

BUSINESSMED

Union of Mediterranean Confederations of Enterprises



ANNUAL
REPORT
2021

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Barbara BELTRAME GIACOMELLO President

2021 has represented a year of opportunities for our economies and our organization. The Pandemic has struck the Mediterranean countries hard, economically, but also socially. It is important to remember that the impact of the pandemic has not been an even one across the two shores, and as we have seen in this past year, the recovery process has also shown signs to be an uneven one.

Countries being at the forefront of the vaccination campaigns, have found themselves not surprisingly, having free movement of people and goods being restored, while others are still dealing with crumbling numbers of death, job losses, company closing, contagion economic recession and a decrease of EuroMed international trade. We cannot afford to widen social inequalities and already existing regional disparities.

To counteract this double-speed recovery, it is essential for the employers of the two shores to act together through reinforced cooperation and sharing of best practices and know-how and by raising awareness and their voices to work hand in hand with governmental and regional institutions by promoting a strong dialogue to define joint actions to counteract the disruptions caused by the pandemic. One way forward has been digitalization and digitization of our economies. This adaptation undergone by business throughout the various lock-downs, has been essential to ensure business continuity and to provide SMEs the opportunity to thrive. Nevertheless, this shift towards more digitalized and sustainable economies came with its own challenges and opportunities.

The digitalization of our economies has not only played in favor of the private sector, providing a strong ground for the migration from micro-enterprises to larger firms but also represents a greater opportunity for enhanced employability by reinforcing upskilling and reskilling BSOs. This move towards a more digital and sustainable business model directly implies the presence of a highly skilled and digitalized workforce. Therefore, it is of essence that the skill gap is closed.

Digitalization itself provides us with an answer to the challenge. The move towards more remote forms of work is also providing increased remote learning opportunities. Companies should seize this chance and expand remote learning and reskilling initiatives for all non-or under-utilized employees to lay the ground for their strategic ambitions in a post-crisis world.

Targeted reskilling initiatives could focus on technological as well as social and emotional skills, which are predicted to have an increase in demand over the next decade. Investing in re-skilling and upskilling is of central importance for our enterprises and their workers to successfully manage this transition towards a greener and digitalized business model and navigate the future of work.

Nevertheless, Digitalization, is not the only opportunity that has risen from the effects of the pandemic. The sharp growth contraction, that we underwent globally in 2020 has highlighted the frailty of our global value chains, and reliance, especially of the southern Mediterranean on foreign investments

This situation calls for concrete action to facilitate the attraction of more and better-quality investments within

the Euro-med region. Through our work within the B2O, we have aimed to call on governments and the WTO to implement concrete reforms and renegotiate agreements to lift current barriers, to promote trade and the attracting investments to the region. These reforms, along with the newly implemented African Continent.

Free Trade Agreement, also represent important opportunities to rethink our current value chains and give ourselves the chance to go more towards North-South and South-South integration. Regional trade integration is still far too weak. Reshoring our activities at a regional level will strengthen our economies, limiting the effects of future disruptions. European, Mediterranean, Middle Eastern, and African businesses need to seize this opportunity to foster trade and investment especially in terms of infrastructure and logistics as they would exponentially strengthen the establishment of Euro-Med-African value chains.

Having stronger and more sustainable infrastructure and logistics will further attract investment to the continent, promoting growth and diversifications of our economies.

It is time for us Employers to actively participate in the development of a new model for growth, envisaging the work of tomorrow, having a new vision of entrepreneurship and business, take up our fundamental role as social partners, removing training in skills and sectors that our Euro-Med- African region no longer needs; and participate in the joint development of value chains that travel across Mediterranean and connect the European and African continents.

The future of Euro-Med and African relation is here, it is our time to seize it!

Barbara BELTRAME GIACOMELLO
PRESIDENT



Message from the **SECRETARIAT**

If 2020 was marked by a forced stop to our activities, and an assessment of our future trajectory 2021 has been the year of recovery, of implementation of our new strategy and ideas. We started the year by defining our portfolio of expertises, around which our activities have been centered around in the past year: Business, Regional Synergies, Dialogue, and Policies and Institutional Reforms.

Our business component corresponds to the core of our work. We continued our effort to reinforce the capacities of our members to adapt to new business models, as well as to prepare for potential submissions to EU funds. This was done by offering Academies and tailored consultations on digitalization, as well as via training on project development and grants management.

2021 also marked the start of our in-person activities. In December 2021 we welcomed our members to the MED Business Days at the margin of CONNEXT, in Milan where more than 4000 physical attendees were present, and where, for the international delegation, 577 B2B requests were registered. This occasion also marked the official presentation of our innovative digital tool the Business Country Desk as an important tool to promote internationalization for businesses. The Event represented an opportunity to restrengthen the bond between the organization present and look ahead at the festivities and new opportunities that 2022 will bring for our organization.

During 2021, we also strengthened our project portfolio by adding two projects who focus on sustainability within the green and blue economy (MED4Waste and B-Blue). Adding an important additional theme for our organization in line with the work that has started within the Employers thematic Committee on the Green Deal.

Our work also centered around the promotion of Dialogue as a way to reinforce our economies. We kicked off the second phase of the SOLID project, in Tunis and pursued our efforts in highlighting and reinforcing the capacities of CSO, Employers, Trade Union and Governmental Authorities to promote a tripartite dialogue between social actors within the region.

We also pursued our work at regional level, promoting synergies and reinforcing our partnership with regional actors, by participating in high level conferences such as the 11th UfM Regional Platform on Employment and Labour, as well as organizing with the UfM a conference addressing the increasing skills challenge in the Mediterranean region through Social Dialogue practices. The organization also participated in the work of the Italian African Business Week, by presenting the views on the importance of the ACFTA for employers and opportunities present for the Mediterranean region in the agreement. This especially aligns with the upcoming challenges for the EuroMed region, who has an essential role to play in the triangularization with the African Continent.

Finally, we completed our service portfolio through our work on Policy and Institutional Reforms, by finalizing the work of our three Thematic Committee on VET and Skills, Women Empowerment and gender mainstreaming, and R&D on Energy Technology; as well as kick starting four additional Employers Thematic Committee to focus on key topics for employers such as the repercussions of the Green Deal, the importance of Digitalization and Internationalization for SMEs and a focus on Women and youth entrepreneurs. Our publication portfolio was also strengthened by publications issued with other regional actors such as the Konrad Adenauer Stiftung and the Union for Mediterranean allowing to position our organization as key actor in the sector of VET training and expert role on themes such as the post-covid 19 recovery in southern Mediterranean states.

In the year of our 20 years anniversary, we invite you to take stock of our organization's achievements and effort in providing our members with a strong portfolio of services to define the future of the Mediterranean business ecosystem.

EXECUTIVE BOARD



Barbara BELTRAME GIACOMELLO
PRESIDENT



Tarek TAWFIK
1ST VICE-PRESIDENT



Bedii Can YUCAOGLU
2ND VICE-PRESIDENT



Dolores SAMMUT BONNICI
EXECUTIVE BOARD
MEMBER - NORTH



Daniel ABBOUD
EXECUTIVE BOARD
MEMBER - SOUTH



Anis YAICHE
TREASURER



Jihen BOUTIBA
GENERAL DIRECTOR

MEMBERS



Hellenic Federation of Enterprises (SEV)

Xenofontos 10557 ,5,
Athens



Association of Industry Portuguese

Praça das Indústrias
307-1300 Lisbonne,
Portugal



Association of Lebanese Industrialists

Sanayeh, Justenian Street - CCIAB Bldg. 5th Floor, Beyrouth, Lebanon



Confédération Générale des Entreprises Algériennes

Benhaddadi, Dar Eddiaf -
CHERAGA - Alger,
Algeria.



Parc d'Activités Economiques de Bizerte

Adresse : 243-241, Av.
Habib Bourguiba 7000
Bizerte - Tunisia



Turkish Industrialists' & Businessmen's Association

Mesrutiyet Caddesi 74
TR80050- Tepebasi,
Istanbul, Turquie



Malta Employers' Association

1/35, South Street,
Valletta VLT 1100, Malta



Confédération Générale des Entreprises du Maroc

23 Boulevard Mohamed Abdou,
Quartier Palmier,
Casablanca, Morocco



Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat

Rue Ferjani Bel Haj Ammar, N° 4, Cite el Khadhra, 1003 Tunis - Tunisia



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Greece



MEDEF International

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75330 Paris - Cedex 07 -
France



Turkish Confederation of Employers' Associations

Ayrancı Mahallesi, Reşat Nuri Caddesi No:108,
Çankaya, Ankara, Turquie



Federation of Egyptian Industries

1195 Corniche El Nil,
RamletBoulak Cairo,
Egypt



Jordan Chamber of Industry

P.O.Box 811986 Amman
11181 Jordan



Federation of Palestinian Chambers of Commerce, Industry and Agriculture

Al-Ersal St., Ramallah
P.O. Box 54107
Palestine



Union Nationale du Patronat Mauritanien

BP: 383 Nouakchott-Mauritania



International Chamber of Commerce

P.O.Box 2908 Damascus - Syria



Palestinian Federation of Industry

Industrial Zone, West Bank, P.O.Box 1410,
Ramallah - Palestine



Pôle de compétitivité Bizerte

Boulevard de l'Union du Grand Maghreb Arabe -
7080 Menzel Jemil-
Bizerte-Tunisie



Confederation of German Employers' Association

BDA | DIE ARBEITGEBER
Breite Straße 10178, 29
Berlin, Deutschland



Chamber of Commerce, Industry & Agriculture of Beirut & Mount Lebanon

CCIA-BML Building, 1 Justinien street, Sanayeh,
POBox:1801 11 Beirut,
Lebanon



Confederación Española de Organizaciones Empresariales

C/Diego De Leon, 50 -
28006 Madrid - Spain

PARTNERS



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط



International
Labour
Organization



ASSOCIATION ARABO-MEDITERRANÉENNE DES CHAMBRES DE COMMERCE ET D'INDUSTRIE
ASSOCIATION OF THE ARABO-MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
اتحاد غرف التجارة والصناعة للبحر المتوسط



CAWTAR
Center of Arab Women for
Training and Research



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



EUROCHAMBRES



الاتحاد العربي للتقايات
ARAB TRADE UNION CONFEDERATION



ANIMA
INVESTMENT NETWORK



annd

Arab NGO Network for Development
شبكة المنظمات العربية غير الحكومية للتنمية



ITUC CSI IGB



PROGETTO sud
Istituto Sindacale per la
Cooperazione Internazionale
promosso dalla UIL



promosso dalla CISL



PROJECTS



EBSOMED

The ultimate goal of the project is to promote the Mediterranean Business Ecosystem by boosting investment and job creation in the region with a view to economic growth. This will be done through the strengthening of the capacity building of Business Support Organisations (BSOs) in the Southern Neighbourhood Countries. EBSOMED intends to increase the overall capacity management of (BSOs) in the Euro-Mediterranean region by improving the services offered to SMEs. At the entrepreneurial level, EBSOMED is designed to stimulate trade and investment flows by supporting the internationalization of Euro-Mediterranean SMEs. through the establishment of a sustainable hub and the development of win-win business partnerships in the Euro-Mediterranean region.

Duration: 48 month **Budget:** 6,25 Million Euro / **Countries involved:** 10 southern neighbourhood countries

Partners: BUSINESSMED, ASCAME, GACIC, EUROCHAMBRES, ANIMA, CAWTAR



INVESTMED

The INVESTMED project aims at addressing both economic and environmental challenges in terms of competitiveness, sustainability, internationalization and capacity to innovate, supporting new, sustainable business opportunities for young people and women in three Mediterranean Partner Countries: Egypt, Lebanon and Tunisia. The project will support the development of new, sustainable entrepreneurship and business initiatives, by creating a backing environment and facilitating access to new markets with the final goal of generating new economic opportunities and jobs. INVESTMED benefits Mediterranean Business Support Organisations (BSOs) and their network of enterprises. They will benefit from training, coaching and sub-granting to grow and to become sustainable.

Duration: 30 month (2020-2022) **Budget:** 38 Million Euro / **Countries involved:** Tunisia, Spain, Lebanon, Greece, Italy, Egypt

Partners: BUSINESSMED, EMEA, Beyond group, IED, Rumundu, CEEBA, Spanish Chamber of Commerce

SOLiD

SOLID II is the continuation of the program of the same name launched in 2016 on three pilot countries (Tunisia, Morocco, Jordan) and aims to promote social dialogue in the Mediterranean region. The SOLID II project will extend to three new countries (Algeria, Palestine, Lebanon) besides continuing the actions of the project in the three pilot countries. The overall objective of the SOLID II program is to build resilient societies through enhanced social dialogue and partnerships, promotion of decent work to foster social inclusion and access to social justice for all in the southern neighbourhood. The aim is to promote a dynamic, inclusive and strengthened institutionalized social dialogue and to promote social inclusion through social dialogue tools and organized tripartite institutions.

Duration: 42 month **Budget:** 33 Million Euro / **Countries involved:** Algeria, Lebanon, Palestine, Jordan, Morocco and Tunisia

Partners: BUSINESSMED, ITUC, ATUC, ANND



HOMERe is an intra-Mediterranean Internship Mobility scheme offering companies in search of new business perspectives a unique opportunity for sourcing young talents from the Euro-Mediterranean region to become their interns.

The project aims to tackle youth unemployment and underemployment and help those taking part in the project to secure a graduate position that is relevant to their qualifications and is in their own country. Through its extended network HOMERe aims to attract transnational private companies that operate in the Mediterranean region and are searching for brilliant profiles.

Duration: 24 month **Budget:** 26 Million Euro / **Countries involved:** 9 southern neighbourhood countries

Partners: RMEI, ASCAME, IESMED, UNIMED, Réseau Euromed, FCM, CNCCEF, CMUNGO, BUSINESSMED

CREACT4MED

The overall objective of CREAT4MED is to enhance the role of culture and creativity as a vector for employment and resilience in eight SNCs through untapping the potential of the cultural and creative industry (CCI) to create economic value, enhance growth, and foster social inclusion. Among the missions of this project is to boost the cultural and (CCI) in the Southern Neighbourhood of the European Union attracting investment and creating jobs and Support CCI business models led by youth and women entrepreneurs giving them access to a training & coaching program and access to funding for the development of their projects.

Duration: 36 month (2020-2023) **Budget:** 22 Million Euro / **Countries involved:** 8 southern neighbourhood countries

Partners: EMEA, IEMed, IED, FEPS BI, BUSINESSMED



Med4Waste

Med4Waste project aims to facilitate new governance models for integrated and efficient urban waste management policies across the Mediterranean strategy. Moreover, it encompasses up to 8 activities oriented at building skills, planning and decision-making capabilities for Mediterranean institutions from public and private sector, and based on the most successful practices previously implemented in the region. Consequently, decision policy-makers will find a platform to promote better governance in the sustainable use of resources and management of waste, moving towards more sustainable patterns of consumption and production at Mediterranean level, whilst developing joint and common policy responses.

Duration: 24 month **Budget:** 11 Million Euro / **Countries involved:** 3 southern neighbourhood countries

Partners: BETA -UVIC, MedCities, Mio-ECSDE, AUB, EDAMA, COSPE, BUSINESSMED

BUSINESSMED Presentation

The Union of Mediterranean Confederations of Enterprises is a regional organization that gathers Confederations of Employers Organizations from 18 Countries of the Euro-Mediterranean region.

Created in 2002, BUSINESSMED has become the main representative of the private sector in the Euromed region and a privileged platform for multilateral cooperation for the benefit of the employers' confederations and more than 1'200'000 public and private affiliated companies by promoting foreign direct investments and socio-economic integration in the region.

As one of the main Business support organizations dedicated to multilateral cooperation in the Mediterranean, BUSINESSMED'S mission is to enhance exchanges and strengthen the Mediterranean business ecosystem by reinforcing regional cooperation, social dialogue, and policymaking.

Our Expertise

BUSINESSMED'S long-medium term strategy is focused on 4 areas of Expertise: Business, Regional Integration, Dialogue and Policy & Institutional Reforms.

Through our Business expertise, we touch upon different themes of relevance for Employers Organizations, and SMEs such as the latest industrial revolution, digitalization, internationalization, Green Deal, Public and Private Partnerships, and Cultural and Creative Industries. The second domain of expertise underlines the importance of Regional Integration as a booster for prosperity. Our third expertise focuses on the importance of Dialogue as a driver for stable socio-economic societies. For our last domain, we underline the importance of Policy and Institutional reforms as drivers to influence and shape the business climate of tomorrow.

BUSINESSMED'S Expertise

Business 01

- Industrialization
- Digitalization
- Internationalization
- Green Deal
- Private-public Partnerships
- Culture and, Creative Industries

Dialogue 03

- Multi-stakeholder Social Dialogue
- Skills for jobs
- SDG & Responsible Business Conduct

Regional Integration 02

- Business Networks
- Regional Synergies
- Facility Mechanism
- Supply Chains

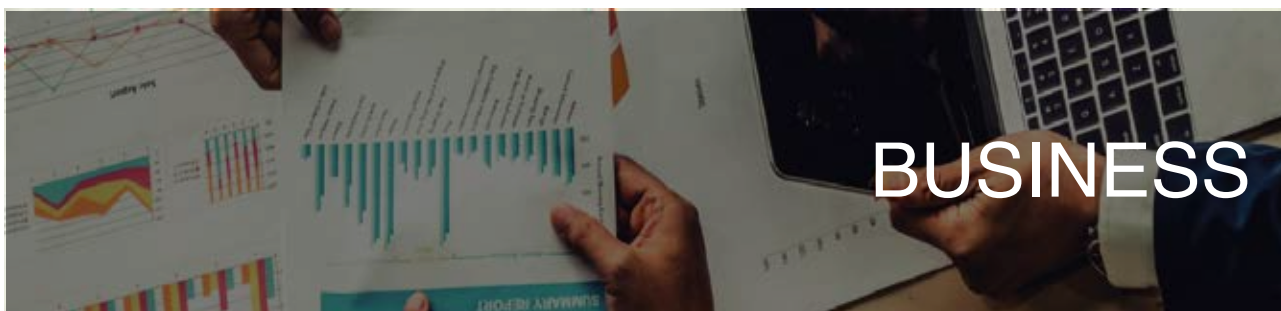
Policies & Institutional Reforms 04

- Policy Reforms
- Innovation and Research



BUSINESSES





BUSINESS

Our Expertise in Business encompasses a variety of areas that are of essential importance for Employers Federations, Business Support Organizations and SME, and respond to concrete needs of the market.

Our know-how expands from the latest industrial revolution and the increased role that digitalization it is taking up in our economies, the development of actions and tools to foster Internationalization, to upcoming trends and goals for our economies such as the promotion of Cultural and Creative industries, Public and Private Partnerships and the inclusion of a greener vision for our economies.

6th EBSOMED Executive Committee Meeting 15 January 2021



The meeting held online gathered the Directors and project managers of the Consortium, the EBSOMED Secretariat as well as the European Commission representative (DG NEAR), the Deputy Head of Unit Ms. Ingrid Schweiger, who marked the importance for the EBSOMED project to continue to push forward, ensuring the sustainability component in line with the new European Commission priorities.

The project partners highlighted the crucial role that Business Support Organisations had in 2020 in shouldering Mediterranean SMEs to mitigate the consequences of the COVID19 crisis, by providing technical assistance and trusted and reliable information on covid19 related issues and access to market. They also stated that their role was vital in untapping opportunities for resilience and recovery of the private sector ecosystem by showcasing the best development champions in the region and allocating resources for impact that lasts including the SDGs.

The renewed approach of the EBSOMED project highlighted four main strategic pillars that will evolve around the BCD platform developed by BUSINESSMED.

The Euro-Mediterranean Partnership in 2021 – An Assessment by the Business Community 22 February 2021



BUSINESSMED along with the Confederation of Egyptian European Business Associations (CEEBA) and the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), coordinated under the EBSOMED project an internal consultation among private sector representatives of the Euro-Mediterranean region in view of providing further inputs to the Joint Communication on the renewed partnership with the Southern Neighbourhood, and targeting the advocacy potential, needs and priorities of the Euro Med business community.

The survey was sent to a selected list of private sector stakeholders, with both Mediterranean & European headquartered small and large enterprises operating in different sectors and countries. The various responses to the survey were collected and processed and then grouped into tables to facilitate their use and analysis.

A factsheet has also been developed to summarize the main outcomes of the survey and both document are available for download on the organisation website.

Consultation sessions for the INVESTMED project

2 July 2021



The cycle of consultations launched by the Investmed Project, led by BUSINESSMED, ended on July 2, 2021 with a follow-up session dedicated to Lebanon.

The meeting provided an opportunity to take stock of the achievements made thanks to the commitment of various local partners and Business Support Organizations working in the field of green and blue economy, as well as in the field of Cultural and Creative Industries.

The meeting was also an opportunity to submit the program, structure and content of the training on Sustainable Business Management proposed by the project and to remind the call for participation for this training on sustainable development for operators in Egypt, Lebanon and Tunisia.

BUSINESSMED part of Women Entrepreneurs 2021 Forum

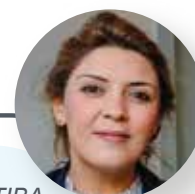
6-7 July 2021



Organized by the Union for the Mediterranean in cooperation with UNIDO - United Nations Industrial Development Organization, the event aimed at exploring the impact of digitalization on women in their professional activity.

The Secretary General of the organization, insisted that the transition to digital is no longer a matter of choice but a matter of fact.

Presented the Business Country Desk BCD platform a privileged space to promote talent, internationalization and the private sector in Europe, the Mediterranean region and Africa, maintaining innovation and sectoral approach to foster new inclusive models.



Jihen BOUTIBA
GENERAL DIRECTOR

The private sector in the Mediterranean needs 'informed decisions' as well as concrete evidence to look ahead and reshape interventions, and inclusive partnerships that include not only marginalized business communities but also governments...It is absolutely vital to build investor resilience through digital skills development and digitalization of services. This crisis represents an excellent opportunity to restructure investor support systems to promote long-term sustainable growth

EBSOMED promoted during a meeting with bilateral & multilateral development partners in Egypt

15 July 2021



Dr. Alaa Ezz, Secretary General of the Confederation of Egyptian European Business Associations "CEEBA" highlighted the huge support provided by the ongoing 13 EU funded ENI CBC Med and EU ENI EBSOMED regional projects implemented by CEEBA, ASCAME and BUSINESSMED which are building solid cooperation bridges across the Mediterranean between over 100 BSOs from the 38 Euro-Mediterranean countries.

Dr. Ezz proposed that CEEBA along with BUSINESSMED and ASCAME through EU ENI EBSOMED project shall conduct a survey, and present its results during the not Meda FINANCE annual conference bringing together BSOs from the Euro-Mediterranean region along with donors, development banks and funds, and novel non-banking instruments.

BUSINESSMED launch information session for the INVESTMED project

16 July 2021



BUSINESSMED gathered during this event actors of social innovation networks in Tunisia for an information session on the call for participation set up by Investmed Project for training in sustainable development and management of organizations in Egypt, Lebanon and Tunisia.

Participants were able to learn about the program, structure, content and eligibility requirements to benefit from this training on sustainable business management. Exchanges with the team behind the project allow participant to have bigger knowledge of all the opportunities offered by the program.

Launch of the INVESTMED "Sustainable Business Management" training cycle

20 September 2021



The Investmed Project training cycle "Sustainable Business Management" dedicated to Tunisia and piloted by BUSINESSMED and gathered beneficiaries and partners of the project for an information and exchange session.

In addition to the presentation of the project, its partners, its main milestones, its target groups, its cross-cutting priorities and its Platform for Capitalization and Community Building, while insisting on the cooperation between Mediterranean countries to ensure the success of such an initiative, the various beneficiaries of the training presented their profile and expressed their expectations vis-à-vis the training cycle and the project in a general way.



INDUSTRY OUTLOOK
«Gender mainstreaming & women empowerment»



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BUSINESSMED Online Workshop on advanced EU project proposal development

20 to 24 September 2021



Organized in the framework of the EBSOMED project, the advanced course represents the last chapter of the three workshops on EuropeAid grant management and project development presented in the framework of the EBSOMED project. This virtual class will allow to explore in depth the new EU funding instrument, NDICI, so that the organizations will be ready to hit the ground running when the calls for proposals are launched. The training focused in particular on designing a successful project proposal through the logical framework approach and a learning-by-doing approach. Beneficiary organizations were provided with an in-depth analysis of the concept note and the resulting full application, in order to provide them with the tools necessary to successfully apply for a grant from EuropeAid.

BUSINESSMED part of the workshop « post-pandemic Euro-Arab economic relations » 28 September 2021



BUSINESSMED was part of the discussions of the workshop « post-pandemic Euro-Arab economic relations » which aims to strengthen cooperation between key regional actors in Euro-Arab relations.

The dialogue focused on three main areas: Opportunities to increase connectivity between the two regions and increase intra and inter-regional trade, and finally promoting inclusion, food security and environmental concerns for a socially and environmentally responsible recovery.

During his speech, the representative of BUSINESSMED, highlighted the actions and projects undertaken by the organization in the promotion of business partnerships and a balanced and equitable dialogue between the two regions, while emphasizing our commitment to align ourselves with the objectives of sustainable development to ensure the creation of decent jobs.



POLICY PAPER
Economic recovery in the South
Med region post-Covid19



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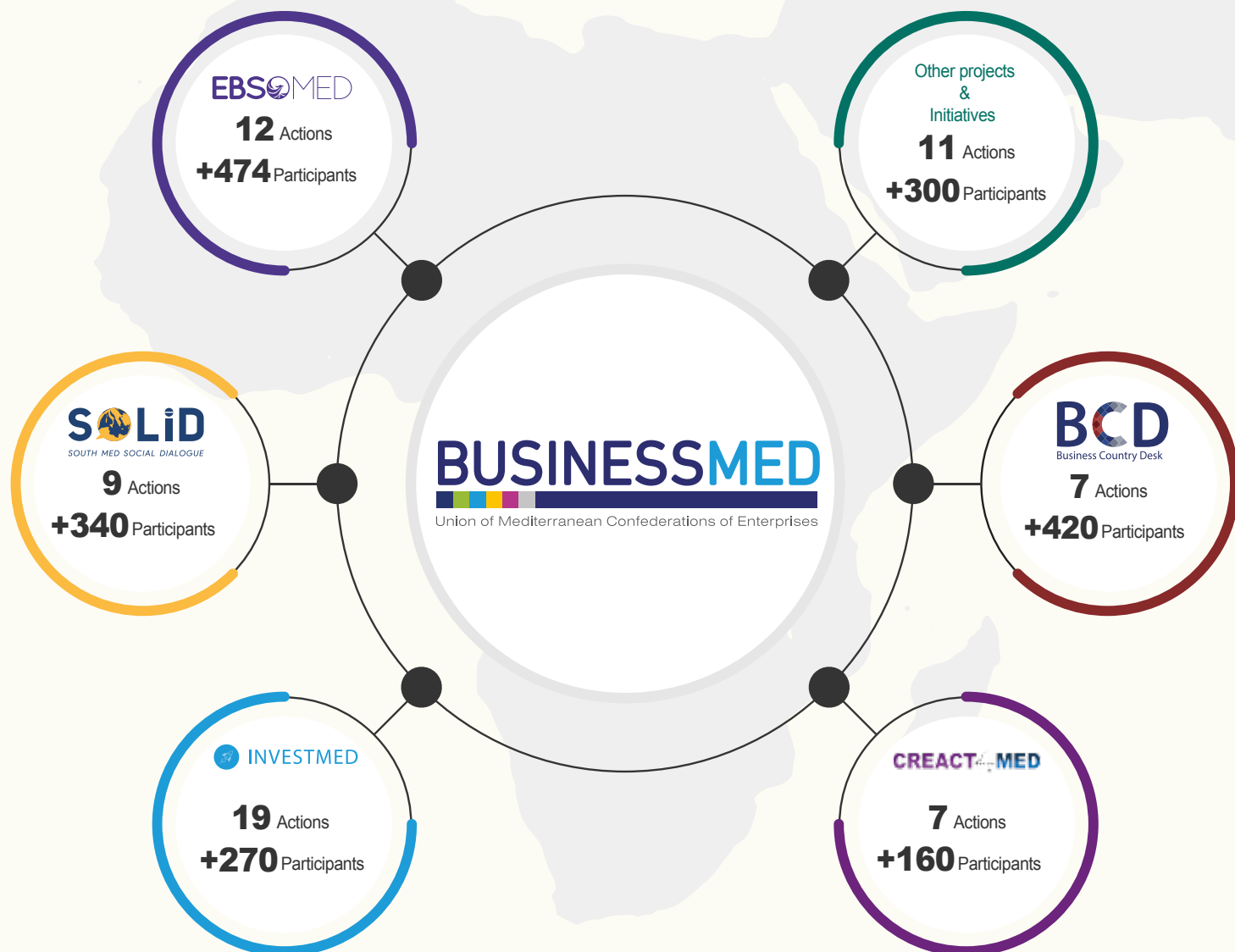
BUSINESSMED part of the Blue Planet Economy European Maritime Forum 2021 7 October 2021



BUSINESSMED, fully committed to the Sustainable Growth of the Circular Economy, took part in the Blue Planet Economy European Maritime Forum 2021, an event focused on promoting new market opportunities for the development of the maritime economy.

The representative of BUSINESSMED, emphasized the key role played by the organization as representatives of the private sector in the Mediterranean, namely the adoption of a systemic approach, bringing together technological innovations and business models, promoting roadmaps and R&D strategies as well as new data that can influence decision makers. Other actions are the establishment of indicators to measure and monitor progress at the regional level that can facilitate the measurement of key transformations in the blue economy sector, and finally propose innovative financing instruments to stimulate direct investments.

ACTIVITIES ORGANIZED BY BUSINESSMED IN 2021



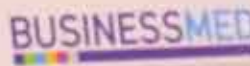


ACTIVITY

Jihen BOUTIBA
General Director of
BUSINESSMED
Tunisia



mondesmediterraneens.org
#ForumMed





*EBSOMED Employers
thematic committees
Vocational training & skills development*



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BUSINESSMED Adapting to the realities of the post-COVID-19 era

13 October 2021



BUSINESSMED participated in the debates of the 5th Forum of the MedThink 5+5 network bringing together experts from across the Mediterranean region to analyze the factors underlying security and stability, as well as economic, human and sustainable development in the region.

The Secretary General of BUSINESSMED, Jihen Boutiba, discussed the obstacles to the strengthening of regional value chains and reforms to be conducted, as well as the needs in terms of infrastructure, transfer of skills and knowledge for a better flow of technology.

She called for synergies, a multi-stakeholder approach and a structured social dialogue to rethink dominant models, move to sectoral policies and support the transition to a formal economy.

BUSINESSMED partner of the 5th edition of the Forum Italia Africa Business Week

9 October 2021



BUSINESSMED contributed to the discussions of the 5th edition of the Forum Italia Africa Business Week "Building Back Better Together". The representative of BUSINESSMED presented the activities focused on promoting the business ecosystem of the region, as well as attracting foreign direct investment and strengthening cooperation between the two shores. He emphasized that the path to economic recovery lies in enhanced cooperation, with an emphasis on triangular and smart regional integration and that the implementation of the African Free Trade Agreement from January 2021 represents a huge opportunity for the region to take a step in this direction and jointly contribute to the recovery and growth of the continent.



*Barbara BELTRAME GIACOMELLO
PRESIDENT*

The digitalization of our economies has not only played in favor of the private sector, providing a strong ground for the migration from micro-enterprises to larger firms but also represents a greater opportunity for enhanced employability by reinforcing upskilling and reskilling BSOs. This move towards a more digital and sustainable business model directly implies the presence of a highly skilled and digitalized workforce. Therefore, it is of essence that the skill gap is closed.

BUSINESSMED, member of the jury of the WeMed prize

20 October 2021



The event welcomes start-ups and leading entrepreneurs, industry agents, initiatives, change agents as well as political and financial institutions working on applications of the productive, circular and sharing economy in the Mediterranean. Participating organizations come together for cross-country exchanges, knowledge sharing and developing solutions to the challenges of scaling up eco-innovative business models.

BUSINESSMED was honored to contribute to the selection process of this award, marked by the high quality of the candidates, valuing remarkable innovations in the Mediterranean region. The organization continues to strengthen the support to companies that manage to combine economic value and job creation with environmental and social value, in order to achieve a green recovery and avoid new crises



Daniel ABBOUD
EXECUTIVE BOARD
MEMBER - SOUTH

“ It is precisely in these times of constrained movement and disrupted supply chain that a good cross border cooperation and a solid communication become essential for maintaining a viable business environment. BusinessMed is one of the finest examples of such cooperation and communication”

DG NEAR Commissioner Oliver Várhelyi meets with MedAlliance

25 October 2021



The Commissioner for Neighbourhood and Enlargement Olivér Várhelyi met, in Cairo with the leadership of the MedAlliance. ASCAME president Ahmed El Wakil, BUSINESSMED Vice Chairman Tarek Tawfik and CEEBA Secretary General and EBSOMED Chairman Dr. Alaa Ezz, where the role of the MedAlliance in bridging the Mediterranean and its revival plan were presented along with its EU EBSOMED project and the important 16 ENI CBC MED projects aiming at bridging the Mediterranean, creating jobs, transferring technologies and novel management practices, and supporting SMEs, start-ups and innovations.

BUSINESSMED partner of MED4WASTE, a new project to develop sustainable waste management in the Mediterranean

27 October 2021



Med4Waste is a new project focused on the sustainable waste management that targets six countries, it aims at facilitating new governance models for integrated and efficient urban waste management policies across the Mediterranean.

BUSINESSMED team presented the activities that the organization will implement in the framework of MED4WASTE, involving the private sector and social dialogue, according to the triple bottom line approach: Environment, Social and Governance. Its role is, among other things, to set up a business platform, aligning with circular economy strategies and targeting relevant stakeholders with waste management technologies based on social value.

Woman Impact Summit :Economic opportunities for women 12 November 2021



BUSINESSMED participated in the Woman Impact Summit, a great initiative giving visibility and access to women from all walks of life around the world for a better provision of business opportunities.

BUSINESSMED's Secretary General, Jihen Boutiba, moderated a panel on financing women's entrepreneurship, and presented a diagnosis of the critical context for women's empowerment, from a global perspective to an African perspective, a concept that is even more essential today because although Africa has made considerable progress in gender equality over the past decade, progress has stalled with the pandemic.

BUSINESSMED expertise highlighted during the CREAT4MED annual conference 25 November 2021



As a member of the project consortium, BUSINESSMED took part in the first edition of the online CREAT4MED Annual Conference, with the aim to raise awareness of the role of (CCI) culture and creativity as a vector for employment and value generation in Southern Mediterranean Countries.

The event highlighted the project's progress and provided a space for entrepreneurs, incubators, policy-making entities, regional initiatives, and international organizations to present their projects and achievements. The General Director of BUSINESSMED, Jihen Boutiba, presented the actions undertaken by BUSINESSMED in terms of social dialogue and improving the business climate in the Mediterranean.

The overall objective of CREAT4MED is to enhance the role of culture and creativity as a vector for employment and resilience in the SNCs through untapping the potential of the cultural and creative industry (CCI) to create economic value, enhance growth, create decent jobs, and foster social inclusion. In doing so, a special emphasis is dedicated to youth and women.



FACT SHEET

*The Euro-Mediterranean Partnership In 2021:
« An Assessment by the Business Community »*



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Bedii Can YUCAOGLU
2nd VICE-PRESIDENT

Businessmed is among the premier platforms encompassing north and south Mediterranean business support organizations to work for common goals of strengthening regional cooperation with a focus on business actors. Businesspeople need such compass in these turbulent times which helps us keep to our path, overcome challenges, adapt to changes and develop our capacities.



BUSINESSMED meeting with Med4waste project leader

10 December 2021



BUSINESSMED organized a coordination meeting in the framework of the Med4Waste Project, with the project leader, BETA Tech Center, with the aim of monitoring and reviewing the implementation of the project with a view to achieving the expected results.

It was also an opportunity to learn about the DECOST pilot project, an initiative to develop new frameworks for decentralized and community composting in urban areas. The meeting aims to capitalize and enhance this experience and create strong synergies between projects funded under the ENI CBC Med Program



Odeh ZAGHMOURI,
SECRETARY GENERAL OF PFI

When BusinessMed was founded, we were not expecting to reach what it has reached today. Nowadays, the organisation is recognised as an incubator and an umbrella for business institutions in the Mediterranean countries and enjoys respect and appreciation. The work of the institution and its transparency and professionalism had a positive impact on its activities and relations with members and partners. The variety of the projects, their topics and content, such as Social Dialogue on a regional level, benefited most members of the organisation, and are a powerful source for the development of their relations and their repercussions on the labor market and the economy. We hope for continuity of work and outstanding performance.

MED BUSINESS DAYS 2021: the economic recovery in the Mediterranean at the heart of the objectives of BUSINESSMED

2-3 December 2021



The event organized in cooperation with the CONFINDUSTRIA took place on the sidelines of CONNEXT 2021 in Milan and had as main theme: The role of economic operators in the economic recovery in the Mediterranean.

The Forum brought together Euro-Mediterranean economic operators between support organizations and SMEs and focused on their respective roles in stimulating economic recovery in the Mediterranean region. The event took the form of expert panels around four topical themes namely renewable energy, smart cities, digital transformation, and skills mismatch in the labour market.

The different sessions gave an overview of the Mediterranean markets and their specificities by highlighting the expertise and attractiveness of the region in terms of investments and sustainable partnerships. The second day was devoted to the B2B meetings, offering startups, companies and investors the opportunity to exchange and develop partnerships to facilitate access to foreign markets.



BUSINESSMED

11



DIALOGUE





DIALOGUE

Dialogue is perceived as a driver for stable socio-economic societies. Therefore, our expertise is well anchored in the promotion of multi stakeholder social dialogue, responsible business conduct and promotion of the Sustainable Development Goals, with the aim to continue to build strong and inclusive societies, that respond to the future developments of work environment.

BROCHURE SOLID

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BUSINESSMED, voice of the social partners during the 11th UfM regional platform on employment and labour 31 May 2021



The 11th UfM Regional Platform on Employment and Labour took place online, bringing together around 65 participants including representatives of the Ministries of Employment of the UfM Member States as well as representatives of European institutions and international organizations.

BUSINESSMED participated in this meeting by carrying the voice and message of the social partners.

Speaking during the second session, Ms. JihanBoutiba, General Secretary of BUSINESSMED stated: "Social dialogue as an instrument of change has undergone several adjustments in the Mediterranean countries, leading its actors to be increasingly involved in the social, economic and environmental decision-making process and making Mediterranean societies more and more inclusive..."

As partners, we are driven by the conviction that social dialogue can be a powerful instrument to support decision-making, an instrument that we must undertake to design appropriate economic and social protection policies and prevent future crises"

BUSINESSMED partners with UfM to address increasing skills challenge in the Med region through Social Dialogue practices

8 July 2021



BUSINESSMED, with its expertise on the promotion of social dialogue, partnered with the Union for the Mediterranean UfM to improve the involvement of Social Dialogue when addressing the challenges that labour markets face in the Mediterranean region. In this framework, along with ETF and GIZ, they co-organized an open dialogue event in order to address the increasing skills challenge in the Mediterranean region through Social Dialogue practices.

The "UfM-Regional dialogue: enhancing skills for better employability" was held online, and gathered social partners, international organizations, institutional partners, and cooperation agencies to discuss specific challenges related to skills mismatch at the national and regional level and the solutions that social dialogue offers to respond to them.



Barbara BELTRAME GIACOMELLO
PRESIDENT



Without an inclusive Social Dialogue, there will not be an inclusive recovery for our future generation ...While we are looking at reshaping our world, we also need to ensure that more vulnerable populations are not cut out from this restructuring. Targeted reskilling initiatives could focus on technological, and social and emotional skills. Investing in reskilling & upskilling is crucial for a transition to a greener, digitalised business model & navigate the work future" ... "It is important to reiterate that Social Dialogue is the key for our societies and economies to adapt to the current changing environment. We need to continue to let our work in defining a new more inclusive and sustainable business model for the recovery be guided by social dialogue and the Sustainable Development Goals to reach the UN 2030 Agenda



Social dialogue Training workshop for employer's confederations in Palestine

14 - 15 September 2021



Representatives of employers' organizations expressed their active involvement in the SOLiD2 project as it responds directly to their demands and will enhance their expertise and skills in social dialogue, which will positively reflect on the achievement of their goals through access to regional experiences and legal concepts to establish effective methods of work to confront most of the challenges.

The main objective of the training was to strengthen the idea and concept of social dialogue as a tool to address the most important issues and challenges, and to define the role of all parties to move forward in serious and effective negotiations on professional bases by respecting the other party's point of view to overcome crises and achieve sustainable development goals.

The event was an opportunity for discussion between representatives of employers' organizations to determine the priorities of the private sector and the mechanisms for achieving economic growth and ways of cooperation between the various social partners.

National Capacity building workshop for Lebanese employers' confederation members of BUSINESSMED

23 - 24 September 2021



The workshop gathered key actors and focused on the importance of social dialogue as a tool to achieve the 2030 SDGs. It aimed to strengthen the capacity of key trade union representatives involved in the social dialogue process and the role of the different parties in establishing effective negotiations considering the different challenges in Lebanon and adopting a gender and human rights oriented approach.

The main achievement of this national workshop was to raise awareness about the role of employers' confederation in the process of social dialogue and sustainable development. Participants discussed the importance of having a strong common voice to address key priorities. The event was also an opportunity to develop effective cooperation between the different participating organizations to address the key issues they face

kick off seminar of the second phase of the SOLID project

29 - 30 September 2021



The regional seminar was held in Tunis both online and on-site with the main objective of publicly engaging key partners involved in the social dialogue process in the Mediterranean region and launching phase 2 of the project, which involves three new countries. The outline of this four-year program, its objectives and expected results were also presented.

This second phase is a continuation of the SOLiD I project implemented from 2016 to 2019, whose general objective was the promotion social dialogue in the southern Mediterranean via a structured dialogue involving various institutions in the South .The second phase will develop a set of field activities and actions, with the development of training workshops, mapping studies and networking initiatives that are likely to promote an exchange of experience and develop a progressive synergy between the various social actors in the southern Mediterranean for the promotion of social dialogue.

BROCHURE INVESTMED

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Collaboration with the SOLIFEM project around social dialogue

20 October 2021



BUSINESSMED took part in a coordination meeting between the Secretariats of the two components of the SOLiD program, the SOLIFEM and the SOLiD II projects, in order to exchange work plans and to identify opportunities for cooperation at regional and national levels. The representatives of the two projects also discussed ways to increase cooperation opportunities in their respective activities in order to raise awareness of the SOLiD program's objectives in the countries concerned.

BUSINESSMED joined the debates of the "Vision Med 2030 North South"

18 November 2021



the workshop aimed to shape a vision of the Mediterranean for the years to come, and to lay the groundwork and expand the arena for a pilot advocacy campaign for the region as a common destiny, in order to put in place inclusive and effective policies, in close collaboration with all the major actors in the region.

The Secretary General of BUSINESSMED, Jihen Boutiba, contributed to the exchange of good practices in cross-border action, and more specifically on how to anchor a real multi-stakeholder dialogue to address the challenges of the region. She presented the second phase of the SOLiD project and its ultimate goal of fostering the establishment of an inclusive and structured dialogue and the consolidation of decent and formal employment.

SOLID bipartite workshop in Lebanon

23 - 26 November 2021



BUSINESSMED co-organized bipartite workshops in the framework of the second phase of the SOLiD project, aiming to raise awareness among social partners on the principles of social dialogue and the objectives of sustainable development.

With the participation of representatives of civil society organizations, employers and Lebanese trade unions, the meeting allowed first to discuss the pillars of decent work and to learn about its standards, especially how to implement them in the current context of the COVID-19 pandemic. It was also an opportunity to analyze the obstacles to real gender equality and to propose concrete responses to bridge this gap.



Renate Hornung-Draus

Managing Director

Economic and International Affairs

Confederation of German Employers' Associations (BDA)

Social dialogue is a key instrument in times of crisis when complex situations with far-reaching economic and social implications need to be addressed in a responsible manner. It has proven its worth first and foremost in the measures taken to cope with the Covid 19 pandemic and also plays a central role in shaping the course for recovery. The social and economic post-pandemic recovery can only be achieved by creating SME-friendly frameworks to reduce informality and promote sustainable economic growth.

Promoting employability in the Euro-Mediterranean region

14 December 2021



BUSINESSMED took part to the 12th meeting of the regional platform of the UfM on employment and work, bringing together representatives of governments and European and international institutions.

The representatives of BUSINESSMED, advocated the need to facilitate public-private partnership and involve social partners in a structured dialogue, thus combining their strengths to promote inclusion, entrepreneurship and job creation in the region, following the example of the EBSOMED and Investmed Project.

They also presented the efforts made by the social partners to map the specific mechanisms of social dialogue, as is the case with the SOLiD project and stressed the need to go beyond the misrepresentation of results in quantitative but especially qualitative terms.



SOLID
SOLIDITY OF LEADERSHIP

SOLID Kick-off seminar
الدورة الافتتاحية لمشروع موليد

BUSINESS

REGIONAL INTEGRATION



REGIONAL INTEGRATION

At BUSINESSMED we perceive Regional Integration as a booster for prosperity for Mediterranean Countries.

Our expertise focuses on the establishment and promotion of Business Network, regional synergies with international and regional actors in the region, the facilitation and attraction of trade and investments using tools such as the BCD, and the strengthening of supply chains.

Signature of an MoU between BUSINESSMED & Womenpreneur-Initiative

22 February 2021



The Union of Mediterranean Confederations of Enterprises (BUSINESSMED) signed a Memorandum of Understanding with Womenpreneur-Initiative, a Belgian non-governmental organization aiming at strengthening the place of women in the entrepreneurial scene and in the fields of technology and innovation, as well as in society.

This agreement reflects the willingness of both parties to establish and consolidate their cooperation in areas of mutual interest, around the different axes such as the exchange of best practices and know-how, the Implementation of awareness-raising and mutual visibility activities for actions and initiatives through their respective networks and the participation as a speaker in each other events. The two organisations will also search for potential synergies between each other ongoing projects and will work together on joint submission of projects that are online with themes and priorities that are tackled by both of them.

Signature of an MoU between BUSINESSMED & AFAEMME

26 February 2021



This agreement was signed during a remote ceremony via Zoom by Mrs. Barbara Beltrame Giacomello, President of BUSINESSMED and Mrs Maria Helena De Felipe Lehtonen president of the Association of Organisations of Mediterranean Businesswomen (AFAEMME).

The MoU has been established with the purpose to enhance the Euro-Mediterranean business ecosystem and support the social and economic development of the economic stakeholders. The two organizations will work together on the implementation of an action program that includes the exchange of knowledge and best practices, by contributing to potential joint projects as well as outreach by giving visibility to each other actions, publications and other initiatives considered suitable by both Parties.

INVESTMED engages with key actors to support green & sustainable entrepreneurship development

31 March 2021



The INVESTMED consultation sessions were designed to involve and engage with the key players in the cultural and creative industries (CCI) and the Blue and Green economy. BUSINESSMED, as the principal representative of the employers in the region and as the lead partner of the INVESTMED project, chaired the session dedicated to Tunisia. The event was held on March 31 with 18 participants and 3 BSOs' representatives. Participants presented the challenges and opportunities in the Blue, Green and Cultural and creative industries (CCI). The project is setting up a framework to strengthen Women and Youth Entrepreneurship in Egypt, Lebanon and Tunisia. This framework will provide expertise, training, coaching and funding to selected start-ups and newly established MSMEs in the target countries.

Two projects of BUSINESSMED presented during the event "Blending BSO & incubators support" 6 May 2021



BUSINESSMED took part in the event "Blending BSO & incubators support" an initiative organized by the Confederation of Egyptian European Business Association (CEEBA) in collaboration with the Egyptian authorities and in the presence of several Ministers and Egyptian officials.

This event was organized in a hybrid format and aimed at bringing together projects funded by the European Union and the ENI CBC Med Programme, in order to highlight their actions, services and benefits to Mediterranean SEOs and startups with a focus, for this event, on Egyptian beneficiaries. BUSINESSMED also moderated the second session during which the project managers presented the first results of EBSOMED and the objectives and actions of INVESTMED, two projects on which the organization is leader.



EMPLOYERS THEMATIC COMMITTEES
«Education & R&D
on Energy Technologies»



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BUSINESSMED takes part in the event "Platform of the Dialogue of the TwoShores" 12 May 2021



Organized online by the CMI Marseille and the Interministerial Delegation to the Mediterranean (DiMED), and aiming to strengthen synergies between investors and project leaders of the Dialogue of the Two Shores (D2R) and to highlight the economic, social and environmental impact of projects. This event is the first in a series of meetings, which will be organized regularly, bringing together D2R project owners, investors, institutional investors and representatives of employers and civil society.

BUSINESSMED

Union of Mediterranean Confederations of Enterprises





SOLID
SOUTH MED SOCIAL DIALOGUE

SOLID Kick-off seminar

الندوة الافتتاحية لمشروع صوليد

29 & 30 September 2021

BUSINESS MED





PERIODICAL SURVEY
Skills development
&
vocational training



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BUSINESSMED part of Final Conference of the CAST Network project

29 June 2021



BUSINESSMED, represented by Dolores Sammut Bonnici, Executive Board Member (Malta Employers Association - MEA), had the pleasure to participate in the Final Conference of the CAST Network.eu project, organized by the European BIC Network (EBN) with the participation of leading experts, financiers, companies, incubators and gas pedals specialized in sustainable tourism.

Dolores Sammut Bonnici took part in the discussions of the session "Open innovation and co-creation for a sustainable tourism industry", dedicated to the relevance and prospects of innovative and collaborative ecosystems for the future of the industry, and during which she focused on digital transformation as the optimal solution for the revival of tourism: real-time relationship without intermediaries between supplier and consumer, automation of repetitive tasks, saving money and pollution.

EBSOMED part of regional discussions around innovative and alternative access to finance priorities

23 June 2021



The online conference explored ways to support micro, small and medium enterprises (MSMEs) in a sustainable economic recovery after the COVID-19 pandemic. The event was organized online by the Union for the Mediterranean (UFM) and GIZ.

The conference presented ways to help MSMEs survive the pandemic and enter a phase of sustainable economic recovery in the Mediterranean region with the aim of encouraging countries to expand the range of options available in the region and better meet the needs of MSMEs. Rich exchanges took place between policy makers from the ministries, as well as relevant academics, and various market players, including banks and microfinance institutions.



Barbara BELTRAME GIACOMELLO
 PRESIDENT

"I believe that through AFAEMME and BUSINESSMED'S joint actions and future activities, we will actively work to the promotion and development of the Mediterranean Business ecosystem, fostering socio-economic integration and dialogue, while at the same time taking steps to the achievement of the Sustainable Development Goals."



BUSINESSMED part of the workshop "Horizon Europe Programme Launch"

8 July 2021



The workshop brought together universities, research centers, companies, NGOs, policy makers, practitioners and funding agencies to provide participants with an update on the EU's overall approach to research and innovation.

The objective of the meeting was to highlight the policy, initiatives and priorities of the Euro-Mediterranean cooperation in the field of research and innovation, including the renewed partnership with the Southern Neighbourhood countries: A New Agenda for the Mediterranean.

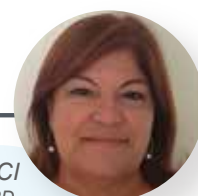
BUSINESSMED part of the Online Conference "MEDBLEUE 2021 »

21 September 2021



The event was organized by the Tunisian Maritime Cluster with the support of the AICS Tunisi and the Embassy of Italy in Tunisia.

During his intervention, the representative of BUSINESSMED, insisted on the relevance of seizing the considerable opportunities offered by the Mediterranean Region regarding the blue economy and the promotion of fair blue trade, he also mentioned the growing regional commitments to a fully sustainable sector, associated with a growing number of funding mechanisms to support transitions in fisheries and aquaculture.



Dolores SAMMUT BONNICI
EXECUTIVE BOARD
MEMBER - NORTH

"Businessmed opens doors for the dissemination of know-how and sharing of experiences as the countries along the mediterranean shores grow global, closer and smaller.

Our time as board members is precious , but so is our duty to use our individual and collective experience, to assist by projects and other events to encourage divergence in trying to level out better economies, social stability, notwithstanding the different cultures and traditions."

BUSINESSMED part of the online conference "Women in the Blue Economy in the Mediterranean"

22 September 2021



The commitment of BUSINESSMED to effective gender equality was reiterated at this online conference whose objective was to identify barriers to greater participation of women and present concrete initiatives of the blue economy in the Mediterranean promoting their inclusion.

The representative of BUSINESSMED, emphasized the adverse effect of the pandemic that further widens the gender gap, especially in the MENA region. He also highlighted the efforts the organisation in setting up support and guidance actions for women to inform them of possible opportunities through the projects managed by BUSINESSMED, but also through the BCD platform which facilitates women's access to business networks, thus reducing the risk of gender discrimination when contacting potential investors and partners.

EBSOMED part of regional discussions around innovative and alternative access to finance priorities

4 October 2021



EBSOMED and MED MSMEs regional programmes joined forces on the occasion of the "Access to Alternative and Innovative Finance Comparative Study" webinar. The event aimed at sharing the results and recommendations of the "Comparative study on policies to facilitate Access to Alternative Finance for MSMEs in the EU South Med region" that is presented in the form of a discussion paper.

The webinar was an opportunity to take stock and discuss the experts' recommendations and the way forward to turn them into concrete policy, regulatory and MSME support initiatives. It gathered policy makers, bankers, and alternative finance providers and other EU-funded regional programmes to allow them to learn about available policies and instruments in the region and also discuss the possible exchange of those policies and instruments among partner countries:

EMPLOYERS THEMATIC COMMITTEE
«Gender mainstreaming & women empowerment»

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Blending Donor and DFI Finance and Maximizing Private Sector Engagement with an Eye on Investing in Africa

6 October 2021



Egyptian Minister of International Cooperation Dr. Rania Al Mashat organized, a high-level roundtable that discussed blending grants and developmental loans to leverage more funding for achieving the Sustainable Development Goals.

BUSINESSMED, represented the private sector and BSOs in the meeting highlighted the importance of access to finance and the excellent cooperation with all present donors and DFIs in that regards especially in the EBSOMED Meda Finance initiative.

The organisation added that technical assistance in regulatory reform, PPP, and trilateral cooperation are the pillars of achieving SDGs as seen in Benban, the largest solar farm in the world established by simple regulatory reform enabling private sector engagement and attracted all DFIs in a matter of 3 years.

BUSINESSMED part of the Blue Planet Economy European Maritime Forum 2021

7 October 2021



BUSINESSMED, fully committed to the Sustainable Growth of the Circular Economy, took part in the Blue Planet Economy European Maritime Forum 2021, an event focused on promoting new market opportunities for the development of the maritime economy.

The representative of BUSINESSMED, emphasized the key role played by the organization as representatives of the private sector in the Mediterranean, namely the adoption of a systemic approach, bringing together technological innovations and business models, promoting roadmaps and R&D strategies as well as new data that can influence decision makers.



**BROCHURE
BUSINESSMED**



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BUSINESSMED highlighted during the Conference « New Frontiers of Energy, Infrastructures and Digital Transformation in Africa »

12 October 2021



The initiatives in favor of the digital transformation of economic operators in the Mediterranean region implemented by BUSINESSMED were highlighted during the Conference "New Frontiers of Energy, Infrastructures and Digital Transformation in Africa" - organized by Italy Expo 2020.

The President of the Organization, Barbara Beltrame, recalled that digital technologies are the new energy of our economies and that SMEs are at the center of this digital revolution. In this sense, she welcomed the Business Country Desk initiative developed by BUSINESSMED to attract investment in the southern Mediterranean and African countries by offering information on the business climate and opportunities for commercial partnerships and investment.

Three days dedicated to social responsibility for the sustainable development of companies and territories 27-29 October 2021



BUSINESSMED took part in the launch day of the 9th Mediterranean Forum of Shared Social Responsibility CSRMed, organized by the partner association Spazio alla Responsabilità in Naples, Italy. Three days of meetings, debates and discussions with over 150 speakers and experts from institutions, universities, companies and associations, to make the leap of quality in the implementation of CSR by promoting the social responsibility of all organizations as a necessary lever for sustainable development of companies and territories in the Mediterranean basin.



Tarek TAWFIK
1ST VICE-PRESIDENT

"For social dialogue to come up with impactful solutions, every stakeholder should be empowered to design policies and action plans that are likely to impulse drastic changes. Not only should Business Support Organizations proactively take more responsibility and ownership in the delivery learning and training programs and play a unique role in identifying and communicating short term and future job trends and related skills demands from markets, but they should also be dealt with as references in supporting the development of labour market standards and certifications"..."

Mediterranean Agri-Food Innovation Week: BUSINESSMED plead for the recognition of the Med region potential 28 October 2021



BUSINESSMED took part to the "Dialogues on Innovation in the Mediterranean Agri-Food System" organized by CIHEAM Bari in the framework of the Mediterranean Agri-Food Innovation Week, aiming at fostering the competitiveness of the Mediterranean entrepreneurial system and identifying concrete strategies and means for the creation of an environment conducive to the sustainable development of this sector, a cornerstone of the socio-economic growth of the region. The workshop focused on the importance of promoting and developing youth entrepreneurial initiatives by interlinking business innovation and competitiveness as driving force for the creation and change of agri-food businesses, as it integrates all three dimensions - environmental, social, and economic, of sustainable development in line with the United Nations 2030 Agenda.



ANNUAL REPORT
2020



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Climate change at the heart of the concerns of companies in the Mediterranean 3 November 2021



BUSINESSMED took part in the forum "SMEs and Green Growth: The Journey Ahead" organized by the Malta Employers Association - MEA, in collaboration with the Ministry of Economy and Industry of Malta. The organisation expert shared her vision on the European Green Deal, the SME strategy and other efforts led by the EU and presented the results of the periodic surveys of the BUSINESSMED Thematic Commission "Education & R&D in Energy Technologies" established within the framework of the EBSOMED project.

BUSINESSMED invited to the 4th EUROMED Migration Communicators Workshop 13 November 2021



The high-level event aimed at redefining partnerships in migration, with a focus on the communication skills needed to promote balanced migration narratives that allow for an effective and sustainable migration policy.

The representative of BUSINESSMED highlighted the progress made by the private sector, which is gradually recognizing the benefits of solving the problems that can cause false stereotypes about migrants explaining how companies that make the effort to understand their relationship with migrants, implement human rights policies and practices to ensure the protection of migrant workers, conduct awareness and education, and grow more than those that have only taken advantage of the increasing mobility of the global population.

BUSINESSMED invited to the Closing Ceremony of the WaterMedÿin project 26 November 2021



The aim was to highlight the various achievements, and to salute the fundamental role of all partners and stakeholders involved for a year in research, training, empowerment, networking and support to actors of the agri-food innovation ecosystem in the region.

The representative of BUSINESSMED, shared the various initiatives carried out by the organization in the field in favor of the Mediterranean region, aimed at stimulating cooperation and encouraging innovative companies, taking into account sustainable development: A sustained and sustainable economic development requires diversification, and this is where innovation and entrepreneurship have a key role to play.



Monsieur BADI KLIBI
PRÉSIDENT DIRECTEUR GÉNÉRAL PAEB

“Being a member of businessmed brings us a better knowledge of the Med region, gives us the opportunity to exchange knowledge and best practices namely through projects, networking and BSO capacity building programs .

Businessmed plays a key role in the Euro-Mediterranean region, serving as a platform for business actors to collaborate together, by the establishment and promotion of Business Network, regional synergies with international and regional actors and the facilitation and attraction of trade and investments.”



Sharon FARRUGIA
RESEARCH EXECUTIVE- ECONOMIC
& SOCIAL AFFAIRES MEA

“The researchs carried out through the Thematic Committees is helping Malta to be involved in scientific studies and compared to other Med countries and the networking events organized throughs the projects are helping us attract investment to the Maltese Islands” ”

The integration of women at the heart of the International Women's Forum 11 December 2021



BUSINESSMED was represented at the first edition of the International Women's Forum an event bringing together high-level representatives of the Algerian government, international organizations and financial institutions.

The President of BUSINESSMED, recalled the consequences of the pandemic on Mediterranean economies and on women in particular and explained that It is essential to empower women to play their fundamental role and to exploit their potential as protagonists of the development of our economies, while relying on young people for the development of the region through technology transfer.

She also highlighted that the Business Country Desk BCD platform, developed by BUSINESSMED, can contribute to this by facilitating women's access to business networks throughout the Africa-Mediterranean-Europe region.



BUSINESS COUNTRY DESK

BCD
Business Country Desk



Promoting the Euro-Mediterranean Business Ecosystem

The Business Country Desk marks the beginning of a cycle of actions aimed at putting entrepreneurship and investment of the heart of BUSINESSMED's development strategy. Over the last few years, the organisation has actively worked on the development of a tool that promote talents, assist in the internationalization of companies, encourage business networking and advocate for an improvement of the entrepreneurial ecosystem in Europe, the Mediterranean and Africa. In this digital era, BUSINESSMED is industrializing this process, offering the Euro-Mediterranean business ecosystem the BDC an accessible and intuitive digital platform, providing companies entrepreneurs and investors with human and technical support for the realisation of high value-added partnerships.

First online regional presentation of the Business Country Desk

12 January 2021



Barbara Beltrame, president of BUSINESSMED launched the event highlighting the importance of digital platforms in the recovery process post COVID19 crises. She also established that the BCD would serve the business community and will act as the regional online tool and database of contacts at macro, meso and micro level, following a multidimensional and multi-stakeholder' approach. The objectives of the webinar were to present the platform, the purpose of its implementation and its main features to expose the benefits for the Public-Private Sectors, to identify opportunities for synergies with existing other regional initiatives or other complementary initiatives of the platform and also to explore and collect the needs and expectations from economic operators with a view of enhancing future services, in particular in times of COVID-19.

BUSINESSMED training workshop on how to create a BCD account

10 March 2021



64 participants, mainly Business Support Organisations and Small and Medium-Sized Enterprises, including women-led businesses from 16 European and Southern Neighbourhood countries, benefited from the training. The training focused on the different steps of creating a BCD account and participants were encouraged to start the registration of their organization during the event in order to be able to offer them online help. The next step is the organisation of national country presentations in view to raise awareness about this regional tool and establish new synergies. A set of conferences on topics related to trade and investment and business continuity is also foreseen by the end of the year.



USER MAUAL
BUSINESS COUNTRY DESK



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Regional presentation event of the Business Country Desk 3 December 2021



After a cycle of online presentations focused each time on the business ecosystem of a specific country, BUSINESSMED moved to the second step by organizing a regional presentation session to economic operators participating in the Italian CONNEXT 2021 exhibition.

High-level panellists from the European Commission, IOE and ITC highlighted, through their interventions, the role of digitalization as a driver for internationalization. The session outlined the purpose and potential of the BCD, as well as its history and the regional economic context related to the birth of the idea of this platform, conceived and shaped by BUSINESSMED since 2007.

National BCD country presentation: focus on egypt 15 June 2021



Organized in cooperation with the Federation of Egyptian Industries, the session for the Egyptian business community was structured on a dynamic approach based on exchanges and interactions with the participants.

After a brief reminder of the benefits of the platform and the different steps to create a BCD account, participants worked together on a scenario of a B2B matching event, a preparatory step to the B2B Business event that will take place in Egypt later in 2022.



Tarek TAWFIK
1ST VICE-PRESIDENT

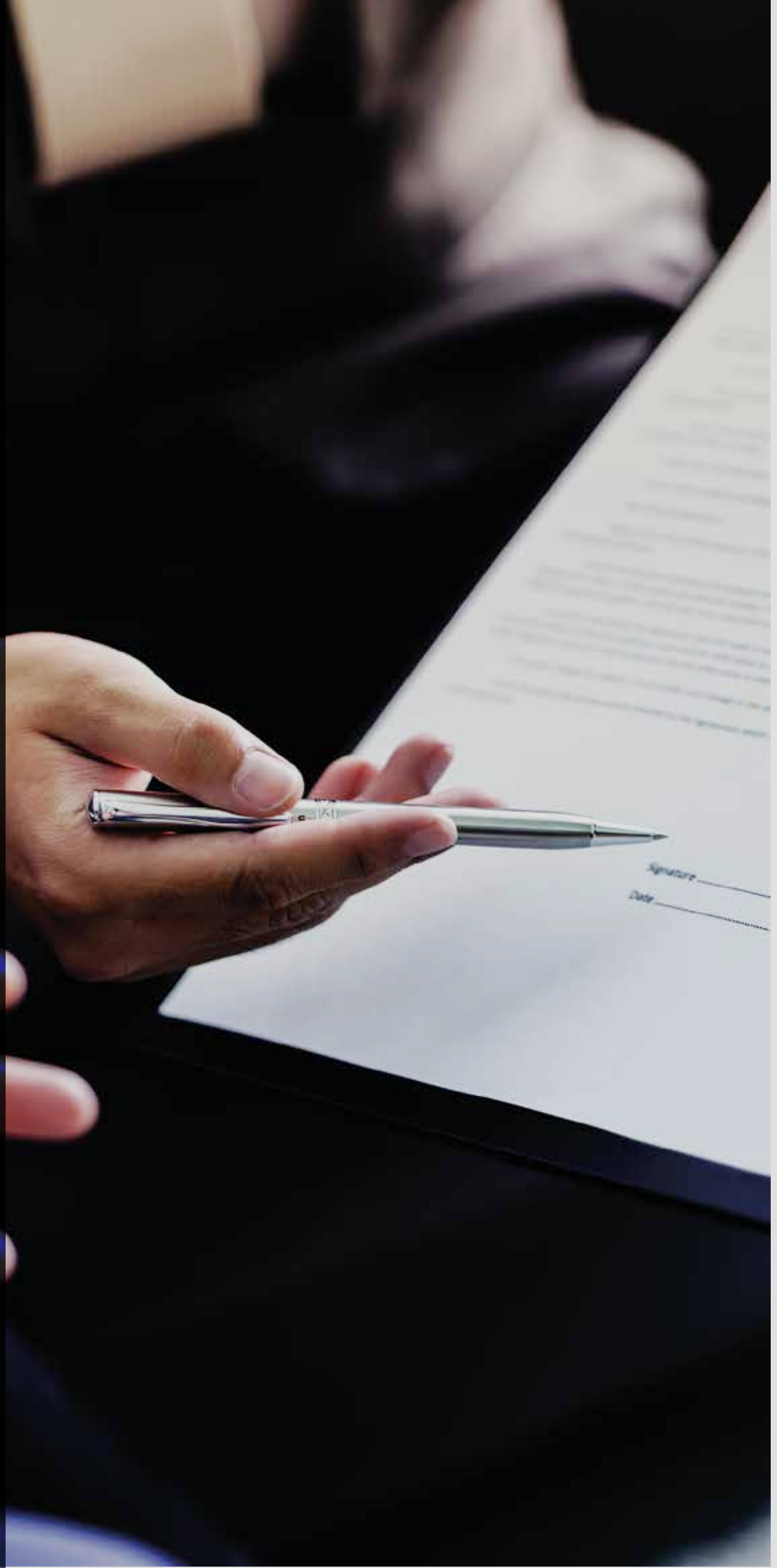
The acceleration of digitization has changed the way SMEs in the region conduct business and has created the need for a more robust infrastructure, as more and more business interactions are done online... as an example, the Business Country Desk platform developed by BUSINESSMED which aims to help SMEs, entrepreneurs and investors access market information and potential partners in the Euromed region.

Promoting the Euro-Mediterranean Business Ecosystem

www.bcdesk.eu



POLICY & INSTITUTIONAL REFORMS





POLICY & INSTITUTIONAL REFORMS

Our action is based within a strong expertise in Policy and Institutional reforms, directly shaped by Mediterranean Employers via our Thematic Committees. The policy recommendations and subsequent action issued out of our committees, is built on research, executed by our experts, and based on rigorous standards of objectivity.

Our policy actions and recommendations are then spread through our large network members and partners and presented during high level meetings, making us a reliable and recognized partner within the region, and helping us shape the business climate of tomorrow.

BUSINESSMED Online Workshop : "Vocational Training and Skills Development" 21 April 2021



The aim of the workshop was to exchange and collect more information on the field of vocational education and training in the target countries. The committee members from Egypt, Lebanon, Portugal and Morocco each presented practical cases and examples of procedures in force in their respective countries. The committee for the benefit of employers in the Euro-Mediterranean region intend to meet the priorities of the sector of Technical and Vocational Education and Training (TVET) as defined by the European Union.

The participants discussed the emergence of new models of vocational training and the involvement of the private sector in the reform of the sector. The various interventions made during the workshop served to complete the results of the survey launched by the expert of BUSINESSMED in order to elaborate the final report and the factsheet of this thematic committee.

**FACT SHEET #2
GENDER MAINSTREAMING
& WOMEN EMPLOYMENT**

Introduction

Key takeaways 2021 for this region

DEMOGRAPHIC INDICATORS

34%	12.8%	47%	14.4%
17%	4.3%	13.2%	

**FACT SHEET #2
«Gender Mainstreaming
& Women Empowerment»**

To download the document please scan the QR code

BUSINESSMED part of the "Catalyzing Change Week 2021"

6 May 2021



The event organized by Catalyst 2030 is a global community of social entrepreneurs, innovators and funders who believe that the Sustainable Development Goals (SDGs) can only be achieved by 2030 through collective action and bold new strategies.

Catalyzing Change Week 2021" is an annual event where the community steps up its activities by bringing together stakeholders. Social entrepreneurs, private sector representatives, funders and other organizations involved in systemic change to showcase their work and best practices that can speed up action on the SDGs. This is a collective effort to highlight issues of common concern and advance systemic change practices. The event was an opportunity to engage, advocate and stimulate learning across the ecosystem.



Jihen BOUTIBA
GENERAL DIRECTOR

The private sector in the Mediterranean needs 'informed decisions' as well as concrete evidence to look ahead and reshape interventions, and inclusive partnerships that include not only marginalized business communities but also governments...It is absolutely vital to build investor resilience through digital skills development and digitalization of services. This crisis represents an excellent opportunity to restructure investor support systems to promote long-term sustainable growth

BUSINESSMED talks about its projects and future orientations during an EESC webinar

3 June 2021



BUSINESSMED took part in the virtual hearing organized by European Economic and Social Council on their opinion on the joint communication of the EU "A renewed partnership with the southern neighborhood - A new agenda for the Mediterranean".

The new agenda will guide the EU's policy towards the region and the multi-annual programming around five areas of action: Human development, good governance and the rule of law, Resilience, prosperity and digital transition, Peace and security, Migration and mobility and finally the Ecological transition: climate resilience, energy and environment.

Speaking at the session dealing with the "Economic and Investment Plan for the Southern Neighbors", Ms. JihenBoutiba, Secretary General of the organization recalled how the actions carried out under the projects EBSOMED, SOLiD, Investmed and Creative Mediterranean are in line with many flagships of the EU. A document will be proposed to the European Commission developing the joint contribution of the different social partners.

BUSINESSMED invited to the 2nd Independent Dialogue of the UN Food Systems Summit

21 June 2021



BUSINESSMED took part in the activities of the 2nd Independent Dialogue of the UN Food Systems Summit organized by the Union for the Mediterranean the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), the Food and Agriculture Organization (FAO), the UN One Planet Network Sustainable Food Systems Programme, and the Partnership for Research and Innovation in the Mediterranean Area Foundation (PRIMA). The event builds on the findings of the 1st Dialogue held on 27 April, and fostered inclusive discussions to identify common pathways for sustainable food systems (SFS) in the Mediterranean, supporting their transformation and ultimately advancing progress on the 2030 Agenda in the region.

BUSINESSMED part of the conference "The G20 in the Age of COVID"

29 June 2021



BUSINESSMED participated in the interactive digital conference "The G20 in the Age of COVID: Policy Effectiveness and Implementation", an event organized by the International Organization of Employers (IOE) in collaboration with Deloitte, bringing together representatives of the G20 and the ILO, employer organizations and business experts.

The meeting provided an opportunity to learn about labor market policies and their effectiveness in times of crisis, discuss actions needed for a sustainable and resilient recovery, and identify policy priorities for the upcoming G20/B20 in Indonesia.

BUSINESSMED president part of the "B2O-OECD-Business Joint Event"

16 July 2021



Barbara Beltrame, Chair of the B2O Task Force on Trade and Investment and President of BUSINESSMED, took part in the "B2O-OECD-Business at OECD Joint Event".

President Beltrame called for urgent action to accelerate the immunization process in order to fight protectionism and unilateralism, and to get economies and societies back on track.

She also emphasized greening and the achievement of the Agenda 2030 goals as central to recovery, as well as the involvement of the business community in decision-making and its role as a resilience structure and value-added advice based on on-the-ground experience to boost markets.



*FACT SHEET #2
«On Education and R&D
Energy Technologies»*



To download the document
please scan the QR code

BUSINESSMED webinar "Towards a joint Roadmap on job for skills and the role of the private sector"

14 September 2021



The high-level speaker from the ETF, UFM and OIE provided insight on key trends in the VET Sector, and underlined the importance of ensuring synergies among the VET sector and the private one, as major changes in skills are expected to happen with the continues transition towards innovation and digitalization of our economies.

The event was the occasion to present the 2nd periodical survey following the empirical results of the study and to share information and facilitate peer learning about how various TVET stakeholders have been implementing TVET provision in the Euro-Mediterranean Region. The participating employers' confederation shared their experiences on approaches in upskilling and reskilling their workforce and the discussion helped the Identification of key building blocks of a resilient and labour-market relevant TVET system.

BUSINESSMED further promotes the Women on Board Thematic Committee

15 September 2021



Speakers from the different regional organization such as the UfM, the OECD and AEFEMME underlined the progress made in the region on the improvement of the legal framework covering women equality and gender empowerment, especially in the work put forward by Mediterranean countries to include a gender perspective in the recovery policies. The experts stated that it is important to put forward policies increasing the number of women in senior position not only within the public sector, but also within the economic one, which proved directly result in the improvement of economic performance.

The webinar presented the 2nd periodical survey following the empirical results of the study and to learn more about gender equality policies and role of women in the post-COVID recovery in the UfM countries. It also allowed the dissemination of good practices favouring and measuring gender diversity across industries and Mediterranean countries.



INDUSTRY OUTLOOK
«Education and R&D on Energy Technologies»



To download the document
please scan the QR code

BUSINESSMED Webinar: Review on the situation of «R&D Energy Technology» in the Med region

16 September 2021



The webinar presented the results of the empirical study conducted following the fieldwork and the literature review on the energy market in the 4 target countries namely, Egypt, Jordan, Malta, and Tunisia and developed in the framework of the BUSINESSMED Employers Thematic committee « Education and R&D on Energy Technologies ».The committee has been created in 2018 with the aim to join the forces to stimulate investments in a resource-efficient economy, promoting innovation in clean technology and creating green jobs.

Synergies between the EBSOMED project and other Mediterranean initiatives in the field of innovation and green economy were showcased during the webinar. The variety of initiatives presented demonstrated the synergies that the project and the thematic commissions launched by BUSINESSMED have been able to establish at the Mediterranean level.



FACT SHEET #2
*On Skills Development
& Vocational Training*



To download the document
please scan the QR code

BUSINESSMED president presents the results of the task Force on Trade and Investment during the closing B2O forum

7 October 2021



The President of BUSINESSMED, Barbara Beltrame, participated in the Final Summit of the B2OItaly forum, during which the results of the Task Forces as well as the contributions of political leaders and international organizations were presented.

As Chair of the B2O Task Force on Trade and Investment, President Beltrame presented recommendations to be forwarded to the G20, concrete ways and next steps to foster inclusive regional growth and stimulate the private sector, with a focus on promoting open markets, improving the responsiveness of trade in the future, facilitating the participation of MSMEs in global trade, improving access to finance, and recognizing the importance of trade and investment as drivers of greener and more sustainable development.

BUSINESSMED and Konrad-Adenauer -Stiftung join forces for the economic recovery in the South Mediterranean region

11 October 2021



The Workshop on Post-COVID19 Economic Recovery in the South Mediterranean Region, brought together leading experts working in the region to provide an overview of the resilience to the crisis from a sectoral perspective and the implications for business, as well as the latest recovery reforms and regional efforts.

The different interventions provided an overview of the economic and geopolitical situation in the South Med region and an overview of the latest stimulus reforms and efforts by international and regional organizations since the outbreak of the pandemic. The meeting ended with a summary of the main conclusions of the exchanges and the relevant proposals made by the different speakers and experts. The recommendations were developed into a policy paper for an effective economic recovery in the MENA region.



Dolores SAMMUT BONNICI
EXECUTIVE BOARD
MEMBER - NORTH

"Businessmed opens doors for the dissemination of know-how and sharing of experiences as the countries along the mediterranean shores grow global, closer and smaller.

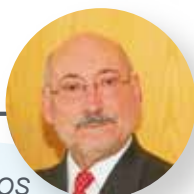
Our time as board members is precious, but so is our duty to use our individual and collective experience, to assist by projects and other events to encourage divergence in trying to level out better economies, social stability, notwithstanding the different cultures and traditions."

People and policies as catalysts for long-term resilience plan

20 October 2021



BUSINESSMED participated in the "World Manufacturing Forum" wmf2021, organized by the World Manufacturing Foundation and focused on digital technologies, circular economy and resilience of the manufacturing sector. The president of BUSINESSMED, Barbara Beltrame Giacomello, spoke about the digitization of businesses in the South Mediterranean region, the importance of vocational training and education programs, and the need to generate collaboration between government and business.



Jorge ROCHA DE MATOS
PRESIDENT OF AIP FOUNDATION
& LISBON FAIRS CONGRESS AND
EVENTS

" In order to face the challenges of innovation, digital transformation and sustainability, we trust that BUSINESSMED, in close interaction with the Business Support Organizations - BSO of the member countries, will increasingly be the great catalyst for business cooperation dynamics, qualification, and strengthening of bridges connecting the north and south of the Mediterranean "

The UFM and BUSINESSMED join forces for a new strategy on Vocational Training and Higher Education

26 November 2021



Ultimately, the aim of this Committee was to foster the exchange of expertise and best practices in Vocational Training and to initiate a multi-stakeholder discussion on instruments and policy trends to improve its functioning, especially with regard to higher education.

Other regional stakeholders involved in vocational education and training will be involved in future meetings. The committee will meet on future occasion to follow the work of the expert in charge of drafting this new strategy.

BUSINESSMED EMPLOYERS THEMATIC COMMITTEES :presentation of findings and launching of a new cycle

2 December 2021



BUSINESSMED brought together members and experts of its Thematic Commissions for the benefit of employers for a presentation of their work undertaken since 2018. The experts of the different Commissions presented the 2nd Fact Sheets and the Regional Industry Outlooks resulting from their studies, highlighting the role of the private sector to attract the attention of policy makers and investors, and promote business partnerships and innovation to meet current challenges laying the foundation for the next phase which has been launched in the form of a new cycle of Thematic Commissions around Digitalization, Internationalization for SMEs, Green Deal and Women and Young Entrepreneurs.

These Commissions will build on the reports and efforts of the first phase, aiming at creating an enabling environment for Mediterranean growth, promoting full North/South and South/South economic integration and implementing effective partnership networks.

ABOUT MED BUSINESS DAYS 2021:

A gathering of the Italian, European and Mediterranean Economic Business leaders of SMEs and BSOs representatives of their countries in the aftermath of the pandemic to foster economic recovery throughout the Euromed region.

Taking place in Milano on 2nd and 3rd December 2021, the event features different sessions ranging from keynotes, panels, and cross-sectoral discussions, B2B meetings and networking opportunities.

The matchmaking event, hosted by CONNEXT 2021, is organized by BUSINESSMED - Union of Mediterranean Confederations of Enterprises in cooperation with CONFINDUSTRIA - General Confederation of the Italian Industry and focusing on "Business operators' role in boosting economic recovery in the Mediterranean"

The event will kick off jointly with CONNEXT 2021. Following the opening first day of the event will be structured around four main drivers that are deeply rooted in the current context and namely Energy, Digital and ICT sector, Infrastructure and Development, and Innovation within the Health sector.

The different sessions will provide details on the challenges and their specifications by outlining the current situation of the region in terms of economic recovery.

GOUVERNANCE



BUSINESSMED executive Board meetings

16 March, 20 May, 09 September & 3 December 2021



The Executive Board of BUSINESSMED met online at three occasions during 2021 to discuss the activities of the organization and its future work plan as well as to collect suggestions and contributions from members regarding the next General Assembly.

The fourth meeting was held in person in Rome on the framework of the Med Business Days 2021 and was chaired by Barbara Beltrame, the President of our Organization. The meeting provided an opportunity to review the activities of the organization, the future work plan, the projects and actions underway and the strategy for the accession of new members. Also, the members discussed the modalities and actions to be undertaken for the celebration of the 20th Anniversary of BUSINESSMED, scheduled for the year 2022.

BUSINESSMED Board of directors

30 March 2021



The Board of Directors of BUSINESSMED met online on March 30, and was the opportunity to review the progress of the various projects managed by BUSINESSMED. The Board also talked about new areas of expertise around which will be articulated the strategy and sustainability of the organization.

The discussions also focused on the Technical Committees designed to foster the development of the Euro-Mediterranean region as well as the initiatives for the achievement of the Sustainable Development Goals.

The discussions concluded with recommendations and suggestions that could improve the positioning and scope of the organization.

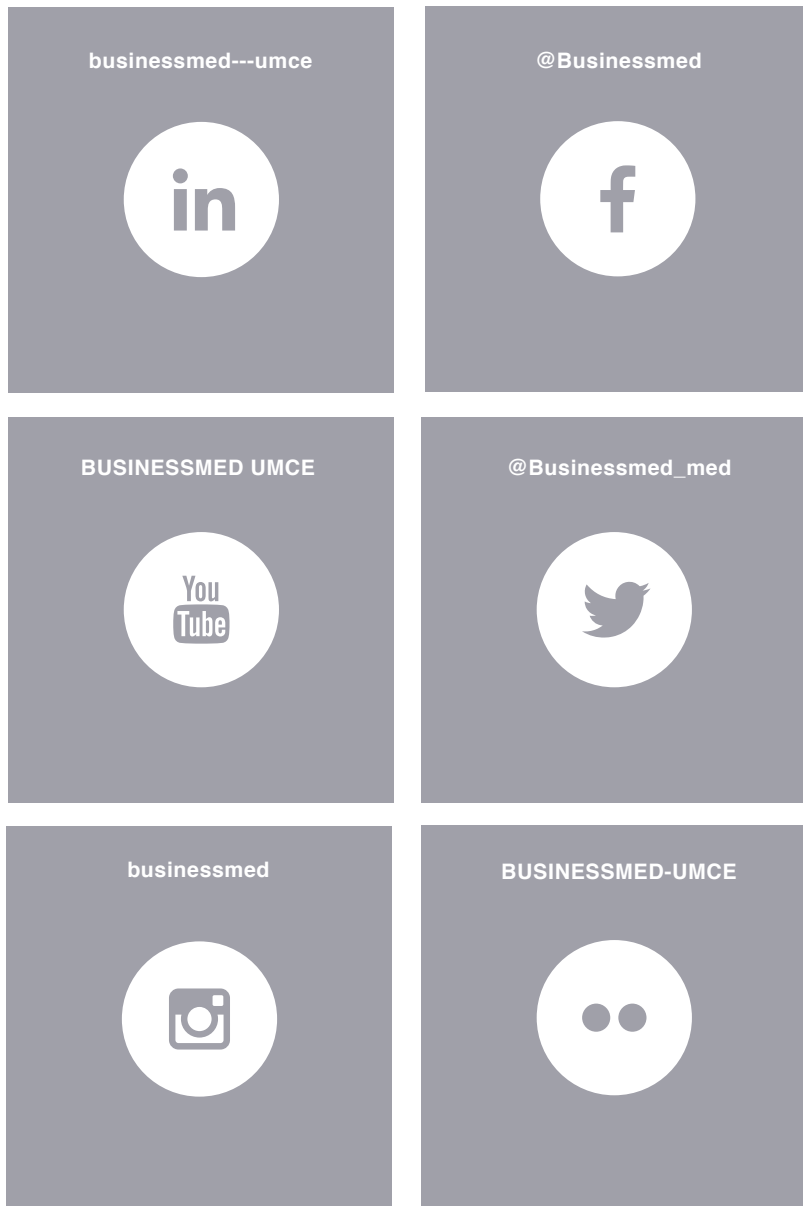


“ BUSINESSMED is committed to improving the business climate and attracting investment while addressing long-standing structural issues such as unemployment, especially youth unemployment. To succeed, private sector participation and the mobilization of small and medium-sized enterprises are essential. In the longer term, the economic recovery of the Southern Neighborhood region will depend on the resolution of regional conflicts, the political ability to reduce budget deficits and public debt, the pursuit of structural, institutional, and social reforms, and the search for a constructive response to the growing democratic aspirations of MENA societies”



Jihen BOUTIBA
GENERAL DIRECTOR





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