



MILANO
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2012

Economic and Financial Forum for the Mediterranean

III EDITION

MILAN, 12 – 13 NOVEMBER 2012



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PROMOTER	PROMOS - MILAN CHAMBER OF COMMERCE
IN COLLABORATION WITH	PRESIDENCY OF THE COUNCIL OF MINISTERS MINISTRY OF FOREIGN AFFAIRS MINISTRY OF ECONOMIC DEVELOPMENT MINISTRY OF ECONOMY AND FINANCE LOMBARDY REGION
WITH THE SUPPORT OF	EUROPEAN COMMISSION EUROPEAN INVESTMENT BANK (EIB) SECRETARIAT OF THE UNION FOR THE MEDITERRANEAN (UPM)
DATE	12th – 13th November 2012
VENUES	Palazzo Mezzanotte piazza Affari, 6 (Website: www.palazzomezzanotte.it) Palazzo Turati via Meravigli, 9/b (Website: www.palazzoturati.it)
TARGET OF PARTICIPANTS	<ul style="list-style-type: none">• Heads and Members of Government of Euro-Mediterranean Region• European Commission• European Investment Bank (EIB), European Bank for Reconstruction and Development (EBRD), Banks and International Financial Institutions• Entrepreneurial and Industrial Associations• Public and Private Agencies and Organizations for Economic Development and Micro, Small and Medium Enterprises (MSMEs) Support• Chambers of Commerce and Industry• Business Schools, Start-Ups and Business Incubators, Technology Parks• Regulatory Authorities, Law Firms, Arbitration Chambers• Port Authorities• Fair and Exhibition Centers• Micro, Small and Medium Enterprises (MSMEs)• Businessmen and Managers



PROGRAM OVERVIEW

Monday, 12 November 2012					
Venue	Location	Timing	Sessions	Format	
		09.00 am	Registration Opening		
Palazzo Mezzanotte	PARTERRE CONVEGNI + SCAVI ROMANI	10.00 am – 01.30 pm	OPENING PLENARY SESSION	Open to the Public	
Palazzo Mezzanotte	BALCONATA	01.30 pm	Buffet Lunch		
Palazzo Turati	CONSIGLIO	03.00 pm – 06.30 pm	BOOSTING MSMES: THE EURO-MED DEVELOPMENT CENTER FOR MSMES (EMDC)	Close to the Public	
Palazzo Mezzanotte	PARTERRE				WORKSHOP 1 – Finance and Investment for Euro-Med MSMEs development and integration
Palazzo Mezzanotte	BLU 60				WORKSHOP 2 – MSMEs Internationalization: Cross-Regional Alliances towards the Global Marketplace
Palazzo Mezzanotte	BLU 60		WORKSHOP 3 – The Challenging Way to the Future: Human Capital and Job Creation		
Palazzo Turati	CONFERENZE	02.30 pm – 06.30 pm	ENERGY: THE REDEPLOYMENT IN THE MEDITERRANEAN	Open to the Public	
Palazzo Mezzanotte	BLU 70	03.00 pm – 06.30 pm	MARITIME ECONOMY, INFRASTRUCTURE AND TRANSPORT: THE DRIVING FORCES AND GROWTH ENGINES FOR EURO-MED MSMES	Open to the Public	
Palazzo Mezzanotte	GIALLA	03.00 pm – 05.30 pm	EXECUTIVE BRIEFING A TOOLBOX FOR EURO-MED MANAGERS	Open to the Public	
Palazzo Mezzanotte	SCAVI ROMANI + CORRIDORS	02.30 pm – 06.30 pm	MATCHING EURO-MED MSMES: B2B MEETINGS Business Opportunities for Building and Engineering, Metal Working and Machinery, Agroindustry and Food, Health, Energy and Renewable Energy, Cosmetics	Scheduled Meetings	
Palazzo Mezzanotte	PARTERRE	08.45 pm	Social Dinner		
Tuesday, 13 November 2012					
		09.00 am	Registration opening		
Palazzo Mezzanotte	PARTERRE	09.30 am – 11.30 am	EURO-MED START-UP: NEW BUSINESS FOR YOUNG GENERATIONS	Open to the Public	
Palazzo Turati	CONSIGLIO	09.30 pm – 11.30 pm	BOOSTING MSMES: THE EURO-MED DEVELOPMENT CENTER FOR MSMES (EMDC) – NETWORKING AND CONCLUSIONS	Close to the Public	
Palazzo Mezzanotte	EXCHANGE	10.00 am – 11.30 am	ITALY – LEBANON BUSINESS COUNCIL	Close to the Public	
Palazzo Mezzanotte	CONVEGNI (BLU 60+ BLU 70)	09.30 am – 11.30 am	THE ROLE OF ARBITRATION FOR A TRUSTWORTHY MEDITERRANEAN AREA	Open to the Public	
Palazzo Mezzanotte	PARTERRE	12.00 am – 01.30 pm	CLOSING PLENARY SESSION	Open to the Public	



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12th NOVEMBER 2012, 10.00 am – 01.30 pm
OPENING PLENARY SESSION

Chairman

Carlo SANGALLI, President of Milan Chamber of Commerce, Italy

Welcome Address

Opening Speeches

Giuliano PISAPIA, Mayor of Milan, Italy

Guido PODESTÀ, President of Province of Milan, Italy

Roberto FORMIGONI, President of Lombardy Region, Italy

**Round Table : Warming Up: Opening the Euro-Med Marketplace to MSMEs :
from Public Policies to Large Enterprises Commitment**

Chairman and Moderator

Michele VALENSISE, Secretary General of the Ministry of Foreign Affairs, Italy

H.R.H. Prince Abdullah BIN FAISAL BIN TURKI AL SAUD, Chairman of Saudi-Italian Development Company L.t.d. (SIDCO), Saudi Arabia

Enzo QUATTROCIOCCHÉ, Secretary General of the European Bank for Reconstruction and Development (EBRD)

Fatih METİN, Deputy Minister of Customs and Trade, Turkey

Abdulmagid EL MANSOURI, Chairman of the Libyan Economic Development Consultancy Corporation and Chairman of the Euro - Afro Al Mutawassit Media Corporation, Libya

Fouad MAKHZOUMI, President of Future Pipe Industries S.A.L., Lebanon

Tatjana MATIĆ, Vice Minister of Foreign and Domestic Trade, Telecommunications and Information Society, Serbia



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Opening Session

Introductory Speech

Bruno ERMOLLI, President of Promos – Milan Chamber of Commerce, Italy

Speech by the Italian Prime Minister Mario MONTI

Antonio TAJANI, Vice President of the European Commission Responsible for Industry and Entrepreneurship

Werner HOYER, President of the European Investment Bank (EIB)

Simos KEDIKOGLOU, Deputy Minister to the Prime Minister and Government Spokesman, Greece

Neven MIMICA, Deputy Prime Minister for Home, Foreign and European Policy, Croatia

Nicolas NAHAS, Minister of Economy and Trade, Lebanon

Mohamed Najib BOULIF, Delegate Minister of the Head of Government in charge for General Affairs and Governance, Morocco

Mohamed Lamine CHAKHARI, Minister of Industry, Tunisia

Corrado PASSERA, Minister for Economic Development, Italy



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12th NOVEMBER 2012, 03.00 pm - 06.30 pm

BOOSTING MSMEs – THE EURO-MED DEVELOPMENT CENTER FOR MSMEs (EMDC)

**WORKSHOP 1 - Finance and Investment for Euro-Med MSMEs
Development and Integration**

Chairman

Claudia BUGNO, President, Guarantee Found Committee, Ministry of Economic Development, Italy

Rapporteur and Conclusions

Gianni DE MICHELIS, President, Istituto per le Relazioni tra l'Italia e i Paesi dell'Africa, America Latina, Medio ed Estremo Oriente (IPALMO), Italy

Moderator

Giancarlo ARAGONA, President, Istituto per gli Studi di Politica Internazionale (ISPI), Italy

**Panel 1a - The Financial Dimension for Euro-Med MSMEs Competitiveness
in the Global Economy**

- Access to finance for MSMEs: sources of external finance, legal and regulatory framework
- MSMEs and financial institutions: towards an easier and closer relation, how far we are?
- Financial factors and solutions for a larger MSMEs integration
- Covering the financial gap between North and South Mediterranean Countries
- Engineering the financial mechanisms between public, private sectors and IFIs
- Capital to start, capital to growth, capital to be integrated
- Capital source evolution: families ownership, private and public equity, stock exchange
- From debt exposure and financial risk coverage to bankruptcy: the need for a new legal and regulatory framework
- Bankruptcy and “second chance”: streamlining MSMEs market access, exit and re-entry to business
- The role of financial intermediaries for MSMEs: lack of collaterals and credit history
- Improving MSMEs bankability, transparency, accountability and information flux
- Improving the MSMEs equity base: investment funds, risk capital, microfinance, guarantee funds and funds for MSMEs. The consortia for credit guaranties experience
- Public and private equity partnerships for accelerating MSMEs development
- Raising capital through private and public equity: still an oxymoron?
- New development instruments across a public-private alliance: venture capital in Med Countries, taking advantage of the current opportunity



Opening Speeches

Giovanni CASTELLANETA, President, SACE S.p.A., Italy

Antonio MARZANO, President, Consiglio Nazionale dell'Economia e del Lavoro (CNEL), Italy

Claudio CORTESE, Director Europe's Neighbor and Partner Countries, European Investment Bank (EIB)

Enzo QUATTROCIOCCHIE, Secretary General, European Bank for Reconstruction and Development (EBRD)

Discussion

Panel 1b - Betting on the Future: Investing in Transition

- Investing in transition - the transition risk
- Turning uncertainty and insecurity in business opportunities: a new space for investment
- Accelerating the transition towards more sustainable investing, business practices and value creation
- The determinants of FDIs in transition economies
- Refocusing the Euro-Med Region capital attractiveness
- Finance for development: towards a new model for PPPs , legal and financial readiness in the Med Region
- Enhancing competitiveness, increasing size, fostering business combinations, attracting investments
- Which conditions for a better investment environment?
- An attractive investment climate: a magnet for export – oriented FDIs
- Trade integration and FDI: engines and drivers for growth
- Supporting and revitalizing investment during the initial stages of business creation
- Legal framework, regulatory and quality issues and securitization policies
- Free zones, fiscal policies and incentives system
- The role of long-term investors for growth and employment: the long view must prevail
- From Sovereign Funds to Islamic finance

Opening Speeches

Elias FARRAJ, Deputy Chief Executive Officer, Jordan Investment Board (JIB), Jordan

Noureddine ZEKRI, General Director, Agence de Promotion de l'Investissement Extérieur (FIPA), Tunisia

Olivier DE SAINT-LAGER, Head of European and Economic Unit, Interministerial Mission for the Mediterranean, France



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Scenario

Emanuel NOUTARY, General Delegate, Med Alliance - ANIMA Investment Network, France

Discussion

Conclusions



WORKSHOP 1 - Participants

- Amr Mahmoud ABBAS**, General Consul of Egypt in Milan, Egypt
- Mourad ABDELMOULA**, President, Chamber of Development of European and North Africa Relations, Tunisia
- Maurizio ACCINNI**, International Development Manager, BNL - BNP Paribas Group, Italy
- Marco ACCORNERO**, Secretary General, Unione Artigiani della Provincia di Milano, Italy
- Rachid AGOUMI**, General Manager, Banque Centrale Populaire (BCP), Morocco
- Khalid AL-AKWA**, Ambassador of Yemen in Italy, Yemen
- Javier ALBARRACIN**, Chief Officer for Socioeconomic Development, Institut Europeu de la Mediterrània (IEMed), Spain
- Christopher ALEXANDER**, Director for Communication and Analysis, Sic Group, Libya
- Roger ALBINYANA**, Economic Advisor, Business Development SMEs and Project Funding Coordination, Secretariat of the Union for the Mediterranean (UfM)
- Mohammed BENALI**, General Consul of Morocco in Milan, Morocco
- Yasmina BENMAYOUF**, Director in Charge of the Promotion Department, Agence Nationale de Développement de l'Investissement (ANDI), Algeria
- Michael BERGER**, Commercial Consul of Austria in Milan, Austria
- Husni Ibrahim H. BEY**, Chairman of Board, Husni Bey Group, Libya
- Mustapha BIDOUJ**, General Director, Fondation Banque Populaire pour le Microcrédit, Morocco
- Stefano BOCCADORO**, Chief Executive Officer, Santander Private Banking, Spain
- Ghassan EL BOULBOL**, President of the Small & Medium Enterprises Committee, Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML), Lebanon
- Abdelghani BOUANFIR**, Director and Legal Representative of Italian Branch, Chaabi Bank, Morocco
- Gianvico CAMISASCA**, Honorary Consul of Slovenia in Milan, Slovenia
- Andreas CHASAPIS**, Deputy General Manager, Head of Corporate Transaction Banking, Eurobank Ergasias S.A., Greece
- Hachemi CHATMEN**, General Delegate for Italy, Agence de Promotion de l'Investissement Extérieur (FIPA), Tunisia
- Natalia CHRISTODOULOU**, Assistant General Manager, Communication and Marketing Sector Wholesale Banking, Eurobank Ergasias S.A., Greece
- Marino CUENAT**, Deputy General Consul, Embassy of Suisse Confederation in Italy, Suisse
- Luigi DE PUPPI**, President, Alleanza Toro S.p.A., Italy
- Eric DIAMANTIS**, Vice President, Institut de Prospective Economique du Monde Mediterranéen (IPEMED), France
- Emmanuelle DIEHL**, Director for MENA and Africa, Sic Group, Libya
- Giovanni GIACOMAZZI**, Chief Representative, Unicredit Group S.p.A. - Tripoli, Italy
- Luigi GLAREY**, Chief Executive Officer, Futurimpresa Investments S.G.R., Italy
- Abdelkhalek GLILLAH**, Resources Director, Caisse Centrale de Garantie (CCG), Morocco
- Silvi GRUDA**, Director of Investment Generation and Servicing Department, Albanian Investment Development Agency (AIDA), Albania
- Giuseppe GRADI**, Head of International Department Europe, Middle East, Africa (EMEA), Intesa SanPaolo S.p.A., Italy
- Rony HAMAUI**, Managing Director, Mediofactoring, Intesa Sanpaolo S.p.A., Italy
- Jafar HDAIB**, General Director, Palestine Investment Promotion Agency (PIPA), Palestinian National Authority
- Mazen A. HALAWI**, CFA Head of Subsidized Loans and Financing Programs Divisions - Financing Unit, Central Bank of Lebanon, Lebanon



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Marino INIO, Head of Cross Border Business Management Italy, Unicredit Group S.p.A., Italy
Nabil ITANI, Chairman and General Manager, Investment Development Authority of Lebanon (IDAL), Lebanon
Mohamed AL JAFARI, General Director, Jordan Loan Guarantee Corporation (JLGC), Jordan
Abi Habib KHATER, Chairman and General Manager, Kafalat S.A.L., Guarantees for Loans to Small and Medium Enterprises, Lebanon
Farid EL KHESHEN, Board Member, Investment Development Authority of Lebanon (IDAL), Lebanon
Ergest LEKDUSHI, Head of SME Sector, Albanian Investment Development Agency (AIDA), Albania
Kamel LONGO, General Manager, Banque d'Algerie, Algeria
Gianluca MAGISTRI, Head of Public Affairs International Relations and Network, SACE S.p.A., Italy
Istvan MANNO, Consul General of Hungary in Milan, Hungary
Simone MENEGHINI, Director of Milan Branch, Bank of Valletta, Malta
Naceur MESTIRI, Ambassador of Tunisia in Italy, Tunisia
Marco MONTECCHI, President, Italian Chamber of Commerce in Bulgaria, Bulgaria
Marc MORETTI, Member, Lebanese - Italian Business Council, Lebanon
Piero RICOTTI, President, Italian Industry and Commerce Office in the UAE (IICUAE), United Arab Emirates (UAE)
Michal RON, Head of International Relations and Network, SACE S.p.A., Italy
Guido ROSA, Member of the Executive Committee with International Affairs Responsibilities of Associazione Bancaria Italiana (ABI) and President of the Association of Foreign Banks in Italy (AIBE), Italy
Vadim SABLUK, Minister Counselor, Embassy of Ukraine in Italy, Ukraine
Riad SAIFI, Chairman, Amman Chamber of Commerce, Jordan
Mazen Y. SALEH, Chief Executive Officer, Saudi-Italian Development Company L.t.d. (SIDCO), Saudi Arabia
Gianluca SALSECCI, Head of International Economics Office, Intesa Sanpaolo S.p.A., Italy
Jorge Antonio SERE' STURZNEGGER, Consul General of Uruguay in Milan, Uruguay
Yolla SERIEDDINE, Manager of Credit Department, Kafalat S.A.L Guarantees for Loans to Small and Medium Enterprises, Lebanon
Azad SHMQAR ABDULQADIR, Board Member, Chamber of Commerce and Industry of Suleimaniyya, Iraq
Hazem SHUNNAR, Assistant Deputy to the Minister of National Economy, Palestinian National Authority
Giuseppe SOPRANZETTI, Milan Branch Manager, Banca d'Italia, Italy
Vesna STAJIĆ, Senior Foreign Direct Investment Advisor, Serbia Investment and Export Promotion Agency (SIEPA), Serbia
Gloria TARGETTI, Managing Director and Head of Milan Branch, SIMEST S.p.A., Italy
Vorona VOLODYMYR, Commercial Consul of Ukraine in Milan, Ukraine
Josephine WANGARI GAITA, Ambassador of Kenya in Italy, Kenya
Zemedede Tekle WOLDETATIOS, Ambassador of Eritrea in Italy, Eritrea
Hicham ZANATI SERGHINI, General Director, Caisse Centrale de Garantie (CGC), Morocco
Lahbib ZIED, Deputy General Delegate for Italy, Agence de Promotion de l'Investissement Extérieur (FIPA), Tunisia
Amer ZOGHEIB, Commercial Attaché, General Consulate of Lebanon in Milan, Lebanon



WORKSHOP 2 - MSMEs INTERNATIONALIZATION: CROSS-REGIONAL ALLIANCES TOWARDS THE GLOBAL MARKETPLACE

Chairman

Maurizio MELANI, General Director for the Country Promotion, Ministry of Foreign Affairs, Italy

Moderator

Pier Andrea CHEVALLARD, Secretary General, Milan Chamber of Commerce, Italy

Rapporteur

Federico Maria BEGA, Head of Strategic Areas Department, Promos –
Milan Chamber of Commerce, Italy

Panel 2a: A New Way towards MSMEs Development: the Power of Network

- Internationalization policies and strategies for the MSMEs in the new reshaped Euro-Med scenario, between regional alliances and new fault lines
- Targeting and branding Euro-Med MSMEs: from market and economic integration to the challenge of the global market competition
- Creating sustainable ecosystems to unlock the growth potential of MSMEs
- Targeting the Euro-Med Free Trade Area: still a mirage?
- High growth enterprises and gazelles in the Med Region: the “20 : 10” paradigm, thresholds of $\geq 20\%$ of growth and ≥ 10 employees, only a case study?
- Featuring “value innovation”: transforming the Med market from “Red Ocean” to “Blue Ocean”
- Enhancing MSMEs access to trade finance and export insurance
- Trade integration as a vehicle for co-shared growth
- Breaking down the wall: removing barriers and obstacles to foster export and trade
- Opening borders for growth and superseding traditional boundaries
- Towards coordinated and systematically monitored export promotion activities by public and private sector
- Assisting MSMEs to access foreign markets and implementing international quality standards
- Strengthening MSMEs international competitiveness: the role of economic associations and the networking potential
- Targeting export-oriented MSMEs
- Policy advocacy function of investment promotion agencies and business associations in the Med Region
- MSMEs alliances: from industrial districts to entrepreneurial networks
- Encouraging synergies between MSMEs to increase collaboration, foster partnerships and drive competitiveness



Opening Speeches

Enrico PAZZALI, Chief Executive Officer, Fiera Milano S.p.A., Italy

Sinan AL-DABBAGH CELEBI, Minister of Trade and Industry, Kurdistan Regional Government (KRG), Iraq

Scenario

Mohamed Ali CHOUCAIR, President, Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML) and President of the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), Lebanon

Discussion

Panel 2b: Euro-Med MSMEs at a Crossroads

- How to develop a long-term strategy for MSMEs inclusive growth and sustainable development
- Stronger public – private dialogue to improve the business climate and environment : creating better conditions to start and run a new business
- Labeling a Mediterranean Small Business Act (Med-SBA)?
- Benchmarking Euro-Med MSMEs: flexible movement of labor, transparent capital flows and open exchange of goods and services
- Improving the operational environment for MSMEs: company registration, business start-up process and e-government
- Towards an integrated and coordinated Euro-Med MSMEs business intelligence and support services, public procurement
- Fostering business development services and information: from access to market support to access to business related information
- Providing international market information, finding international partners for R&D
- Factoring innovation and excellence for Euro-Med MSMEs success and economic growth
- Fostering MSMEs productivity and employment, through technology and knowledge intensity
- The “creative destruction”, from less and old to new and more innovative firms
- Innovation policy for MSMEs: fostering triple helix partnership, financial schemes and innovation support services for MSMEs
- High-tech, knowledge intensive, innovative MSMEs to reach economic growth
- Benefiting MSMEs from green growth economic opportunities: the fundamentals of eco-innovation and eco-efficiency
- Building regulatory framework for successful PPPs in the Med Region
- Large enterprises and MSMEs: divided we stand?
- Linking large enterprises to high potential service enterprises: the nexus



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Opening Speeches

Zdenka LONČAR, Assistant Minister, Ministry of Entrepreneurship and Crafts, Croatia

Louis ALOCCIO, Vice-President, Chamber of Commerce and Industry
of Marseille Provence (CCIMP), France

Scenario

Dirk VANTYGHEM, Director, International Affairs, Eurochambers, Belgium

Discussion

Conclusions

Lino CARDARELLI, Senior Deputy Secretary General for Project Funding Coordination and Business
Development SMEs, Secretariat of the Union for the Mediterranean (UfM)



WORKSHOP 2 – Participants

- Hesham Wagdy ABDEL DAYEM**, Executive Director, Industrial Modernization Centre (IMC), Egypt
- Rosario ALESSANDRELLO**, President of the Italian - Russian Chamber of Commerce and President of the Italy-Iran Chamber of Commerce and Industry, Italy
- Fathi ALMUDARIS**, Advisor for Foreign Relations to the Minister of Trade and Industry, Ministry of Trade and Industry, Kurdistan Regional Government (RKG), Iraq
- Boris ANTOLIČ**, Plenipotentiary Minister for Economic Affairs, Embassy of Slovenia in Italy, Slovenia
- Keremcan APAYDIN**, Executive Board Member, Chamber of Commerce of Eskişehir, Turkey
- Guido ARZANO**, President, Chamber of Commerce of Salerno, Italy
- Stefano AZZALI**, Secretary General, Milan Chamber of Arbitration, Italy
- Marco BATTISTELLA**, Project Manager, Innovation and Technology Transfer, Treviso Tecnologia, Italy
- Farhan Fajir BATY**, Public Relations Manager, Chamber of Commerce and Industry of Diwanyah, Iraq
- Ferruccio BELLICINI**, Secretary General, Chamber of Development of European and North Africa Relations, Tunisia
- Ronny BENATOFF**, Chairman, Israel - Italy Chamber of Commerce, Israel
- Néjib BEN MILED**, General Director, Société des Foires Internationales de Tunis, Tunisia
- Othman BEN YOUSSEF**, Director, Centre de Promotion des Exportations de la Tunisie (CEPEX), Tunisia
- Andrea BENASSI**, Secretary General, European Association of Craft, Small and Medium - sized Enterprises (UEAPME), Belgium
- Piero BERARDI**, Managing Director, PFB Africa L.t.d., Lybia
- Paul BICHAT**, Mediterranean Coordinator, Chamber of Commerce and Industry of Marseille Provence (CCIMP), France
- Abdelmadjid BOURAS**, Regional Director, Agence Nationale d'Intermediation et de Régulation Foncière (ANIREF), Algeria
- Miloš BUGARIN**, Chairman, Serbian Chamber of Commerce and Industry (PKS), Serbia
- Franco CASARANO**, Managing Patner, LS Lexjus Sinacta, Italy
- Lara ČERNETIČ**, Commercial Consul, General Consulate of Slovenia in Milan, Slovenia
- Hussein CHALABI**, Advisor for Administrative and IT Affairs, Ministry of Trade and Industry, Kurdistan Regional Government (KRG), Iraq
- Mohamed CHAMI**, Directeur General, Chambre Algerienne de Commerce et d'Industrie (CACI), Algeria
- Bambos CHARALAMBOUS**, Director of Technology and Head of EU Affairs Unit, Ministry of Commerce, Industry and Tourism, Cyprus
- Nail ÇILER**, Chairman of the Board, Chamber of Commerce of Gebze, Turkey
- Carmen GONZÁLEZ COMELLA**, Unit Manager Africa and Middle East, ACCIÓ - Generalitat de Catalunya, Spain
- Annie CORDET-DUPOUY**, Partner, Sabaudia Consulting, France
- Anilkumar D. DAVE**, Head of Unit, Innovation and Technology Transfer, Treviso Tecnologia, Italy
- Pier Luigi D'AGATA**, General Director, Assafrica & Mediterraneo, Italy
- Gianfranco DAMIANO**, President, Italian - Libyan Chamber of Commerce, Libya
- David DONINOTTI**, Secretary General, Associazione Italiana Commercio Estero (AICE), Italy
- Shqiponja DOSTI**, Assistant, Embassy of Albania in Italy, Albania
- Amr ELKILANY**, Vice Consul, General Consulate of Egypt in Milan, Egypt
- Ana ENCABO BALBIN**, Secretary General, Chamber of Commerce, Industry and Navigation of Valencia, Spain
- Ivica EŽDENCI**, Director, National Agency for Regional Development (NARR), Serbia
- Nabil FAHED**, Vice President, Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML), Lebanon



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Emilio FERNANDEZ-CASTAÑO DIAZ-CANEJA, General Consul of Spain in Milan, Spain
Giulio FRASCATANI, President, Italian Chamber of Commerce in Morocco, Morocco
Hajredin FRATARI, President, Albanian Confindustry, Albania
Kaouther GHANOUCI TRABELSI, General Delegate for Italy and Deputy General Manager, Centre de Promotion des Exportations de la Tunisie (CEPEX), Tunisia
Yolanda GIMENO DE ESTEBAN, Secretary General, Spanish Chamber of Commerce in Italy, Spain
Angela GIORDANO, Head of Partnership and Development Department, Italy - Iran Chamber of Commerce, Italy
Samo HRIBAR MILIČ, President, Chamber of Commerce and Industry of Slovenia, Slovenia
Ratko IGNJATOVIĆ, Director of Representative Office in Milan, Serbian Chamber of Commerce and Industry (PKS), Serbia
Juraj JERIN, Advisor, Office of the Deputy Prime Minister for Home, Foreign and European Affairs, Croatia
Tony KANAZA, Vice President, Chamber of Commerce and Industry of Nazareth, Israel
Tajana KESIĆ ŠAPIĆ, Director of CCE's Center for SMEs, Innovation and Technological Development, Croatian Chamber of Economy (HGK), Croatia
Roger KHAYAT, Economic Advisor to the President, Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML), Lebanon
Sabina KOLEŠA, General Director, Ministry of Economic Development and Technology - Directorate for Entrepreneurship, Competitiveness and Technology, Slovenia
Ivana KOVAČEVIĆ, Head of the President's Office Staff, Serbian Chamber of Commerce and Industry (PKS), Serbia
Azziouz LAIB, General Manager, Bourse Algerienne de Sous-Traitance et Partenariat du Centre (BASTP - Centre), Algeria
Achille LANZUOLO, President, Italian Chamber of Commerce of Lyon, France
Ze'ev LAVIE, Deputy Director, Federation of the Israeli Chambers of Commerce and Industry, Israel
Uriel LYNN, President, Federation of the Israeli Chambers of Commerce, Israel
Ivan Đani MARŠAN, Consul General of Croatia in Milan, Croatia
Philomena MELI, Head of Institutional Affairs & Programmes, Malta Enterprise, Malta
Joël MEYER, General Consul of France in Milan, France
Iztok MIROŠIČ, Ambassador of Slovenia in Italy, Slovenia
José Vicente MORATA ESTRAGUÉS, President, Chamber of Commerce, Industry and Navigation of Valencia, Spain
Fernando MORENO, Consul General of Ecuador in Italy, Ecuador
Mirko MOTTINO, General Director, Enterprise Rhône-Alpes International (ERAI), Italy
Rachid MOUSSAOUI, General Director, Agence Nationale de Développement de la PME (ANDPME) - Ministry of Industry, Algeria
Naji MOUZANNAR, Member of the Board of Directors, Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML), Lebanon
Boualem MRAKACH, President, Algerian Confederation of Employers (CAP), Algeria
Hamed NASSER, Commercial Consul of Egypt in Milan, Egypt
Jean Michel NETTER, Partner, Sabaudia Consulting, France
George PAPADOPOULOS, General Consul of Greece in Milan, Greece
Jean Marie PAINTENDRE, Advisor for International Relations, Institut de Prospective Economique du Monde Méditerranéen (IPEMED), France
Ioannis PATSIAVOS, Senior Advisor, International Relations, Hellenic Federation of Enterprises, Greece
Iva PAVIĆ, Consul, General Consulate of Croatia in Milan, Croatia
Ivana PEJOVIĆ, Consul General of Serbia in Milan, Serbia



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Claudio PERRELLA, Legal Partner, LS Lexjus Sinacta, Italy
Sandro PETTINATO, Vice Secretary General, Unioncamere, Italy
Sofia POUGOUNIA, Vice Commercial Consul, General Consulate of Greece in Milan, Greece
Christin PFEIFFER, Secretary General, International Network for Small and Medium Enterprises (INSME), Italy
Marco Riccardo RUSCONI, Commercial and Economic Conseiller, Italian Embassy in Spain, Italy
Rabin SABRA, General Director, Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML), Lebanon
Simone SANTI, Honourary Consul of Mozambico in Milan, Mozambico
Sami SHAHEEN, President, Chamber of Commerce and Industry of Nazareth, Israel
Khaled AL SHARIF, First Secretary, Embassy of Saudi Arabia in Italy, Saudi Arabia
Sunčanica SKUPNJAK-KAPIĆ, Managing Director, International Relations Department, Croatian Chamber of Economy (HGK), Croatia
Bojan STEVANOVIĆ, Economic Counselor, General Consulate of Serbia in Milan, Serbia
Răzvan Ioan TARAȘ, President, Agency for the Implementation of SME Projects and Programmes (AIPPIMM), Romania
Nourredine TAKTAK, Vice General Director, Agence de Promotion de l'Industrie et de l'Innovation (APII), Tunisia
Alessio TOTARO, Chief Executive Officer, LS Lexjus Sinacta, Italy
Ivana TŘOSKOVÁ, Director CzechTrade Italy, Czech Trade Promotion Agency, Czech Republic
Ioannis TSAMICHAS, President, Hellenic-Italian Chamber of Commerce in Athens, Greece
Mirjana TURUDIĆ, Assistant Managing Director, International Relations Department, Croatian Chamber of Economy (HGK), Croatia
Panagiotis VAMVAKARIS, Secretary General, Hellenic - Italian Chamber of Commerce of Athens, Greece
Massimo VIVOLI, National Vice President, Confesercenti, Italy
Emilija VUČINIĆ MARGETA, Head of Division for Economic Bilateral Relation with EU and EFTA Member States, Ministry of Foreign and European Affairs, Croatia
Faraj YAHYA, Member of the Board and Head of the Committee of SMEs Project, Tripoli Chamber of Commerce, Industry & Agriculture, Libya
Shams WALID, Consul, General Consulate of Egypt in Milan, Egypt
Ali ZAHID, Consul General of Pakistan in Milan, Pakistan



WORKSHOP 3 – THE CHALLENGING WAY TO THE FUTURE: HUMAN CAPITAL AND JOB CREATION

Chairman and Moderator

Alberto MEOMARTINI, President of Assolombarda
and Vice President of the Milan Chamber of Commerce, Italy

Rapporteur

Roberto MENOTTI, Scientific Coordinator of International Activity, Aspen Institute Italia, Italy

Panel 3a: The Job Creation “E” factors: Entrepreneurship and Education

- Nurturing a new generation of leaders and entrepreneurs: from myth to real business and sustainable development
- Private sector: the dynamic factor for job creation
- Lifelong entrepreneurial learning: the keystone for growth and job through continued policy improvement, good practice sharing and regional cooperation
- Entrepreneurial learning policy areas: education, training, employment, social inclusion, small business and innovation
- Harnessing the skills to foster development and growth: from policy options to tools and supports
- Knowledge sharing, best practices exchange and circulation between MSMEs supporting organizations
- Reinforcing networks, sharing of good practice and peer learning
- Job creation through small businesses: still a challenge!
- Education and job, firms and universities, business schools and research centers: is there a missing link?
- Forging the Euro-Med managers: the DNA factor
- Policies options for employability and job creation: investing in education and training, developing skills
- Euro-Med partnerships for job creations: connected job agendas in the field of employment and employability
- Unemployment in Med Region: determinants and challenges
- Jobs challenge between demographic transitions, structural change, technological progress and global volatility
- Beyond the trade-off: where business goals meet social needs
- A fair deal for Med Countries on the redeployment of manpower
- The Mediterranean profile of diasporas, a source of economic and social development in origin Countries



Opening Speeches

Madlen SERBAN, Director, European Training Foundation (ETF)
Ali HAROUN, Lawyer and former Minister delegated to Human Rights, Algeria
Ghanem AL- SHIBLI, Head of the Arab League Diplomatic Mission in Italy

Scenario

Abdelmoumen TOUKABRI, General Coordinator, Agence de Promotion des Investissements Agricoles (APIA), Tunisia

Discussion

Panel 3b: Women and Young Generations: the New Dimension of Labor and Enterprise

- Young and small, the new paradigm: towards a new sustainable and competitive business model?
- From talent factory to talent mobility: removing obstacles and breaking down barriers in the Med Region
- The co-ownership and co-responsibility for the future: sharing the growth with young generations
- Economic, Juridical, regulatory and educational facilities for young entrepreneurship
- Challenging young generations to excel: building a risk – taking culture in a risk averse environment
- Developing an entrepreneurial mind-set and behavior between young generations
- Seizing the opportunity and expressing the full job potential: women, youth and the demographic issue
- Tapping into the potential of women and young generations in the economy
- From social and financial inclusion to business: the demographic factor, women and young entrepreneurship
- Women and young in business: policies to support entrepreneurship development in the Euro-Med Region
- Boosting competitiveness, growth and job creation through women and young entrepreneurship: the potential contribution
- Institutional support for businesswomen and young businessmen in Med Region: access to credit and financial services
- Women’s and young entrepreneurship development: a global and Mediterranean concern
- Mainstream of issues affecting businesswomen and young businessmen in the public and private policy dialogue
- Bridging the gender gap: equality and rights in work environment, social legislation and social services
- Innovation as a shape of mind: education, training and incentives
- Stimulating entrepreneurship: promotion of development of entrepreneurial attitudes, internship opportunities and support to business start-ups



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Opening Speeches

Nayef STETIEH, President and Chief Executive Officer,
Tatweer – Business Development Center (BDC), Jordan

Mourad ZEMALI, General Director, Agence Nationale de Soutien à l'Emploi des Jeunes (ANSEJ),
Ministère du Travail, de l'Emploi et la Sécurité Sociale, Algeria

Scenario

Catherine HENRY, President, Association Belge des Femmes Chefs d'Entreprises (FCE-VVB), Belgium

Intervention

Stefania CRAXI, Honorary President of Fondazione Bettino Craxi and former
Undersecretary of State for Foreign Affairs, Italy

Discussion

Conclusions



WORKSHOP 3 – Participants

Emil ABIRASCID Chief Executive Officer, Startup Business S.r.l., Italy
Hassan ABOUYOUB, Ambassador of Morocco in Italy, Morocco
Vesna ANTUNICEVIĆ, Project Assistant, Business Start Up Centre Bar, Montenegro
Olcay BARLAS, Business Centre Director (BCD), Chamber of Commerce and Industry of Van, Turkey
Jaume BARÓ, Director of the Enterprise Department, Barcelona Activa, Spain
Stefano BLANCO, General Manager, Fondazione Collegio delle Università Milanese, Italy
Narcisa Elena BOSANCU, Head Officer, Agency for Implementing Projects and Programs for SMEs (AIPPIMM), Romania
Elham CHEHAIMI RAHAL, External Relations Unit Coordinator, Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML), Lebanon
Silvia CONTI, International Relation, Institute for the Promotion of the Arbitration and Mediation in the Mediterranean (ISPRAMED), Italy
Dounia ETTAIB, President, Arab Women's Association in Italy (DARI), Italy
Ayhan FİDAN, Vice President, Chamber of Commerce and Industry of Van, Turkey
Sherif FOUAD SADEK, Conseiller, Arab League Diplomatic Mission in Italy, League of Arab States (LAS)
Carlo FRANCIOSI, President, Coldiretti Milano e Lodi, Italy
Milorad JOVOVIĆ, Professor in Economics, University of Montenegro, Montenegro
Dražen KAPUSTA, Principal, Cotrugli Business School, Croatia
Samer KARAM, Founder, Seeqence, Lebanon
Dragan LAJOVIĆ, Dean of the Faculty of Economics, University of Montenegro, Montenegro
Tommaso MARZOTTO CAOTORTA, Secretary General, Italian Business Angels Network (IBAN), Italy
Giulia MAZZEGA, Responsible, Milan Secretariat, Istituto per le Relazioni tra l'Italia e i Paesi dell'Africa, America Latina, Medio ed Estremo Oriente (IPALMO), Italy
Simona MILIO, Associate Director of the Social and Cohesion Policy Unit, London School of Economics and Political Science, United Kingdom
Federico MONTELLI, Director, Formaper - Milan Chamber of Commerce, Italy
Daniela MORANTE, Vice Director, Institute for the Promotion of the Arbitration and Mediation in the Mediterranean (ISPRAMED), Italy
Almudena MUÑOZ GUAJARDO, General Director, Casa Mediterráneo, Spain
Dumitru NANCU, Vice President, Agency for the Implementation of SME Projects and Programmes (AIPPIMM), Romania
Rok OPPELT, Commercial Attaché, General Consulate of Slovenia in Milan, Slovenia
Bernard PARANQUE, General Delegate for Euro-Mediterranean Affairs, Euromed Management Business School, France
Alice PISAPIA, Junior Legal Advisor, European Training Foundation (ETF)
Milivoje RADOVIĆ, Professor of Economics, University of Podgorica, Montenegro
Yael RAVIA-ZADOK, Head of Bureau Middle Eastern Economic Affairs, Ministry of Foreign Affairs, Israel
Necati SAHIN, Vice President, Chamber of Commerce and Industry of Sivas, Turkey
Mario SALERNO, Business Developer, Fondazione Filarete, Italy
Doris SAMMUT, President, Malta Association of Women in Business (MAWB), Malta
Carlo TALAMAS, Head of International Relations, Formaper - Milan Chamber of Commerce, Italy
Ivana TOMAŠEVIĆ, Director, Business Start Up Centre Bar, Montenegro
Salih YILDIZ, Vice President, Chamber of Commerce and Industry of Batman, Turkey
Andrea XHAVARA, President, Chamber of Commerce and Industry of Durrës, Albania



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12th NOVEMBER 2012, 02.30 pm – 06.30 pm
ENERGY: THE REDEPLOYMENT IN THE MEDITERRANEAN

Welcome Address

Giuseppe CASTELLI, Counsellor in Charge for International Relations, Assolombarda, Italy
Massimo GAIANI, Ambassador of Italy in Albania, Italy

1st Panel: The Energy Challenge for Euro-Med Region

Opening Speech

Bruno LESCOEUR, Chief Executive Officer of Edison S.p.A., Italy, and Vice President of Observatoire Méditerranéen de l'Énergie (OME), France

Round Table – Mediterranean Energy Outlook: Resources and Networks

- The Energy Scenario in Med Region: electricity demand and consumption VS power generation and production
- The Med Energy Scenario for 2030: from growing energy demand to oil-dominated and CO₂-intensive energy mix
- The transition to a green economy in Med Region
- How to cover the economic gap between energy importers and exporters Countries in the Euro-Med Region?
- Perspectives on dependency, diversification and new development projects
- The prospects and potential outreach of regional large-scale Renewable Energy plans (Mediterranean Solar Plan, Desertec, Medgrid)
- The energy system constraints: supply, transportation, distribution and consumption, security issues
- The development of electricity interconnections and potential integration of Med electricity and Renewable Energy markets: a regional outlook
- Institutional and regulatory frameworks for Renewable Energy in Med Region: the role of stakeholders (Ministries, Energy Regulatory Authorities, Renewable Energy promotion Agencies)
- Euro-Med cooperation and partnership for electricity interconnections and renewable energy development
- A Med regional market for electricity: exchange of power, absence of barriers to trade, positive business climate to private investment - how far we are?
- Energetic Networks, connections and grids for a new integrated approach between North and South

Scenario

Manfred HAFNER, Research Fellow, Fondazione Enrico Mattei (FEEM), Italy



Moderator

Valeria TALBOT, Research Fellow - Mediterranean and Middle East Program,
Istituto per gli Studi di Politica Internazionale (ISPI), Italy

Key Note Speeches

Achraf BENHASSINE, Special Advisor to the Minister of Energy and Mines, Algeria

Anthony RIZZO, Chief Executive Officer, Malta Resources Authority (MRA), Malta

Jean KOWAL, Chief Executive Officer, Medgrid, France

Fabio TAMBONE, General Coordinator, Association of the Mediterranean
Regulators for Electricity and Gas (MEDREG)

Agha KHAIRY, Chairman of the Board of Directors, Renewable Energy Authority of Libya (REaOL), Libya

2nd Panel: Setting the context

Opening Speech

Paul VAN SON, Chief Executive Officer, Desertec Industrial Initiative (Dii), Germany

Roberto VIGOTTI, Secretary General, Renewable Energy Solutions for the Mediterranean (RES4MED), Italy

Signature of Memorandum of Understanding (MoU) between Dii (Desertec Industrial Initiative) and RES4MED (Renewable Energy Solutions for the Mediterranean)

Round Table – Getting There, Together: Euro-Med MSMEs between Networks and Business Opportunities in Renewable Energies Sector

- Towards a global green growth strategy: the Med Region potential contribution
- Europe “20-20-20” and which target for the Mediterranean?
- The prospects for the implementation of Renewable Energy and energy efficiency policies in Med Region
- Renewable Energy development, a cornerstone in Med Region efforts to improve security of supply and reduce CO₂ emissions
- Horizon 2020: Renewable Energy 10% of total electricity generation in Med Region, is it achievable?
- Challenges and opportunities in green growth for SMEs
- Do more with less energy: boosting Renewable Energy sources and energy efficiency in Euro-MED MSMEs
- Energy sector; still out of bounds for MSMEs?
- MSMEs turning to Renewable Energy generation: the entrepreneurs powering change
- MSMEs: the new innovators and generators for implementing Renewable Energy technologies and solutions in private business and at local level
- Renewable Energy in Med Region: a trailblazing opportunity for Euro-Med MSMEs?
- MSMEs between intelligent energy and eco-innovation



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Moderator

Laura LA POSTA, Editor-in-Chief, Il Sole 24 Ore Rapporti24, Italy

Key Note Speeches

Abdellaziz RASSAA, Advisory Board Desertec Industrial Initiative (Dii) and
Renewable Energy Solutions for the Mediterranean (RES4MED)

Roberto TESTORE, Delegate Advisor for Energy, Assolombarda, Italy

Gianluigi ANGELANTONI, President, Associazione Nazionale Energia Solare Termodinamica (ANEST), Italy

Riccardo HONORATI BIANCHI, Deputy Head of International Relations,
Cassa Depositi e Prestiti (CDDPP), S.p.A., Italy

Matteo CODAZZI, Chief Executive Officer, CESI S.p.A., Italy

History Cases

Sauro MOSTARDA, Head of Operations & International Development, Solar Ventures S.r.l., Italy

Alessandro MARANGONI, Chief Executive Officer, Althesys S.r.l., Italy

Paolo GENTILI, Senior Manager, PricewaterhouseCoopers (PwC), Italy

Open Discussion

Conclusions



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12th NOVEMBER 2012, 03.00 pm – 06.30 pm

**MARITIME ECONOMY, INFRASTRUCTURE AND TRANSPORT: THE DRIVING FORCES
AND GROWTH ENGINES FOR EURO-MED MSMEs**

Welcome Address

Chiara FANALI, Board Member of Promos – Milan Chamber of Commerce, Italy

Scenario

Radhi MEDDEB, Président, Institut de Prospective Economique du Monde
Méditerranéen (IPEMED), France

**1st Round Table: Towards an Integrated Euro-Med Platform:
Linking Territories through Maritime Economy, Mobility and Transport**

- The fate of proximity: mobility, transports and logistics in the Med Region: too close, too far?
- Logistics assets to support economic growth and development of Euro-Med MSMEs: the role of public and private sector
- Maritime economy, offshore and naval industry in the Med Region
- From “black” – oil & gas - “to” blue”: the maritime economy for a sustainable Mediterranean?
- Seaports, airports, roads, railways and land connectivity: bridging the gap
- Upgrading ports, shipping and intermodal system to sustain trade
- Marine Highways: integration, security and development

Opening Speech

Umberto MASUCCI, Vice President, Federazione del Mare, Italy

Keynote Speeches

Luigi MERLO, President, Assoport, Italy

Abdulmagid EL MANSOURI, Chairman of the Libyan Economic Development Consultancy Corporation
and Chairman of the Euro - Afro Al Mutawassit Media Corporation, Libya

Claudio ARTUSI, Chief Executive Officer, City Life S.p.A., Italy

Najoua BEL HAJ ABDALLAH, Director General, Ministère du Développement Régional et de la Planification
- Commissariat General au Développement Regional, Tunisia

Sergio ANGORI, Chief Executive Officer, Pininfarina S.p.A., Italy

Samir Abdul Hamid WARFALI, Member of the Board and Head of Constructing and Contraction
Sector, Tripoli Chamber of Commerce, Industry and Agriculture, Libya



2nd Round Table – MSMEs and Infrastructure Development: Covering the Gap, with an Inclusive Approach

- Catalyzing MSMEs growth through infrastructure development: meeting the challenge – the nexus
- Bridging the gap: towards MSMEs inclusiveness and interconnectedness in infrastructure
- Infrastructuring the Euro-Med Region: is there a playground for MSMEs?
- Spatial planning, urban development, real estate: towards social responsibility and environmental promotion
- The path to the future: E-infrastructure, sustainable and green mobility
- Cross border investment funds and project financing for infrastructure and networks
- The role of material and non-material networks and infrastructures: advantages and opportunities for MSMEs

Opening Speech

Franco APRILE, President, Liguria International, Italy

Keynote Speeches

Paolo LOTTI, Director, Director of National Association of Italian Shipbuilders and Shiprepairers (Assonave), Italy

Jamal MIKOU, Director in charge of Business Development and Public Relations, Tanger MED Special Agency (TMSA), Morocco

Ramón GÓMEZ-FERRER, General Manager, Port Authority of Valencia, Spain

Giovanni TUMBILOLO, President, Distretto Produttivo della Pesca, Italy

Stefano SENESE, Secretary General, Chamber of Commerce of La Spezia, Italy

Federica BOSELLO, Head of External Relation, Autorità Portuale di Venezia, Italy

Open Discussion

Moderator

Giuseppe PAPALEO, President, Istituto Alti Studi Euro Mediterranei (IASSEM), Italy

Conclusions



12th NOVEMBER 2012, 03.00 pm – 05.30 pm

EXECUTIVE BRIEFING

A TOOLBOX FOR EURO-MED MANAGERS

Opening Speech and Moderator

Paolo PALAMITI, Scientific Director, New International Business Institute (NIBI), Italy

1st Part: Navigating a Changing Euro-Med Business Environment

- The key variables in the future economic scenario for the Mediterranean Region
- Essential tools and know-how for facing a high potential market
- The importance of the Euro-Med Region in the global value chain for international trade
- Good practice from MSME's operators facing international markets

Scenario Presentation

Carlo ALTOMONTE, Associate Professor, Department of Policy Analysis and Public Management at Università Bocconi and Member of Faculty of New International Business Institute (NIBI), Italy

Round Table

Amany ASFOUR, President, Egyptian Business Women Association (EBWA), Egypt

Sophie POUGET, Investment Policy and Promotion Specialist, International Finance Corporation (IFC) - World Bank Group (WBG)

Alexandar WILLIAMS, Director, Strategy and Policy Division, Dubai SME Agency, United Arab Emirates (UAE)

2nd Part: The Relevance of a Composite Legal Framework in the Future of the Euro-Med Region

- The cultural influence in legal negotiations while doing business in Euro-Med
- Facing different normative and legal environments
- Best options for dealing with Euro-Med business environment: relevant commercial and industrial experiences

Scenario Presentation

Renaud SORIEUL, Director, International Trade Law Division, Office of Legal Affairs, United Nations and Secretary of United Nations Commission on International Trade Law (UNCITRAL)

John SHEHATA, Coordinator of the Business Focus on Mediterranean and Middle East, New International Business Institute (NIBI), Italy



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Round Table

Yasmina SBIHI, Country Director in Italy, Invest in Morocco, Morocco

Franco GUIDI, Chief Executive Officer, Lombardini22, Italy

3rd Part: Open Discussion

Conclusions



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12th NOVEMBER 2012, 03.00 pm – 06.30 pm
MATCHING EURO-MED MSMEs: B2B MEETINGS

Business Opportunities for Companies operating in:

- *Building and Engineering*
- *Metal Working and Machinery*
- *Agroindustry and Food*
- *Health*
- *Energy and Renewable Energy*
- *Cosmetics*
- *Others*



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13th NOVEMBER 2012, 09.30 am – 11.30 am

**BOOSTING MSMES: THE EURO-MED DEVELOPMENT CENTER FOR MSMES (EMDC) –
NETWORKING AND CONCLUSIONS**

Chairman and Moderator

Mario BOFFO, Italian Coordinator of the Union for the Mediterranean (UfM),
Directorate General for Political Affairs, Ministry for Foreign Affairs, Italy

Welcome Address

Opening Speeches

Javier ALBARRACIN, Chief Officer for Socioeconomic Development,
Institut Europeu de la Mediterrània (IEMed), Spain

Alexandar WILLIAMS, Director, Strategy and Policy Division, Dubai SME Agency,
United Arab Emirates (UAE)

Hesham Wagdy ABDEL DAYEM, Executive Director, Industrial Modernization Centre (IMC), Egypt

1st Round Table

Yasmina BENMAYOUF, Director in Charge of the Promotion Department, Agence Nationale de
Développement de l'Investissement (ANDI), Algeria

Ivica EŽDENCI, Director, National Agency for Regional Development (NARR), Serbia

Carmen GONZÀLEZ COMELLA, Unit Manager Africa and Middle East,
ACC1Ó - Generalitat de Catalunya, Spain

Faraj YAHYA, Member of the Board and Head of the Committee of SMEs Project,
Tripoli Chamber of Commerce, Industry and Agriculture, Libya

Nabil ITANI, Chairman and General Manager,
Investment Development Authority of Lebanon (IDAL), Lebanon

Nouredine TAKTAK, Vice General Director,
Agence de Promotion de l'Industrie et de l'Innovation (APII), Tunisia

2st Round Table

Tajana KESIĆ ŠAPIĆ, Director of CCE's Center for SMEs, Innovation and Technological Development,
Croatian Chamber of Economy (HGK), Croatia

Philomena MELI, Head of Institutional Affairs & Programmes, Malta Enterprise, Malta

Boualem MRAKACH, President, Algerian Confederation of Employers (CAP), Algeria

Rachid MOUSSAOUI, General Director, Agence Nationale de Développement de la PME (ANDPME) -
Ministry of Industry, Algeria

Ioannis TSAMICHAS, President, Hellenic-Italian Chamber of Commerce in Athens, Greece

Mohamed CHAMI, Directeur General, Chambre Algérienne de Commerce et d'Industrie (CACI), Algeria



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Conclusions

Roger ALBINYANA, Economic Advisor, Business Development SMEs and Project Funding Coordination,
Secretariat of the Union for the Mediterranean (UfM)



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13th NOVEMBER 2012, 09.30 am – 11.30 am

EURO- MED START-UP: NEW BUSINESS FOR YOUNG GENERATIONS

Welcome Address

Roberto CALUGI, Head of SMEs Development Department, Milan Chamber of Commerce, Italy
Stefano FIRPO, Chief of Staff of the Minister of Economic Development, Italy

Where to Start – Where to Go

- Europe and the Mediterranean on a cross-fertilization way
- Business attitude and entrepreneurial spirit across the Euro-Med Region
- The role of new enterprises in job creation
- Start-up: a test bench for talents and innovation processes
- Start and growth: spin off and incubators experiences
- Doing business: difficulties, opportunities and supports
- Assisting new enterprises: collective services and entrepreneurial associations role
- Faster and further businesses: the acceleration of new ideas
- New tools to boost start up: a new juridical, fiscal and incentive contest
- Finance and start up: the role of venture capital, crowdfunding and credit guarantee instruments
- New financial instruments to support start-up, industrial and technological parks and clusters
- Expo 2015 – “Feeding the planet, energy for life”: a start-up occasion for partnership and business initiatives

Scenario

Nayef STETIEH, President and Chief Executive Officer,
Tatweer – Business Development Center (BDC), Jordan

Ronny BENATOFF, Chairman, Israel – Italy Chamber of Commerce, Israel

Jaume BARÓ, Director of the Enterprise Department, Barcelona Activa, Spain

Tommaso MARZOTTO CAOTORTA, Secretary General, Italian Business Angels Network (IBAN), Italy

Moderator

Emil ABIRASCID, Chief Executive Officer, Startup Business, Italy



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1st Round Table – History Cases, Actors and Strategies

Discussants

Matteo BARTOLOMEO, President, Avanzi, Italy
Daniele DELLAFIORE, Co-Founder and Administrator, StartMiUp, Italy
Jaques GERARD, Chairman of Board, Medafco Consulting, Algeria
Ivana TOMAŠEVIĆ, Director, Business Start Up Centre Bar, Montenegro

2nd Round Table – International Opportunities, Financial and Legal Conditions

Discussants

Samer KARAM, Managing Director, Seeqence incubator, Lebanon
Pietro FIORUZZI, Lawyer, Cleary Gottlieb Steen & Hamilton LLP, Italy
Andrea MESSUTI, Lawyer Senior Associate, LCA - Lega Colucci & Associati Law Firm, Italy
Abi Habib KHATER, Chairman and General Manager,
Kafalat S.A.L. Guarantees for Loans to Small and Medium Enterprises, Lebanon

Conclusion



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13th NOVEMBER 2012, 09.00 am – 11.30 am

THE ROLE OF ARBITRATION FOR A TRUSTWORTHY MEDITERRANEAN AREA

- Why an effective arbitration regime matters for foreign investors and traders?
- What kind of requirements a governments should comply with to guarantee a reliable arbitration system?
- How can arbitration be implemented to meet international standards?

Opening Speeches

Giovanni CASTELLANETA, President, Institute for the Promotion of the Arbitration and Mediation in the Mediterranean (ISPRAMED), Italy

Lino CARDARELLI, Senior Deputy Secretary General, Secretariat of the Union for the Mediterranean (UfM)

Speakers

Stefano AZZALI, Secretary General, Milan Chamber of Arbitration, Italy

Ali HAROUN, Lawyer and former Minister delegated to Human Rights, Algeria

Sophie POUGET, Investment Policy and Promotion Specialist, International Finance Corporation (IFC) - World Bank Group (WBG)

Renauld SORIEUL, Secretary General, United Nations Commission on International Trade Law (UNCITRAL)



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13th NOVEMBER 2012, 12.00 am – 01.30 pm
CLOSING PLENARY SESSION

Chairman

Alberto MEOMARTINI, Vice President of Milan Chamber of Commerce, Italy

Welcome Address

Interventions by the Rapporteurs from **Session Boosting MSMEs – The Euro-Med Development** **Center for MSMEs (EMDC)**

WORKSHOP 1 – FINANCE AND INVESTMENT FOR EURO-MED MSMEs DEVELOPMENT AND INTEGRATION

Gianni DE MICHELIS, President, Istituto per le Relazioni tra l'Italia e i Paesi dell'Africa, America Latina, Medio ed Estremo Oriente (IPALMO), Italy

WORKSHOP 2 - MSMEs INTERNATIONALIZATION: CROSS-REGIONAL ALLIANCES TOWARDS THE GLOBAL MARKETPLACE

Federico Maria BEGA, Head of Strategic Areas Department, Promos – Milan Chamber of Commerce, Italy

WORKSHOP 3 – THE CHALLENGING WAY TO THE FUTURE: HUMAN CAPITAL AND JOB CREATION

Roberto MENOTTI, Scientific Coordinator of International Activity, Aspen Institute Italia, Italy

Round Table: Thinking Ahead Expo 2015: the Mediterranean Renaissance

Diana BRACCO, Commissioner General of Section for Italy and President of the Expo 2015 Company, Italy

Lino CARDARELLI, Senior Deputy Secretary General, Secretariat of the Union for the Mediterranean (UfM)

Riccardo MONTI, President, Agenzia per la Promozione all'Estero
e l'Internazionalizzazione delle Imprese Italiane (ICE), Italy

Massimo D'AIUTO, Chief Executive Officer, SIMEST S.p.A., Italy

Giuseppe SALA, Chief Executive Officer of Expo 2015 Company, Italy

Conclusions

Pier Andrea CHEVALLARD, Secretary General of the Milan Chamber of Commerce, Italy