will transform the region; it will also mean an increase in investments and exports, the creation of jobs and new companies, as well as promote the transformation and sustainability of growth, including women and youth as priority actors.

In this sense, a first concern for the Mediterranean should be forming alliances to create an environment that favors coexistence and cooperation between the people of both shores. This action would allow the integration of emerging generations and would strengthen the roots of key values: tolerance and acceptance of others, beyond hackneyed stereotypes, far from any form of exclusion and rejection that irreparably engenders a logic of confrontation and antagonism. Together we can build a healthy relationship away from prejudices, with a unified management of shared problems. A global approach and integrated responsibility are possible. After all, don't we all have the same goal? Common development for a common future.
ASCAME implies economic and trade development are instrumental for achieving peace and stability in the Mediterranean region. The Chambers of Commerce and the private sector are those institutions entrusted to promote the economic activity and to enhance cooperation between the businessmen and businesswomen, the economic agents of the countries of both shores of the Mediterranean.

Indeed, the political and economic stability of the Mediterranean region requires the collaboration of the economic agents of both shores of the Mediterranean. Collaboration concentrates mainly to eradicate unemployment in the region, as well as the creation of decent work and the extension of social protection to successfully face poverty and exclusion.

In this sense, the Mediterranean Week of economic leaders has become, since its creation 15 years ago, the Mecca of economic development and social progress of the Mediterranean Sea countries. From the beginning, conferences, workshops, B2B and round tables in the framework of MedaWeek were driven by the spirit of a strong partnership with all the instruments and platforms working for the regional development and the development of coordinated actions.

I take this opportunity to express my respect and my thanks to the ASCAME General Secretary, its sectorial commissions, as well as to the Chambers of Commerce for their cooperation in MedaWeek activities throughout these years. I would also like to specially thank our invaluable collaborators and all those who have participated in the consortiums of Euro-Mediterranean projects, and actively cooperated in the development of the Mediterranean.

MedaWeek celebrates its 15th anniversary reaffirming its commitment to a common Mediterranean future based on a shared space of well-being and comprehension.

Ahmed El Wakil
President of the Egyptian Chamber of Commerce in Alexandria
President of ASCAME
In 2005, on the occasion of the celebration of the 10th anniversary of the Barcelona Process, the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Chamber of Commerce of Barcelona, in collaboration with various Euro-Mediterranean organizations, had the initiative to launch a proposal committed to creating a platform that would bring out and improve the role of the private sector in building an economic area in the Mediterranean.

A decade and a half later, the Mediterranean Week of Economic Leaders is an essential platform for the region, where businesses and regional and international decision makers’ centres meet to exchange their experiences and interests with the public sector companies and multilateral institutions. MedaWeek successfully addresses each year the interests of companies and SMEs and the difficulties they face, with the aim of increasing private investment flows in the region, as one of the key requirements for regional economic growth.

Barcelona’s Chamber of Commerce is committed to the maximum internationalization of the economy and defends initiatives that help put companies in contact with other markets to generate business opportunities. We also aim to establish and strengthen relationships with other Chambers of Commerce to enter a phase of business maturity in which companies not only export but also set up subsidiaries abroad. In this respect, MedaWeek provides a great opportunity to achieve this milestone.

MedaWeek chose Barcelona as the annual meeting point for the Mediterranean Week. Why Barcelona? Because this city has been, for a thousand years, a major centre of manufacturing and trade across the Mediterranean region. Moreover, the first Euro-Mediterranean Summit took place in this city in 1995, aiming at enhancing common effort between European partners and countries of the Southern Mediterranean. Barcelona is also one of the world’s leading cities in the organisation of events and congresses and thanks to its innovative, dynamic business ecosystem and its powerful infrastructures in the Mediterranean scenario, our city is the perfect host for international events of this kind, and we look forward to maintaining this status.

Throughout these fifteen years, MedaWeek has become an innovative framework for cooperation, aimed at creating a space to analyse regional challenges and, therefore, achieving a more prosperous, competitive and peaceful region. That was the purpose when MedaWeek was launched and it has remained firm in the face of different challenges and circumstances. Hence, I am pleased to introduce you this dossier as a reflection of the efforts and achievements undertaken during these years, and we will continue working - even more so if possible – in order to ensure that MedaWeek keeps growing for many more years.

Mònica Roca i Aparici
President of the Chamber of Commerce of Barcelona
Vice-President of ASCAME
The Mediterranean Week of Economic Leaders is today the result of fifteen years of commitment and consolidated success, being the Mediterranean region’s largest international economic, trade and investment event. MedaWeek Barcelona gathers business leaders, government representatives, policy makers, entrepreneurs, regional and international investors, leading academics and experts, showcasing up-to-date information, strategies and knowledge on the economies and business opportunities in the 22 countries encompassing the Mediterranean.

The coronavirus continues to set the pace for companies and governments, in this new normality, it is necessary to value the establishment of shorter and more agile supply chains and the creation of trade flows that do not depend on destinations that are too far away. Regionalisation emerges as an immense source of opportunity; it may be time to rethink the EU-Mediterranean relationship and together promote a project capable of competing globally with other regions. In this context, the Mediterranean region could become a thriving North-South production frontier, as its geographical location allows for shortening logistical circuits between the EU and Africa, and reducing the carbon footprint.

Whilst this is a difficult time, both the civil society and businesses have the opportunity to play a crucial role in the socioeconomic development of the region. The Mediterranean countries have to work together against the threat of economic disruption and build a common future. Companies, employers’ associations and chambers of commerce have a vital role in the achievement of an economically integrated region. Promoting economic activities and encouraging cooperation between entrepreneurs and operators in the countries of both shores of the Mediterranean, is a powerful force for peace and prosperity in the region.

MedaWeek Barcelona will be the setting for this technological revolution and innovative culture have been launched and have the opportunity to reinvent economies and offer an alternative narrative that could shape the new Mediterranean and open great prospects for economic recovery and regional revitalization. I invite you to be part of this bet.

Today it is more necessary than ever to create meeting spaces as MedaWeek, which is the clear commitment to integration and Barcelona as a strategic axis of this common process for a better future. This process is a challenge that requires the sum of commitments that we must make for the future.

Anwar Zibaoui
Coordinator of MedaWeek
General Coordinator of ASCAME
From past...

The private sector is an indispensable force for socioeconomic development; it creates jobs and growth, which, in turn, generate economic and social prosperity. This is why fifteen years ago, parallel to the celebration of the 10th anniversary of the Barcelona Process, the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Barcelona Chamber of Commerce together with other economic and business organizations, launched an initiative to create a platform where the business communities from both sides of the Mediterranean basin could convene, and that would serve to boost the role of the private sector in the region. Since then, MedaWeek has brought about new approaches, ideas and solutions to the table, while bolstering ties between business and commercial entities on the North and South of the Mediterranean.

... to future

This year’s MedaWeek is a milestone event not only because of the celebration of fifteen years of service to the Mediterranean private sector, but also a tribute to commitment and the power of partnership during a crisis brought about by a global pandemic. It is, moreover, an opportunity to reinforce ASCAME’s core values: a true economic integration of the Mediterranean, and a strong Euro-Mediterranean partnership, through the crucial role of the private sector.
The Mediterranean is a cradle of opportunities and civilizations. It is a place of hope, a strategic territory with extraordinary economic and commercial potential.

Pere Aragonès
President of the Government of Catalonia

Because of the pandemic, we are witnessing a huge system deficit in most of our countries. We need to work through inclusion and transparency, leading policies, trade and investment, as well as inclusive and sustainable job creation.

Nasser Kamel
Secretary General of Union for the Mediterranean

A new economic development model is needed for the recovery of the Mediterranean region, focusing on a real economic integration, the promotion of economic efficiency, social inclusion and convergence between both shores.

Mònica Roca i Aparici
President of The Barcelona Chamber of Commerce and Vice-President of ASCAME
The biggest economic event on the Mediterranean

- Over 80 media from Mediterranean countries and worldwide
- 2,000+ Prominent speakers
- 50+ countries
- 10+ Prominent Global Sponsors
- 35+ Thematic fora
- 650 working sessions
- 600+ Mediterranean Organizations' congresses
- 25,000 Business Meetings
Mediterranean Awards

Mediterranean Awards are designed to recognize the achievements of entrepreneurs and organizations that are driving growth, development, creating new economic opportunities and inspiring the new generation of businesses who are shaping Mediterranean’s future.

Najoua Attia
President of the Commission of Women Entrepreneurs of Ascame

Jacek Krawzick
President of the Employers’ Group of the European Economic and Social Committee

Kishore Rao
Former Head of UNESCO’s World Heritage Centre

United Nations Industrial Development Organization (UNIDO)
Collected by Monica Carco, Division Chief

Vesna Trnokop Tanta
Former Vice-President of the Croatian Chamber of Commerce

Mohammed Bachir Mahdi
Former Director General of the CCIS of the Tangier-Tetouan-Al Hoceima region

Mediterranean Awards
OUTSTANDING ACHIEVEMENTS
MedaWeek meetings

Top-level attendees have participated in MedaWeek during these years

MedaWeek has been attended by more than 29,000 participants from across the region. Among these, worldwide economic experts, business leaders, managers, investors, CEOs, as well as high-ranking officials, policy makers, civil society and media have participated therein.

A benchmark event for public and private decision-makers in the region

The high rate of participation has made MedaWeek the largest annual platform for economy and business in the Mediterranean, as well as the most exponential conference of this region to the rest of world.

A growing international event

Number of attendees over the years

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<tr>
<th>Year</th>
<th>Attendees</th>
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<tbody>
<tr>
<td>2007</td>
<td>500</td>
</tr>
<tr>
<td>2012</td>
<td>1,000</td>
</tr>
<tr>
<td>2015</td>
<td>1,500</td>
</tr>
<tr>
<td>2019</td>
<td>1,800</td>
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<tr>
<td>2020</td>
<td>10,000 (hybrid event)</td>
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1. Abdelilah Belatik  
   Secretary General of The General Council for Islamic Banks and Financial Institutions (CIBAFI)

2. Leïla Hayat  
   President Chambre de Commerce d’Industrie et de Services du Maroc en Espagne

3. Fathallah Sijilmasi  
   Former Secretary General of the Union for the Mediterranean

   Egyptian minister of Social Solidarity

5. Mary Ann Rukavina  
   Director of the Regional Center for Gender Equality of Croatia

6. Houda Allal  
   General Director of the Observatoire Méditerranéen de l’Energie (OME)
A unique platform for reflection

We believe in the potential of the Mediterranean

MedaWeek has become a forum for debate and reflection on the Mediterranean’s economic scene. The event’s numerous parallel break-out sessions, organized in the exclusive La Llotja de Mar in Barcelona, allow attendees to engage in networking opportunities and exchange contacts with other participants and entrepreneurs.

Visibility platform

Direct relationship with economic and industry leaders

A meeting by and for the regional private sector

Business opportunities

“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 policymakers in the region and the World.”

Ahmed M. El Wakil
President of ASCAME
Top Speakers

Over 2,000 prominent speakers have participated at the Mediterranean Week over the past fifteen years. MedaWeek is attended by the most engaging and interesting speakers of the regional economic sphere, because nothing is more important than people in your business!
Reinventing itself every edition

MedaWeek keeps its fora relevant and meaningful

The success and relevance of MedaWeek relies on its dynamic agenda, especially tailored to create an environment for open and constructive dialogues, where participants are stimulated and, together, join-forces among them in order to share new ideas and implement solutions.

"It’s the real hub, bringing together all the actors, whether we are talking public, private; we’re talking multipliers, chambers, federations and associations."

Alaa Ezz
Secretary general of the Federation of Egyptian Chambers of Commerce (FEDCDC)
New trending

Over the years, MedaWeek has worked to address some of the most crucial dilemmas of our time: from environment and climate change, to macro-economic stabilization, to inclusive growth and women entrepreneurs’ empowerment or economic recovery after COVID-19. MedaWeek builds its programmes around these global issues, in order to, jointly, find fresh solutions and potential opportunities.

MedaWeek is an expert driven, peer-designed event with conferences and networking business formats curated by economic leader’s senior-most executives.

By thoroughly tackling every major topic, we encourage all attendees to take advantage of the vast array of knowledge our participants bring to MedaWeek.

Together with the collaboration of tens of regional and international organizations and associations, MedaWeek holds every year various economic and sectorial events such as: specific workshops, Euro-Mediterranean projects’ presentations, general assemblies, etc.
Building a diverse partnership network

ASCAME, together with other prestigious institutions, has launched relevant projects and pioneering initiatives in the framework of MedaWeek.

- Barcelona Declaration of the Mediterranean private sector
- Launch of the Mediterranean Recovery Plan in face of the COVID-19 crisis
- Launch of a Strategic Business Intelligence Plan for the region
- Launch of support programs addressed to Mediterranean young’s and women entrepreneurs
- Promotion of a Mediterranean Real Estate Association
- Raising awareness to encourage professionals to adopt measures of sustainable and digital development within their companies
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KEY MILESTONES TO 15 YEARS
Launch of MedaWeek: A unique platform for the Mediterranean private sector

A promising start to this edition’s MedaWeek is underlined by significant institutional support

1st Mediterranean Women Forum: Supporting Mediterranean women businesses and entrepreneurs

Gaining momentum: MedaWeek receives substantial business presence from the North Africa region, a regional strategic economic area

ASCAME Declaration: Involving the region’s business community in areas of socioeconomic development

2007

2008

2009

2010

2011

“ A success, a success in terms of public, in terms of audiences and in terms of personalities attending.”

Helena de Felipe
President of the Association of Organizations of Mediterranean Business Women (AFAEMME)
1st Islamic Finance Forum: Achieving international recognition

International organisations and hundreds of businesspeople come together to explore economic plans and opportunities for cooperation in the Mediterranean

20+20 Declaration: A new impetus to the Euro-Mediterranean Partnership through the private sector

Green economy’s promising future potential paves the way for the launch of the 1st Mediterranean Solar Forum

2012
International organisations and hundreds of businesspeople come together to explore economic plans and opportunities for cooperation in the Mediterranean

2013

2014

2015

It is very important to make a joint effort in order to have more strength. This is why having 20 organizations sign an action plan together is so relevant; we will increase the impact which we shall have in the region.

Arnaldo Abruzzini
Secretary General of Eurochambres

2016

10th Anniversary MedaWeek: Fresh challenges fill the horizon with the aim of involving private sector in the formulation and implementation of a strong regional economic integration
In a special session, MedaWeek recognises the incredible potential of migration flows in the Mediterranean to foster innovation through talent mobility and diversity.

The 1st Mediterranean Innovation Forum is created as a platform to boost inclusive prosperity across the Mediterranean region through technology, innovation and entrepreneurship in the private sector.

Solidarity and responsible business participation and action is promoted through the 2nd Mediterranean Social Economy Forum.

Going hybrid: the COVID-19 pandemic makes MedaWeek more necessary than ever, in order to find coordinated responses that can truly tackle the challenges of the situation.

15th Anniversary: MedaWeek keeps growing by adding crucial sectors for the recovery of the regional economy, such as Sport or Audiovisual and Creative Industries, and highlighting the 9th Mediterranean Green & Renewable Energy Summit.

Congratulations for organising this meeting of celebration, commemoration and sharing. Through the commitment that you have been building as entrepreneurial women, you are opening windows, breaking down walls and forging alliances so we can continue advancing in equality.

Maria Teresa Fernández de la Vega
Chair of the Women for Africa Foundation and President of the Council of State of Spain.
A myriad of topics according to the complex reality of the area

During these 15 years, MedaWeek has held over 35 annual summits, meetings and fora covering the diversity of needs and strengths of the Mediterranean basin. These include:

- Mediterranean Solar Energy Forum
- Mediterranean Wind Energy Forum
- Mediterranean Water Forum
- Mediterranean Circular Economy Forum
- Green Entrepreneurship Meeting
- Mediterranean Digital Transformation Forum
- Mediterranean Innovation Forum
- Mediterranean Start-up & SME’s Meeting
- Mediterranean Meeting of Agriculture and Food
- Mediterranean Economic Intelligence Conference
- Space For Med Initiative Forum
- Development & Multilateral Finance Instruments Forum
- Mediterranean Islamic Finance Forum
- North Africa Business Development Forum
- New Africa Business Development Forum
- Mediterranean Healthcare Forum
- Mediterranean Social Economy Forum
- Mediterranean Halal Industry Forum
- Euro-Mediterranean Conference of Industrial Cooperation
- Mediterranean Automotive summit
- Mediterranean Insurance Conference
- Mediterranean Women Entrepreneurs Forum
- Mediterranean Free Trade & Special Economic Zones Summit
- Mediterranean Hotels & Hospitality Forum
- Mediterranean Creative Economy Forum
- Mediterranean forum for City
- Mediterranean Cruise Industry Conference
- Mediterranean Sport Industry Conference
- Development & Multilateral Finance Instruments Talk
- Mediterranean MICE Industry MedaTalk
- Migration flows in the Mediterranean MedaTalk
- Mediterranean Human Capital Meeting
- Mediterranean Forum for Talent and Mobility Management
- Mediterranean-Gulf Partnership Meeting
- Barcelona Euro-Mediterranean Business Summit
- Mediterranean Digital & Technology Forum
- Mediterranean Start-up & Entrepreneurship Forum
- Mediterranean Green & Renewable Energy Summit
- ECOMeda Sustainability Summit
- Finance & Funds for Mediterranean Entrepreneurship Meeting
- The Mediterranean and Coastal Tourism Conference
- Mediterranean Tourism Forum
- Mediterranean Creative Economy Forum
- Mediterranean Meeting of Agriculture and Food
- Mediterranean Sport Industry Conference
- Mediterranean Cruise Industry Conference
MW publications: 15 years in the news

MedaWeek offers three full days of exclusive media contents and talks from top business leaders around the region and worldwide.

Media partners:
Sponsorship and Partnership

We would like to thank our sponsors and partners. Their insight and support has contributed towards making MedaWeek the largest and most influential economic hub in the Mediterranean region.
The Mediterranean is a thousand things together. It is not a sea, but a succession of seas. It is not a civilization, but a series of civilizations piled up one upon the other [...] a primaveral crossroads

Fernand Braudel