



Project funded by the EUROPEAN UNION



ROADSHOW in Southern Neighbourhood Countries

MED BUSINESS DAYS: Advocating for a major role of Med SMEs as main drivers for the economic development of the region

*Algiers, VENUE
January, 10th 2018*



ROADSHOW

B2B

B2B

ADVOCATING FOR A MAJOR ROLE OF MED SMES AS THE MAIN DRIVER FOR THE ECONOMIC DEVELOPMENT OF THE REGION

SAVE THE DATE



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The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



EUROCHAMBRES



ASSOCIATION CHAMBRE DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
ASSOCIATION OF THE MEDITERRANEAN CONFEDERATION OF ENTERPRISES AND THE STATE
جمعية غرف التجارة والصناعة للحوض المتوسط



Deutsch-Arabisches
Industrie- und Handelskammer
German-Arab
Chamber of Industry and Commerce
الغرفة الألمانية للصناعة والتجارة



EBSOMED BACKGROUND: EBSOMED MAIN OBJECTIVES

EBSOMED (Enhancing Business Support Organisations and Business Networks in the Southern Neighbourhood) is a 4 year project co-financed by the European Commission, led by the Union of Mediterranean Confederations of Enterprises (BUSINESSMED) and implemented by a consortium consisting of 5 partners: EUROCHAMBRES (Association of Chambers of Commerce in Europe); ASCAME (Association of Chambers of Commerce in the Mediterranean); ANIMA Investment Network; CAWTAR (Center of Arab Women for Training and Research); GACIC (German-Arabic Chambers of Commerce).

EBSO aims at boosting the Mediterranean business ecosystem, promoting an inclusive economic development by enhancing the private sector organisations in the Southern Neighbourhood Countries, improve the overall management capacity of Mediterranean Companies and Business Support Organizations (BSO) through enhanced services and quality standards

ABOUT THE MED BUSINESS DAY:

BUSINESSMED – Union of Mediterranean Confederations of Entreprises organise, in the framework of EBSOMED project, the « MED BUSINESS DAY » under the theme « MED BUSINESS DAY: Advocating for a major role of Med SMEs as main drivers for the economic development of the region » on January 10th in Algeria (Alger).

MED BUSINESS DAY will be opened by Mrs. Saida Neghza, the President of BUSINESSMED, Mr. Vincenzo Boccia, the President of CONFIDUSTRIA and local Ministers. This opening session will highlight key issues facing the Euro-Mediterranean region followed by parallel workshops.



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ASSOCIATION OF CHAMBERS OF COMMERCE IN THE MEDITERRANEAN
UNION OF THE MEDITERRANEAN CONFEDERATIONS OF ENTERPRISES AND THE BSO
جمعية غرف التجارة والصناعة للحرف اليدوية المصنوعة



Deutsch-Arabische
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Chamber of Industry and Commerce
الغرفة الألمانية للصناعة والتجارة



These workshops will provide participants with insight into the Mediterranean markets and their specifications and outline the potential positive impact caused by the tackled sectors.

MED BUSINESS DAY will provide a Business space for Entrepreneurs, Business Leaders of SMEs, BSOs representatives with the estimation of around 200 B to B meetings will be arranged. The B to B meetings will be adapted to the participants' needs in order to meet their potential partners, identify opportunities, meet enterprises, investors, business associations, and various economic actors at the Mediterranean level. A rich program in terms of the proposed topics awaits the participants during the one-day event.

A closing session will give some remarks and main ideas shared during the event.

In the spirit of Barcelona process and the Neighborhood Policy for a wider opening towards Europe, the flagship event for boosting the Euro-Mediterranean companies will gather representatives from EU member states and Southern Neighbourhood countries to take part of lively debates and discussions, extensive exchange of ideas and profitable networking opportunities. This initiative is an excellent opportunity to think about and discuss how to reactivate the association between the two shores of the Mediterranean and give it greater content. To do so a clear and comprehensive overview on the various aspects related to the status and the future prospects of major sectors in Southern and Northern Mediterranean countries is fundamental.

The Mediterranean Sea has been a major route for commerce and trade between Europe and its neighbours continuously for almost three millennia. In the last 50 years, this has come to include a large-scale trade in energy, Construction and Public Works and Automotive industry. The OECD publications on renewable energy have witnessed that the quality of life and safeness of the present and future generations are strongly intertwined with the availability of energy sources and the sustainability of the energy infrastructure.

Buildings account for around 40% of total energy consumption and 36% of greenhouse gas (GHG) emissions in Europe. The European Union has set ambitious targets for 2020 and even more ambitious for 2050. In order to reduce the domestic GHG emissions, the Construction and Public Works sector has to do its part and to pass through a deep restructure. In line with EU efforts and the national programme of Algeria for the period 2011-2030 to promote concrete actions in the fields of energy efficiency and buildings sector, MED BUSINESS DAYS is an opportunity and a turning point in shaping the Mediterranean Countries ambition.




The OECD witnessed that the size of the automobile industry relative to overall activity is small, but because of its strong linkages with other parts of the economy of the Mediterranean, the final impact on the broader economy is sizable. A focus will be devoted on the automotive and mechanical industry during the roadshow.

In continuity with the first Roadshow, organised in the framework of EBSOMED project under the theme Digitalization and Artificial Intelligence: the future of investment management in the Euro-Mediterranean region, BUSINESSMED is joining the forces of the European Union on Digital Sector and is now committed to intensifying these efforts. Through this one-day event, BUSINESSMED is committed to reinforce the efforts of the EuroMed Ecosystems to boost investments and industrial capacity and to put the potential of the main sectors at the service of the economy.

Following the success of the Euro-Mediterranean Association Agreement negotiations and the Agadir agreement, the one-day event will be a turning point in Euro-Mediterranean relations and is about proving that this is not merely a matter for governments, specialists and diplomats, but also a dialogue between our respective societies especially economic ones. It will be an opportunity to interact with peers facing similar challenges and to learn from their experiences. This intervention focuses on successful Business approaches and brings together entrepreneurs and practitioners for a dynamic and informative conversation in an open knowledge-sharing environment. MED BUSINESS DAY offers multiple opportunities for actors in the entrepreneurial ecosystem and startups to expand professional networks, identify new partners and engage in new business relationships.

OBJECTIVES:

The MED BUSINESS DAY is all about providing illuminating interactions between entrepreneurs, business leaders of SMEs, BSOs representatives coming from the two shores of the Mediterranean and aims at:

-  Empowering leaders to discover, via open discussion and discourse with their peers, the solutions applicable to their business.
-  Providing attendees with information and insights that can action for strategic and tactical gain.
-  Reinforcing economic integration in the region as well as strengthening the mutual interest of the European enterprises and their homologues in the South.



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- ✚ Gathering economic operators from the business community in the Mediterranean with the aim to help them create relationships and find partners in various areas of activity.

Why participate to MED BUSINESS DAY?

- ✚ Develop your business contacts by meeting business leaders, startups and investors coming from the two shores of the Mediterranean ;
- ✚ Find new partners ;
- ✚ Multisectoral networking opportunity ;
- ✚ Meet our speakers, entrepreneurs, BSOs representatives & investors.

MED BUSINESS DAY offers :

- ✚ Keynotes and panels
- ✚ Experience's Feedbacks
- ✚ B2B meetings
- ✚ Networking opportunities

FEATURES:

LEAD PARTNER	Union Of Mediterranean Confederations Of Enterprises (BUSINESSMED)
PARTNERS	Confédération Générale des Entreprises Algériennes (CGEA), CONFINDUSTRIA
TARGET COUNTRIES	ENI Southern Countries (Tunisia, Morocco, Algeria, Egypt, Jordan, Lebanon, Libya, Syria, Palestine) and EU Countries
NUMBER OF PARTICIPANTS	+ Euromed 80 BSOs and SMEs
TARGETS	Employers, Economic And Development Agencies, Chambers Of Commerce, Business Federations, existing and potential SMEs, Investors and startappers
SECTORS	<ul style="list-style-type: none"> ✓ Renewable Energy ✓ Digital Sector ✓ Construction and Public Works





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OUTPUTS

- ✓ Automotive and Mechanical industry
- ✓ Shared values and initializing a long-term process for cooperation in the Mediterranean.
- ✓ 10 partnerships established
- ✓ 30 % of women involvement in the activity
- ✓ 5 success stories published
- ✓ 15 EU MED Countries Involved

DRAFT AGENDA

8:30 – 9:30	Registration and Welcome Coffee	
9:30 – 10:30	<p>OPENING SESSION</p> <p>Saida NEGHZA : President of BUSINESSMED and CGEA Vincenzo BOCCIA : President of CONFINDUSTRIA Local Ministers</p>	
10:30 -12:00	PARALLEL SESSIONS	
	<p>RENEWABLE ENERGY IN THE MEDITERRANEAN</p> <p>New business and cooperation opportunities to reinforce a sustainable and climate-resilient energy transition.</p> 	<p>CONSTRUCTION AND PUBLIC WORKS</p> <p>Stepping up your partnership with regional and sub-regional initiatives to develop new services in construction and building sector.</p> 



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12:00-13:30	<p>DIGITAL TECHNOLOGIES : A KEY TREND FOR MEDITERRANEAN INVESTORS</p> <p>Taking the fast lane towards digital opportunities. How do Business Leaders realize value? What's new about B2B platforms?</p>	<p>AUTOMOTIVE AND MECHANICAL INDUSTRY:</p> <p>Why and how to develop multi-stakeholder collaborations? What are the innovations and perspectives of the sector in the region? What cooperation and what dialogue between private, public actors?</p>
13:30 - 14:30	Lunch	

14:30 -16:00	<p>BUSINESS SPACE</p> <p>One-to-One Business Meetings</p> <p><i>In addition to the spontaneous networking between all participants during coffee breaks and lunch, a business space including B2B meetings are organized</i></p>	
16:00 -16:15	Coffee Break	
16:15-16:45	CONCLUSION AND CLOSING REMARKS	



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