

BUSINESSMED

Union of Mediterranean Confederations of Enterprises

2019



ANNUAL REPORT

THE VOICE OF MEDITERRANEAN BUSINESS

TABLE OF CONTENTS

President's Address.....	1
Vice-President's Address.....	1
Address of the Secretariat General.....	2
Members	3
Partners.....	5
BUSINESSMED Presentation.....	6
BUSINESSMED activities	7
BUSINESSMED activities as part of EBSOMED project.....	47
BUSINESSMED activities as part of SOLiD project.....	65
BUSINESSMED activities as part of HOMERe project.....	72



Mrs Saida NEGHA, President of BUSINESSMED

We live in a time of change - but some things never change. The importance of the Mediterranean as a region is one of those things. It has always been a central superhighway of transport, trade and culture. It is the meeting point of 3 continents and many more cultures.

At the start of a new decade, I would like to wish all the members, partners and friends of BUSINESSMED a fruitful year, bringing new ideas and new projects and advancing even more socio-economic progress, our main mission. Since its founding, BUSINESSMED has achieved an impressive course, extending successfully the number, the size and the topic range of its activities, thanks to the continued hard work of our Secretariat.

For the years to come, we, as a growing business community, will continue to build on our strong partnership with the African Union, the European Commission and regional economic communities, facilitating cross-border and regional collaboration, boosting industrial partnerships via a prominent role of the private sector and businesses. This will give new impetus to the "New European Commission" vision for continent-to-continent relations, with an impact on North Africa and the MENA region.

In line with the European Commission main lines of action, supporting strategic value chains, promoting industrial clusters, social economy and innovation along with the skills for Industry are the main components of our future vision on the organization's development.

Your support, dear Member States representatives, partners and colleagues, will be vital to take forward all that we are aiming for. The Secretariat and I are thankful for our frank and constructive collaboration, and we look forward to continuing to work together to improve the development of this business community.

Nelson Mandela said "our choices must reflect our hopes, not our fears". With Africa, Europe and the Mediterranean countries we will talk about economic and human capital, trade, jobs, investment, infrastructure.

We are at the dawn of a new decade. We are ready to exchange, share and cooperate.

Long live to the alliance between Europe, Africa and the Mediterranean!



Mr Vincenzo BOCCIA, Vice-President of BUSINESSMED

The Mediterranean continues to be a crossroad of great importance for its enormous potential and opportunities for an extraordinary process of social and economic integration.

The recent initiatives of the European Commission go in the right direction for the development of the whole area representing a fundamental step to strengthen industrial partnerships in the Mediterranean and the African continent.

European and Mediterranean countries should enhance the cooperation of SMEs in those sectors that are the drivers of a sustainable growth such as agribusiness, urbanization, digital technologies, green energy and circular economy.

All BUSINESSMED member associations are major players to support inclusive growth, and our action is very important to implement the European investment programs focus on Africa and the Mediterranean.

A closer coordination between BUSINESSMED, BUSINESSAFRICA and BUSINESSEUROPE is fundamental to give voice to the private sector of 97 countries in the area to find solutions to unemployment and migration, creating new business models of sustainable development.

Address of the Secretariat General

In 2019, BUSINESSMED's commitment and engagement to promote a stronger role of Euro-Mediterranean Employers' organisations was stronger than ever.

Over than 20 operations achieved in more than 10 countries were based on needs and challenges of our network, and showed they were well aligned to government policies, strategies and priorities, while addressing key challenges to inclusive and sustainable economic development.

As we look ahead, we will uphold the common values that define our Organisation through 5 drivers that define our mission: lobbying and social negotiations, capacity building and vocational training, transfer of know-how and technology, sustainable business partnerships and investments' opportunities.

Starting by 2020, the pillar projects' portfolio will be further enriched through new initiatives dealing with creative and cultural industries in

the Mediterranean. This will generate new opportunities for the Employers' members along

with the existing services offered by EBSOMED and SOLiD projects, this latter being renewed for the next 3 years.

Against this background, the Secretariat will continue to advance a more inclusive and sustainable growth model that responds to Employers' needs.

Henceforward, this community of good practice will be gathered and united under one roof, the Business Country Desk Platform, a shared market place enabling partnerships and B2B opportunities among the main stakeholders of the Euro-Mediterranean business ecosystem, to strengthen existing competitive advantages and position the excellences of the Mediterranean economy in the new geopolitical scenario.

Once again, we rolled up our sleeves to better meet the needs of our growing business community. It is with satisfaction that we look at the progress made and with courage that we face the future organization's challenges.





MEMBERS & PARTNERS



BUSINESSMED



Union of Mediterranean Confederations of Enterprises

MEMBERS



INFORMATION

Association of Industry Portuguese

Address: Praça das Industrias, Apartado 3200, EC Junquiera P - 1301 - 965 Lisboa - Portugal

Association of Lebanese Industrialists

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

Confederation of German Employers' Association

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

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

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

Confederación Española de Organizaciones Empresariales

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

Confédération Générale des Entreprises Algériennes

Address: Benhaddadi, Dar Eddiaf - CHERAGA - Alger, Algeria.

Parc d'Activités Economiques de Bizerte

Address : Adresse : 241243-, Av. Habib Bourguiba 7000 Bizerte - Tunisia

Turkish Industrialists' and Businessmen's Association

Address: Mesrutiyetcad. N°74 Tepebasi, Istanbul, Turkey

Malta Employers' Association

Address : 351/, South Street, Valletta VLT 1100, Malta

Confédération Générale des Entreprises du Maroc

Address: 23 Boulevard Mohamed Abdou, Quartier Palmier, Casablanca, Morocco

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

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



CONFINDUSTRIA

Address : Viale dell'Astronomia, 30 - 00144 ROMA
Italy



Greek International Business Association (SEVE)

Address: 1, Morihovou Square 54625 THESSALONIKI ,
MAKEDONIA CENTRAL , Greece



MEDEF International

Address : 55 Avenue Bosquet, 75330 Paris - Cedex 07 -
France



Turkish Confederation of Employers' Associations

Address:HosdereCad. Resat Nuri Sokak. No: 108 06540
Cankaya Ankara, Turkey



Federation of Egyptian Industries

Address: 1195 Corniche El Nil, RamletBoulak Cairo, Egypt



Lebanese Exhibitions & Conferences Association

Address:Biel - Beirut Central District - Normandie Street,
Beyrouth, Lebanon



Palestinian Federation of Industry

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



Jordan Chamber of Industry

Address: P.O.Box811986 - 11181 Amman, Jordan



Cyprus Employers and Industrialists Federation

Address: 2 Acropoleos Ave. &GlafkouStr, P.O Box 21657,
Cyprus



Union Nationale du Patronat Mauritanien

Address: BP: 383 Nouakchott-Mauritania



International Chamber of Commerce

Address: P.O.Box 2908 Damascus - Syria

PARTNERS





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



International
Labour
Organization



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للمحيط المتوسط



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



Center of Arab Women for
Training and Research



EUROCHAMBRES



INVESTMENT NETWORK



ITUC CSI IGB



الاتحاد العربي للنقابات
ARAB TRADE UNION CONFEDERATION



promosso dalla CISL



Istituto Sindacale per la
Cooperazione Internazionale
promosso dalla UIL



المجلس
الاقتصادي
والاجتماعي
والبيئي



Arab NGO Network for Development
شبكة المنظمات العربية غير الحكومية للتنمية



NAR
Nationale Arbeidsraad



solidar



EURO-MEDITERRANEAN
ECONOMISTS ASSOCIATION



Institut de Prospective Economique du Service Méditerranéen



OCDE



The Confederation of Egyptian
European Business Associations



IOE



University
EMUNI



Cooperation Partner School



Responsabilità



Comité économique
et social européen



SYNDICAT
EUROPEEN
TRADE UNION



RMEI



EU NEIGHBOURS
south



CONSEIL EN FINANCEMENT PUBLIC



Euro-Arab Business Council
for Small & Medium Enterprises
مجلس الاعمال بين اوروبا والشرق
الاطلسي المتوسطي



ADE



FIPA
TUNISIA



International Training Centre

BUSINESSMED Presentation



BUSINESSMED



Union of Mediterranean Confederations of Enterprises

BUSINESSMED Presentation

The Union of Mediterranean Confederations of Enterprises (BUSINESSMED) is a regional organisation which gathers 22 Confederations of Employers' Organizations from 20 countries of the Euro-Méditerranéan 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 600,000 public and private affiliated companies, by promoting foreign direct investments and socio-economic integration in the region.

As one of the main Business Support Organization dedicated to intergovernmental cooperation in the Mediterranean, BUSINESSMED seeks multiple objectives and missions such as:

- Increasing exchanges between the European Union and the MENA Countries.
- Undertaking partnership actions between business communities of the region through the participation in institutional and networking events and high-level working groups.
- Drive of lobbying activities aimed at a wider participation of the private sector to the actions carried out by governmental authorities.
- Enhancing technological transfer and know-how toward the Southern Mediterranean countries through vocational training sessions, mentoring, professional coaching in favor of business support organizations and young entrepreneurs.
- Animating the main think-tank around the empowerment of women and the actors of civil society and the Euro-Mediterranean Social Partners;

•Boosting sub regional cooperation via the coordination of projects funded by international donors, among them the European Commission.

Over the past years, BUSINESSMED has been actively involved in several projects managed by the Directorate-General for Neighborhood and Enlargement Negotiations such as Invest in Med (2008-2011) and EUROMED Invest (2014-2017), both projects dedicated to the promotion of business and private investment in the Euro-Mediterranean region.

Currently Med partner of different consortia such as HOMERe (Collaboration between universities and businesses) and SOLiD (Promotion of Social Dialogue in the Southern Neighborhood), BUSINESSMED leads a 4-year project under the call for proposal "Enhancing Business Support Organizations and Business Networks in the Southern Neighborhood".

The project, co-funded by the European Union aims at boosting Business Support Organizations' capacity building across 20 Euro-Mediterranean countries, by fostering the development of the private sector and stimulate productivity, innovation and economic growth.

Since 2014, BUSINESSMED has been strongly involved in the promotion of the role of women entrepreneurs in the Mediterranean through its involvement in the main think-tanks and regional conferences. The development of SMEs and entrepreneurship are among its priorities, in particular for the strengthening of economic clusters, the promotion and support to entrepreneurship and the promotion of cooperation between Business Support Organizations, companies and professional vocational trainings.

BUSINESSMED ACTIVITIES



BUSINESSMED



Union of Mediterranean Confederations of Enterprises

PARTICIPATION OF BUSINESSMED IN THE CONFERENCE "DEVELOPING ANTI-CORRUPTION STRATEGIES FOR THE DIGITAL AGE"

November 12th - 13th 2018, Rome



BUSINESSMED participated in an international conference on "Developing Anti-Corruption Strategies for the Digital Age: Recent Trends and Best Practices in the OSCE Area", held on 12th and 13th November 2018 in Rome.

The event was organised under the 2018 Italian OSCE Chairmanship, by the Ministry of Foreign Affairs and International Cooperation of Italy, LUISS University and Istituto Affari Internazionali.

The event brought together senior decision-makers in the area of justice, integrity and combating corruption and provided a platform for representatives of the governments of the OSCE participating States, officials of the international institutions engaged in promoting anti-corruption policies, academics, and experts.

Participants discussed contemporary topics in the field of combating corruption, such as measuring corruption and assessing its impact on economic development and the rule of law, identifying efforts undertaken by anti-corruption institutions and explore concrete policies and strategies and understanding links between corruption and organized crime



BUSINESSMED GENERAL ASSEMBLY 2018

November 21th 2018, Barcelona



On 21 November 2018 at Casa Llotja de Mar in Barcelona, BUSINESSMED held its 2018 Ordinary General Assembly in the presence of the members of the organisation and guests. As every year this event aimed to report to the members of the administrative and financial management of the current year.

The organisation's Board of Directors, project and communication teams subsequently presented the 2018 regional activities that the organisation participated in or organised, as well as the upcoming actions and the 2019 agenda.

Based mainly on exchanges between the members, the secretariat and the steering committee, a debate was held putting the new orientations and the new challenges of the organization at the heart of the discussions.



BUSINESSMED Annual report 2018

To download the document please
scan the QR code



PARTICIPATION OF BUSINESSMED IN THE ANNUAL CONFERENCE OF THE « MEDITERRANEAN NETWORK NOUVELLE CHANCE »

November 26th-28th 2018, Marseille



BUSINESSMED participated in the Annual Conference of the Mediterranean Network Nouvelle Chance, (MedNc) held from 26 to 28 November 2018 in Marseille.

The Mediterranean Network Nouvelle Chance (MedNc), is of strategic importance for the integration and stability of the region, it was launched to address the challenges of early school leaving and youth unemployment of young people who are not in education, employment or training (NEETs).

The MedNC Network's objective is to bring together and increase cooperation among stakeholders involved in the socio-professional integration of young people, to strengthen their skills through exchanges of good practices, and to accelerate their growth in the Euro-Mediterranean countries.

The network brings together ten members from several Euro-Med countries (Algeria, Egypt, Spain, France, Lebanon, Morocco, Portugal, and Tunisia) while aiming to integrate at least two additional countries in 2019.



The conference brought together more than 70 people, including ministerial representatives, local authorities, experts and corporate foundations. Young graduates were also given the opportunity to describe their professional integration and to present what they consider to be the key factors for their success.

The conference concluded with recommendations on strengthening the MedNc network and improving the involvement of the social partners and the private sector for a professional integration adapted to the current labour market.



Interview

Mrs Saida NEGHA,
President of the Confédération
Générale des Entreprises
Algériennes, (CGEA)
Algeria

The Algerian economy has always been very dependent on hydrocarbons. now that the country is looking at diversifying its development, what are the priorities?

"Algeria has adopted a model of economic growth oriented towards a dynamic of development and enhancement of investment and business, a form of financing of the economy hinging in particular on market resources and the multiple forms of savings available. This model aims to consolidate the development of priority sectors including Industry in particular the petrochemical ones, the automotive industry, the agri-food, Agriculture, sustainable tourism, Renewable energy and a Service Economy in support of the development of Information and Communication Technologies and Research and Development."

What roles can employers' organizations play in the development of the region?

"The private sector is lagging behind and must be an integral part of the Mediterranean area economic development. The ties between the countries of the Mediterranean basin constitute a basis of wealth strengthening economic relations between the countries. The role of employers' organisations has now moved beyond business to support peace and sustainable development in the region. The visibility that business support organisations and employers' organisations provide to operators represents an opportunity for cooperation and coordination in everything that encourages the expansion of economic projects that create wealth. Such organisations represent a direct platform for the promotion of foreign direct investment and a tool for the promotion of Mediterranean social dialogue and economic integration. The activities developed by these organisations aim to stimulate trade and reduce the economic gap between the countries of the South and the North of the Mediterranean, as well as exchanges of expertise and good practice."

Are there reforms to encourage foreign investment in Algeria?

Indeed, these reforms aim to promote local production and offer greater visibility to foreign investors. The improvement in the business climate and better access to productive investments in goods and services are among the priorities of the government. Partnership and relocation are a necessity for Algeria. The procedures and authorizations related to the investment are decentralized; in this sense, the accompaniment to the investors by the local operators can provide a considerable impulse. Furthermore, the extension and strengthening of the already active industrial areas, with the collaboration of the local economic operators, would make it possible to regulate issues related to industrial property.

It is also necessary to point out how the maintenance of the tax benefits outlined in the Investment Code in favor of foreign investors has been highlighted, despite the proven difficulties in the economic situation as well as the measures to encourage investment for the projects carried out in the "wilayas" from the south to the north of the country.

BUSINESSMED INVITED TO ATTEND THE FIRST CONSTITUTIVE ASSEMBLY OF THE NATIONAL COUNCIL FOR SOCIAL DIALOGUE IN TUNISIA

November 27th 2018, Tunisia



BUSINESSMED participated on 27 November 2018 in the 1st Constitutive Assembly of the National Council for Social Dialogue (NCSD) in Tunisia.

The work of the assembly began in the presence of the Head of the Tunisian Government, representatives of national trade unions and employers' organisations, representatives of civil society as well as several NGOs.

The NCSD is one of the recommendations of the «Social Contract» signed in 2013 and aimed at promoting social cohesion, political stability and strengthening growth through increased productivity and employability.

During his intervention, Nouredine Taboubi, Secretary General of the UGTT, stressed that the National Council for Social Dialogue will be the appropriate space to strengthen dialogue around the priorities set out in the social contract, which will allow designing a new model of inclusive and participatory development that breaks with the past.

For his part, Mohamed Trabelsi, Minister of Social Affairs, said that this new structure will help to prevent social conflicts and develop social legislation, particularly as regards social protection and vocational training.

The various exchanges and points of view converged on the idea that the institutionalisation of the social dialogue constitutes one of the foundations of good governance and the strengthening of democracy.

BUSINESSMED PARTICIPATES IN THE REGIONAL SEMINAR HORIZON 2020

January 22th, 2019, Fez



BUSINESSMED attended on 22 January 2019 in Fez, Morocco, the regional seminar Horizon 2020 organized by the Union for the Mediterranean (UFM), the Euromed University of Fez, the European Union delegation in Morocco and the Ministry of National Education, Vocational Training, Higher Education and Scientific Research of the Kingdom of Morocco.

The seminar, hosted on the campus of the UEMF, provided updated information on future funding opportunities under the Horizon 2020 programme, practical advice from Horizon 2020 project coordinators in progress, as well as concrete opportunities to consolidate or identify new Euro-Mediterranean research partnerships.

The seminar also addressed migration, factors & contexts of violent extremism, human dynamics of climate change, sustainable agriculture & food systems, and urban mobility. Around 130 participants from all around the Mediterranean met, exchanged ideas and worked on establishing business and research networks during the event.

In recent years, nearly 580 public and private entities in the southern Mediterranean have participated in collaborative research projects carried out under previous EU programs.

Euro-Mediterranean cooperation in research and innovation is of strategic importance for meeting the societal challenges facing the Mediterranean countries and therefore for European Union policies.

 130
Participants

20
Countries
involved 

BUSINESSMED ATTENDS THE FIRST MEETING OF MENA-OECD YOUTH BUSINESS ASSOCIATIONS

January 24th - 25th 2019 Paris



As part of the Youth Platform of the MENA-OECD Business Advisory Council (BAB), BUSINESSMED attended the 1st meeting of MENA-OECD Youth Business Associations, held on 24-25 January 2019 in Paris and which aimed to further develop the strategy of the platform and to discuss priorities for the young enterprises.

The meeting brought together the new member organisations and allowed them to discuss the objectives, the governance, and activities of this new platform. The participants had the opportunity to discuss high-priority topics for companies led by young people from the MENA region and to share their experiences in different areas.

One of the sessions focused on the role of employers' organisations in policy-making, and in particular on how young leaders are represented. The aim was also to learn how different organisations mobilize to influence policies, interact with government and other employers' organisations. The cases of Spain, Italy, and Ireland were presented as models to be studied and analysed.



BUSINESSMED INVITED TO THE SEMINAR “MEASURING FOREIGN DIRECT INVESTMENT & ITS IMPACT ON THE MEDITERRANEAN REGION”

March 5th - 6th 2019, Tunis



The EU-OECD Programme on Promoting Investment in the Mediterranean – which aims to support the implementation of sound investment policies and effective institutions in the Southern Mediterranean region – organised on 5-6 March 2019 in Tunis a two-day regional seminar on “Measuring Foreign Direct Investment and its impact on the Mediterranean region”.

BUSINESSMED was invited to take part in this event as one of the leading private sector representatives in the region.

The objective of the regional seminar was to build government officials’ capacity to interpret foreign investment statistics and share policy experiences on how to maximize the impact of investment for sustainable development.

The different workshops explored the impact of FDI on sustainable development, including how investment affects territorial disparities, productivity, innovation, and labour market outcomes. Through peer-learning, practitioners and senior policymakers from MED and EU

countries shared their respective challenges and experiences in attracting FDI that leads to positive development outcomes.

Over 100 participants attended the seminar including government officials from investment promotion agencies, ministries of investment, EU representatives & diplomatic offices in Tunisia, international organisations, OECD experts, and Private sector representatives from the region.

 100
Participants

8
Workshops
Organized 

6th WORKSHOP WITH PRIVATE SECTOR

March 13th - 15th 2019, Brussels



As part of the Global Meeting of the Political Forum on Development held in Brussels from 13 to 15 March 2019, BUSINESSMED participated in the 6th workshop with the private sector on the current state and role of the private sector in public-private dialogue and improving the investment climate.

The Forum focused on three main themes, namely, the follow-up and expected results of the 2030 sustainable development agenda, in collaboration with key development actors, financing for development including specific financial instruments; and finally, how multi-stakeholder partnerships can contribute to the achievement of development and environmental objectives.

The IOE underlined the need for more involvement of local private sector representatives so that businesses can play their full role as stakeholders for development and that EU policies should always take into consideration how development action interacts with local, national and regional strategies and policies in order to maximise policy coherence and deliver optimal outcomes.



**Summits, Conferences, Forum,
Debates, Workshops...**

Find all the key events of the Euro-Mediterranean region in the Euromed agenda section on the BUSINESSMED website.





Interview

Mr Vincenzo BOCCIA,
President of CONFINDUSTRIA
Italy

What impetus would you like to give to CONFINDUSTRIA's relationships with other confederations of companies in the MED region?

Confindustria intends to strengthen the existing collaboration between the various associations in the area. A collaboration that, since the establishment of BUSINESSMED, has reached an unprecedented intensity and is about to become unique internationally.

We need to invest more and more in the relationships between our associations, which are essential to reinforce the integration between the economies and promote strategic partnerships between the associated companies, helping to bring Italy and the MENA countries closer. The dialogue with the other "Employers' Confederations" must aim at the development of wide-ranging economic collaborations, which have the courage to look at the entire African continent - among the developing regions with rates of return on foreign investments among the highest - where a structural transformation is underway and where GDP should grow on average by 4% in the next five years.

To what extent and how do you think that regional federal organizations like BUSINESSMED, of which CONFINDUSTRIA is a member, can help you?

BUSINESSMED represents an important carrier that allows consolidating the relationships between homologous organizations belonging to an extended and particularly heterogeneous geographical area. BUSINESSMED is, therefore, a privileged platform thanks to which Confindustria can intensify the dialogue with the associations of the area and, through them, also with the institutions and companies of the respective countries. Over the years this organization has established itself as an important interlocutor of the European institutions able to bring to Europe the voice of a plurality of associations and companies, all united by a common objective: that of growth, above all economic, of the entire area. From this perspective, BUSINESSMED and the associations that are members become the ideal subject for the realization of joint projects. Last but not least, the role of BUSINESSMED becomes crucial in the perspective of dialogue with African countries and with regional existing organizations in the Continent.

What are the current and future challenges and opportunities for the organization, particularly in the Industry 4.0 sector?

In the digital era characterized by important and constant technological and economic transformations, Italy continues to play a leading role. The Italian manufacturer still occupies the seventh position in the world for added value, the fourth for production diversification, the second for export competitiveness and shows an investment rate that is higher than that of the main European competitors. The strength of Italy is particularly significant in high value-added sectors, in which we boast a consolidated leadership, such as those of tool mechanics, robotics, automation, and digital innovation. To strengthen our competitiveness, we need to promote partnerships in those strategic foreign markets, especially in the Mediterranean area, which have chosen to launch industrial redevelopment plans.

UFM WORKSHOP ON INFORMAL BUSINESS INTEGRATION

March 18th 2019 Barcelona



BUSINESSMED participated in the Workshop on Informal Business Integration organized by the Union for the Mediterranean in Barcelona on 18 March 2019. The Workshop focused on two interrelated thematic, namely the role of Social Dialogue and the protection of Women, Young People and Vulnerable Groups in a context of informality.

The Workshop brought together multiple stakeholders from different sectors across the labour market and the employment landscape to exchange experiences and views, share best practices and lessons learned, and present recommendations on how to tackle the transition to formal economy using multidisciplinary and integrated approaches.

Perspectives from international organizations, public administrations, NGOs, private sector representatives, and social partners were presented throughout the Workshop.

During her intervention, the General Secretary of BUSINESSMED stated: "Social Dialogue, as a mechanism for participation & consensus building in the world of work, is a key element of Decent Work and expected to play a key role in transition to Formality. It is also a must to respect freedom of association to build an effective Social Dialogue and enable Workers and Employers to defend their interests and negotiate without outside interference."

While there are best practices that can inspire integrated approaches to tackling the informality issue, the economic, political and socio-cultural specificities of each country call for a tailored remedy and for a reinforced multi-stakeholders dialogue.

TUNISIA DIGITAL SUMMIT 2019

April 2nd-3rd 2019, Tunis

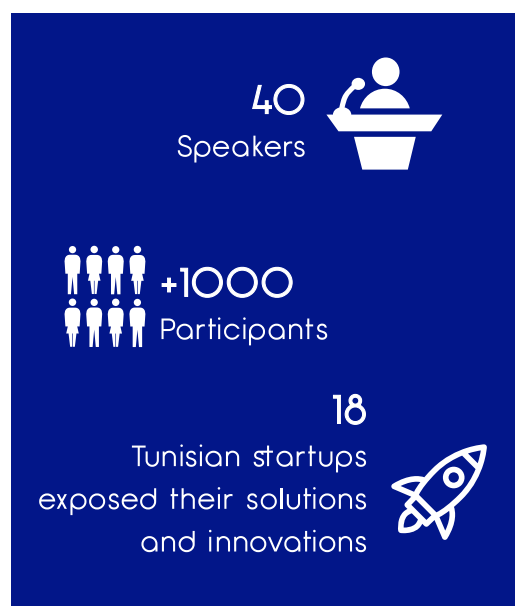


BUSINESSMED took part on 2 and 3 April 2019 in the 3rd edition of Tunisia Digital Summit (TDS), an important event for the Tunisian entrepreneurial ecosystem, working in the fields of Digital Research and Innovation. The TDS was inaugurated by Youssef Chahed, Head of the Tunisian Government with the participation of the Tunisian Minister of Communication Technologies and the Digital Economy, Anouar Maarouf.

Nearly 40 national and international high-level speakers, took part in the event to be part of the various conferences, panels, and interventions that addressed the themes of technological innovation, the digital transformation of companies, artificial intelligence, and social media business. 18 Tunisian startups also exposed their solutions and innovations and met with potential funders.

In his speech, the Head of Government said: "Digital transformation is a priority of the government that works to establish an economic model based on innovation and creativity.

We are betting on the digital economy to strengthen our position in the global market, our role is to mentor young entrepreneurs and help them so that our country becomes a digital hub of export of Tunisia intelligence around the world, and we rely on the various actors of the private sector for that."



4th UFM MINISTERIAL CONFERENCE ON EMPLOYMENT AND LABOUR

April 2nd-3rd, 2019, Cascais



BUSINESSMED, represented by its President, Saida Neghza, and its General Secretary, Jihen Boutiba, took part in the Fourth Ministerial Conference of the Union for the Mediterranean on Employment and Labour, held in Cascais, Portugal, on 2 and 3 April 2019.

Participants focused on the most urgent labour market needs in the Euro-Mediterranean region, including the persistence of inequalities in access to employment, especially for women and young people.

Taking part on a roundtable discussion on how to integrate vulnerable and disadvantaged groups into the labour market, the BUSINESSMED General Secretary, Mrs Jihene Boutiba said: « This Ministerial meeting is a significant opportunity to transform our collective thinking into concrete policies and projects tailored to real needs and contributing effectively to stability, economic and social progress. We need to involve social partners more in the decision-making process. It is urgent to set up initiatives to promote social dialogue in the Southern Mediterranean, certain countries might inspire which in the North. The issues of peace, security and economic growth

in our region are interdependent. We share the same geography and history, the same challenges, but also the same opportunities. »



On the second day of the Ministerial Conference, the President of BUSINESSMED, Mrs Saida Neghza, took part in a Round Table on recent developments in employment and work where she stated: « Social actors contribute significantly, not only to economic challenges but also to promote long-term sustainable development. BUSINESSMED is committed to implementing the results of the 2008 and 2016 declarations. »



Interview

Mr Joseph FARRUGIA,
Director general of Malta Employers'
Association
Malta

What orientations do you want to give to the MEA's relations with other business confederations in the Med region?

There are numerous areas for collaboration and networking. We can serve as a point of contact for interested investors to visit Malta and we can also relay any valid information about business contacts in the Mediterranean to our members.

To what extent and how do you think regional federating bodies such as BUSINESSMED, of which the MEA is a member, can help?

Regional federating bodies such as BUSINESSMED is helping business support organisations like MEA in finding the right partners in the Med region. Through Academies organised by BUSINESSMED, staff of BSOs are being exposed to new learning on collective bargaining, project management and social dialogue. Furthermore, through the organisation of networking events and B2B sessions, our members (companies) are having the opportunity in meeting new potential clients/investors and get to know others countries in which they could operate and/or buy/sell their material and products. Research being implemented (e.g. gender and education, energy technologies, transport, etc.) is also assisting both BSOs and its members in learning more about the global market.

What did being a member of BUSINESSMED bring you?

MEA has benefitted from becoming a member of BUSINESSMED as it has increased its networks in the Maghreb and Mashreq area, as well as with other Mediterranean countries. We have signed an MoU with Spazio alla Responsabilita' (Italy) on Corporate Social Responsibility; applied for a HORIZON2020 project to connect startups in the Med area through Artificial Intelligence with the Consiglio Nazionale della Ricerche (Italy); and started discussion on applying for an Erasmus+ project on Women Entrepreneurship. As MEA, we are also participating in the Thematic Committee on Energy Technologies that will be conducting research in four Med countries.

Our secretariat and our members have participated in several events organised through different projects – B2B sessions, networking opportunities, academies. We hosted a workshop on 'successfully design and lead a multi-partner project', in Malta in September 2019, as part of the EBSOMED project.

TUNISIAN-ITALIAN ECONOMIC FORUM: NEW PERSPECTIVES FOR BILATERAL COOPERATION

April 30th, 2019, Tunis



BUSINESSMED took part on 30 April 2019 in the Tunisian-Italian Economic Forum, organised in Tunis by the Italian Embassy in Tunisia, the Italian Foreign Trade Agency in Tunis, the Italian Ministries of Economic Development and Foreign Affairs, Confindustria and UTICA Tunisia.

This event, attended by Tunisian and Italian ministers, senior officials and economic and social actors, was an important opportunity to strengthen and develop the commercial and industrial partnership opportunities that Tunisia offers to Italian companies.

Mr Samir Majoul, President of UTICA, stressed that Italy is Tunisia's strategic partner given the significant number of Italian companies established in Tunisia. He also highlighted the factors that make Tunisia one of the most attractive markets in the southern Mediterranean, namely geographical proximity, trade agreements with the European Union, and new regulations to attract foreign investment.

Mr Giuseppe Conte, President of the Italian Council of Ministers, stressed the need to pursue

economic and administrative reforms in particular as regards the facilitation of administrative procedures and the encouragement of investments to further promote the Tunisian-Italian partnership.

Mr Luigi Di Maio, Italian Minister for Economic Development, stressed that the private sector is a strength for both countries. He explained how it was thanks to its private sector that Italy was able to cope with the economic crisis and maintain itself as a major economic power in Europe.



BUSINESSMED PART OF THE EVENT "EU MED MEANS BUSINESS"

May 21th - 22th, 2019, Brussels



BUSINESSMED participated in the "EU Med means Business - Shaping The future of entrepreneurship in the South" event, held on 21 and 22 May 2019 in Brussels, bringing together 100 participants, including young entrepreneurs, journalists from the Mediterranean area, international financial institutions, banks, investors and Business Support Organisations.

Parallel sessions and workshops were organised to examine barriers to investment and SMEs growth, investment and job creation, as well as entrepreneurial potential, and retention of talent.

Participants developed recommendations for decision-makers and then voted to define their top 12 priorities for action. These twelve points will serve to prepare for future EU actions and strategies, but will also be forwarded by the European Commission to decision-makers in the region.

The sessions and workshops launched an important and necessary dialogue between businessmen's networks, financial partners, Business Support Organisations and economic journalists from the South and the EU.

The event also offered a representative group of pre-selected young entrepreneurs from several countries, most of whom participated in EU-funded projects, the opportunity to discuss the remaining barriers to investment and the latest trends in private sector development in the region.



Find one success story of the EBSOMED project in the Brochure EU Commitment to Southern Neighbourhood -2019

To download the document
please scan the QR code



BUSINESSMED PARTICIPATED IN THE UFM REGIONAL DIALOGUE "SHARED VIEWS ON KEY ISSUES IN THE MEDITERRANEAN"

May 22th - 23th 2019, Brussels



BUSINESSMED participated in the Regional Dialogue "Shared views on key issues in the Mediterranean" hosted by the Union for the Mediterranean (UFM) on 22 and 23 May 2019 in Barcelona. The conference brought together more than 100 representatives of civil society and youth organisations to discuss environmental, educational, social and economic challenges in the Euro-Mediterranean region.

BUSINESSMED took part in its discussions by being part of the working group on the economic, social & regional challenges faced by Women & Youth in the Mediterranean. Marco Cunetto, the EBSOMED project coordinator within the organisation, called in his speech to go beyond the false idea that Women cannot improve Mediterranean economic development and mentioned that the approach to gender diversity needs to be better integrated into trade agreements and the negotiations of the social dialogue.

The forum concluded with a series of recommendations aimed at fostering cooperation between the countries of the region

on the various key priorities of the region. The discussions held during this regional dialogue as well as the recommendations and project proposals from the exchanges will be presented in the form of suggestions and project proposals in the framework of the Summit of Two Shores (Sommet des Deux Rives), to be held in Marseille on 24 June 2019, by presenting the views of young people and civil society organisations from the countries members of the UFM.



100
Representative
of civil society



30
Members
countries of the UFM
involved



Interview

Mr Jorge ROCHA DE MATOS
President of the Fundação AIP
Portugal

Portugal and the Med countries, in particular, those from the Maghreb, have committed themselves to an exceptional partnership. How is this commitment reflected at the economic level?

Portugal, for historical reasons and geographical proximity, has also developed economic and business relations with the southern Mediterranean countries, particularly the Maghreb. Portugal is not only associated with the various agreements and instruments created to boost Euro-Mediterranean relations in recent decades, but also, bilaterally, it has been strengthening closer economic and business relations with some of these countries. Recently has been involved through Fundação AIP and its affiliates, in particular "Lisboa-FCE" in Euro-Mediterranean projects through BUSINESSMED. Overall, economic relations with Mediterranean countries have been growing satisfactorily, even though they are concentrated in a small number of countries from the southern mediterranean.

To what extent and how do you think regional federating bodies such as BUSINESSMED, of which the Fundação AIP is a member, can help?

The federating bodies, and especially BUSINESSMED, play a catalytic role in this Euro-Mediterranean economic and business relational framework. BUSINESSMED also plays an important instrumental role in stimulating projects and initiatives aimed at strengthening horizontal trade and investment relations within the Southern Mediterranean countries, contributing to reinforce their insertion in the global economy. From this perspective, the Fundação AIP also benefits through its participation in projects promoted by BUSINESSMED.

What did being a member of BUSINESSMED bring you?

Being a member of BUSINESSMED brings us a better knowledge and easy access to the markets of the Med region, namely through the projects and the networking that is provided to us.

What are your organization's current and future challenges and perspectives?

The Fundação AIP and its affiliates, in particular "Lisboa-FCE" are strongly committed to reinforce their role as a "business platform" in Portugal and as a reference institution for internationalization and business cooperation. These are challenges that we intend to achieve on the basis of a strategic alignment with the achievement of the Sustainable Development Goals - SDG, which are part of our global social responsibility.

BUSINESSSED ATTEND THE 18th MEETING OF THE MEDITERRANEAN COMMISSION ON SUSTAINABLE DEVELOPMENT"

June 11th - 13th 2019, Budva



BUSINESSMED participated from 11 to 13 June 2019 in the 18th meeting of the Mediterranean Commission for Sustainable Development organized by the United Nations Environment Programme in Budva, Montenegro.

The meeting was attended by delegates of Contracting Parties to the Barcelona Convention and representatives of six stakeholder groups, including local authorities, socio-economic actors, civil society/NGOs, business support organisations, scientists and Parliamentarians.

The first day started with the election of the Steering Committee and the presentation of the progress report on the main achievements on the ground, since the 17th meeting of the committee. Later, member States present shared their institutional mechanisms and national strategies for implementing the 2030 agenda for sustainable development.

The Sustainable Development Goals were high on the agenda, with a focus on the Mediterranean transition to an inclusive blue economy. Members of the committee highlighted

some aspects that they felt were important in the delivery of this programme. These included the importance of developing national monitoring and evaluation capacity; the need to further harmonise information platforms at national and regional levels and the role of the private sector in capacity-building actions toward information and communication.

 100
Participants

9 
Countries
involved

BUSINESSMED PARTICIPATED IN GACIC WORKSHOP "DONOR FUNDING, BANKING AND NOVEL FINANCIAL INSTRUMENTS IN THE MEDA-REGION"

June 16th -17th , 2019, Cairo



BUSINESSMED participated in the Workshop "Donor Funding, Banking, and Novel Financial Instruments in the MEDA-Region" organized by the German Arab Chamber of Industry and Commerce (GACIC) in collaboration with ASCAME on 16 and 17 June 2019 in Cairo in Egypt in the framework of the EBSOMED project.

The event brought together political actors, representatives of various international institutions, cooperation, and development programs and also banking and financial groups.

In addition to several key interventions, the first day presented relevant calls for proposals dedicated to Business Support Organizations and to highlight the role of these structures in promoting financing for the benefit of triangular cooperation between Europe, Africa, and Mediterranean.

ASCAME President Mr Ahmed El-Wakil inaugurated the event by saying: "There is a global partnership with the government to achieve growth and development, and this Conference is

an opportunity to involve partners and trade union representatives for the practical development of the region."



MEDA Finance report 2019

To download the document
please scan the QR code



BUSINESSMED PARTICIPATED IN THE EBSOMED ROADSHOW - SCALING UP FINANCE FOR INCLUSIVE DEVELOPMENT IN THE SOUTHERN NEIGHBOURHOOD

June 18th - 19th, 2019, Tunis



BUSINESSMED, participated in the EBSOMED Roadshow "Scaling Up Finance for Inclusive Development in the Southern Neighbourhood", organized by CAWTAR on June 18-19 2019 in Tunis.

During her intervention Mrs Boutiba, who is also the Director of the EBSOMED project, said: "I am convinced that the recommendations elaborated during these two days of work will enrich the discussions and the debate around inclusive finance that can also guarantee better access to financing for marginalized women and young entrepreneurs. EBSOMED is already building the foundations for a new model of triangular economic cooperation, through the establishment of new partnerships with Sub-Saharan African Countries, based on the European External Investment Plan."

During these two days, speakers, moderators, and participants discussed issues of access to finance, especially for SMEs and innovative micro-enterprises mostly ones launched by young and women entrepreneurs, but also new sources of finances such as crowdfunding or micro-credit...

The objective of the event was to highlight the main gaps (gender/sector/ size ...), challenges and obstacles such as lack of liquidity, working capital, adapted financial products, access to credit financial intermediary... Without forgetting the low level of education and financial illiteracy.

CAWTAR Executive Director, Soukeina Bouraoui, opened the day by welcoming the presents and announcing the participation of about 100 economic enterprises from 9 countries in this conference which, at the end of the two days, will be crowned with important recommendations in the field of access to finance.



100
Participating
SMEs

9

Countries
involved





Interview

Mr. Rabih SABRA

Director General at Chamber of Commerce,
Industry & Agriculture of Beirut & Mount
Lebanon (CCIA-BML)
Lebanon

To what extent and how do you think regional organisations such as BUSINESSMED can help investment in the Med region?

Indeed, BusinessMed is playing an active role in creating awareness of existing investment and business opportunities in Med region through broad range of business matching events, thematic exhibitions, multilateral partnerships and projects. It is a key added value that could certainly foster business opportunities, job creation, productivity growth, and facilitate expansion of the Med countries' economies.

What did being a member of BUSINESSMED bring you?

BusinessMed is actively helping in opening wide networking activities for our organization and its affiliated members to embrace many collaboration opportunities with analog parties in Euro Mediterranean region. BusinessMed is facilitating the integration of our Chamber into EU funded projects, exchange missions, and Business matching events and BSO capacity building programs

What are your organization's current and future challenges and perspectives?

Our main concern is to keeping up with the evolving needs of our member enterprises, particularly assisting SMEs in their path to internationalisation through putting in place adequate support structures and services. Another key challenge consists of advocating and promoting to Lebanese business community the imperative necessity of complying their strategies with the UN sustainability goals SDGs.

BUSINESSMED ATTENDED THE FORUM "CONNEXT SICILIA"

June 25th 2019, Palermo

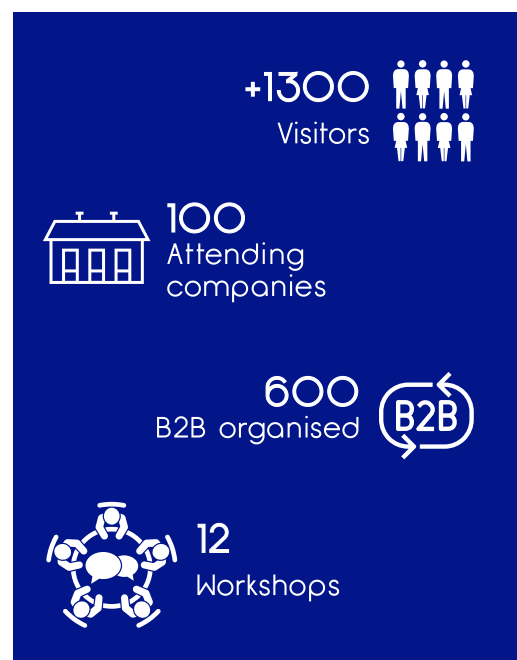


BUSINESSMED took part on June 25th, 2019, in the Forum "Connexet Sicilia", an event organised by Sicindustria in Palermo, Italy, in collaboration with Confindustria and its partners, and aimed at strengthening business partnerships in the Mediterranean region. The event was attended by more than 450 companies and 1,300 visitors, with more than 600 B2B meetings organised.

During the event, participants alternated visits between three main areas: the companies' exhibition stands, the B2B area and the panels area where 12 workshops were organized around several topics.

The General Secretary of BUSINESSMED, Mrs Jihen Boutiba participated to the Round Table "Doing business in the Mediterranean", during which she emphasized the excellence of "Made in Italy". She explained the crucial role that the organisation plays in the Euro-Mediterranean geopolitical chessboard by being the main private sector representative and a connection platform between investors, Business Support Organisations and SMEs in the 22 countries of the region.

Connexet aims to allow each participating company to look beyond the boundaries of its perimeter, to meet new partners, customers, and suppliers and launch new development opportunities.



PARTICIPATION OF BUSINESSMED TO THE EMNES ANNUAL CONFERENCE

June 26th - 27th 2019, Brussels



BUSINESSMED participated in the third Annual Conference of the Euro-Mediterranean Network for Economic Studies (EMNES) on the theme: "Towards a socio-economic model focused on regional integration and employment in the Mediterranean". The event took place at the Centre for European Political Studies (CEPS) in Brussels on 27 and 28 June 2019.

The Conference discussed future models of economic development and possible opportunities for cooperation. It brought together the points of view of the European Union, the countries of the South of the Mediterranean and the main actors active in the region through the participation and interventions of experts of the European Commission, former ministers, researchers or representatives of employers' confederations.

During her intervention, the General Secretary of BUSINESSMED pointed that Mediterranean Policymakers, private sector, and education actors, with their common cultural, economic &

social backgrounds, should speak with one voice to achieve Blue Transition and so create a new kind of Jobs.

Mr Michael Koehler, Director for the Neighbourhood at the Directorate General 'Cooperation and Development' of the European Commission, focused for his intervention on Euro-Mediterranean integration partnership and cooperation between the European Union and the Mediterranean.

Overall, the various interventions helped to advance the discussions by presenting the main conclusions on how labour markets can become more dynamic and help ensure shared prosperity, and the establishment of a comprehensive political roadmap towards new models of regional integration and job creation in the Mediterranean.

BUSINESS AND MIGRATION: INTENSIFYING THE DIALOGUE BETWEEN THE PRIVATE SECTOR AND THE GOVERNMENT

July 2nd-3rd 2019, Tunis



Business and Migration: Intensifying the Dialogue between the Private Sector and the Government” is the theme of the regional workshop organised in Tunis from July 2 to 3, 2019 by the Global Forum on Migration and Development (GFMD) in collaboration with the IOE.

This workshop saw the participation of BUSINESSMED represented by its President, Mrs Saida Neghza, who in her speech challenged the representatives of governments to involve the private sector in the development of migration policies taking into account the concerns of job providers and companies, major player in the labour market.

The workshop program was spread over various workshop sessions and roundtables. The preliminary session was reserved for employers' organizations and the second one was dedicated to the government-private sector dialogue. The participants discussed various topics, namely the impact of migration policies on business activities or the legal framework relating to immigration.

The main objectives of this meeting were to work on adapting the regulatory frameworks in the field of mobility training, development, the evaluation of competence recognition to the needs of companies and establishing functional migration networks, which will help to limit illegal activities including corruption and smuggling of migrants.

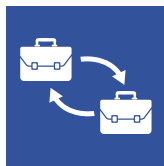


download reports, studies
and policy papers on the resources
section of the BUSINESSMED website





Partnerships



EuroMed Business
Matching



Business
HelpDesk

Visit the Business Country Desk

scan the QR code



BUSINESSMED ATTEND THE MED CONFEDERATION 2019 ANNUAL CONFERENCE

October 1st-2nd 2019, Tunis



BUSINESSMED participated in the MED Confederation 2019 Annual Conference, held on 1-2 October 2019 at the Bardo National Museum in Tunis. The conference theme was "The Mediterranean in the era of the Fourth Industrial Revolution: the impact of digitalisation on human capital and mobility".

The event that gathered high-level representatives and experts from the public and private sectors to analyse the future of the Mediterranean Region and the keys to face present and upcoming challenges related to the fourth industrial revolution.



During her speech, Mrs Jihen Boutiba, General Secretary of BUSINESSMED and Executive Director of the EBSOMED project, stressed the importance for employers' organisations, to get involved and to be part of this Fourth Revolution while insisting on giving ownership to the human aspect and the social dialogue concerning employment.

Mr Habib Zitouna, the BUSINESSMED expert working on the Business Country Desk platform, participated in the round table "Digitisation of the Mediterranean Labour Market" during which he explained the advantages of centralizing key information related to the economy of the Mediterranean region in order to assist and stimulate trade and investment, as well as to initiate and develop North-South or South-South business partnerships through Regional Markets.

He highlighted how a platform such as the Business Country Desk could be a relevant tool to help achieve these goals.

BUSINESSMED PARTICIPATES IN "INCONTRIMPRESA 2019" IN SIRACUSA

October 11th, 2019, Siracusa



BUSINESSMED participated on 11 October 2019 in the initiative «Incontrimpresa 2019 - Connex Sicilia Catania Siracusa», organized by Confindustria Catania and Confindustria Siracusa, an event considered as a territorial phase of the next Connex 2020.

The day was the occasion for participant Italian companies to know each other, expand business opportunities and create strategic partnerships. The attendees discussed the most important challenges for the development of companies in southern Italy in a changing Mediterranean context.

Several thematic discussions took place throughout the day and the focus was on the theme "Innovation as a vector for better competitive companies" which has explored research, innovation and digital transformation as strategic levers for the evolution of production systems.

The event was an opportunity for the General Secretary of BUSINESSMED, Mrs Jihen Boutina, to present the organisation and its main strategic drivers as well as the Business Country Desk

(BCD), a new platform developed within the framework of the EBSOMED project, with the aim of promoting, foster and support synergies, partnership opportunities and B2b meetings between key players in the Euro-Mediterranean business ecosystem. She also announced that the BCD platform will be officially launched on the margins of the Connex 2020, to be held on 27 and 28 February 2020 in Milan.



BUSINESSMED co-organized the MEDITEX 2019

November 20th 2019, Barcelona



The 5th edition of the Mediterranean Textile Forum (Meditex) co-organized by BUSINESSMED on the sidelines of the MedaWeek2019, was held on 20 November 2019, in Barcelona.

The conference aimed to highlight the changes facing the textile sector in the Mediterranean, which, thanks to the 4th industrial revolution, further promotes environmental and social sustainability.

New regulations, job creation, sustainable economy, support for creativity, new technologies and protection of the environment were among the key words addressed by the Forum's speakers.

The textile sector is particularly concerned with water and soil pollution because of the many chemicals used and this pollution strongly affects key sectors of the region, such as tourism or agribusiness. The forum has clearly highlighted the common desire of a Mediterranean textile industry that is less wasteful and eco-friendlier, thanks to the "Fourth Textile Industrial Revolution",

which offers innovative solutions using new technologies and which will lead to a reduction of pollutants and an improvement of the working conditions.

Young talents from the Mediterranean also presented their projects and their vision for a new sustainable textile sector.





Interview

Mr. Bassam WALWEEL
Chairman of the Palestinian
Federation of Industries (PFI)
Palestine

To what extent and how do you think regional organisations such as BUSINESSMED can help investment in the Med region?

Organizations such as BUSINESSMED strengthen networking among member organizations to learn from each other and exchange information and knowledge on the latest investment promotion activities. The organization also provides information and updates on investment packages, laws, policies and new regulations.

By organising, through its activities, exchange visits for investors to explore joint investment projects, BUSINESSMED has a significant impact on investment support in the MED region.

At other levels, the capacity building activities of the investment promotion agencies and groupings that provide services to investors in the region are having concrete results on the ground.

What did being a member of BUSINESSMED bring you?

Being a member of BUSINESSMED allows us to network with other members from different countries, gives us access to business-to-business information at the company level to do business and explore markets. It also allows us to defend our interests at the regional level and with the EU.

Through BUSINESSMED projects, we also had the opportunity to access capacity building activities and improvement of knowledge and skills of representatives of member companies.

What are your organization's current and future challenges and perspectives?

As a Palestinian federation of industries, we face many challenges, starting with the unstable political and security situation in the region. Palestinian companies face trade constraints between countries, particularly in the Euro Med region. We also have socio-economic constraints such as unemployment, poverty, fewer opportunities for vulnerable groups.

MEDAWEEK 2019: FOR A MORE SUSTAINABLE ECONOMY AND GREATER OPENNESS TO AFRICA

November 20th to 22th 2019, Barcelona



BUSINESSMED, represented by its President, Saida Neghza, took part in the official opening of the Mediterranean Economic Leaders' Week "Medaweek Barcelona 2019 - A new dawn for the Mediterranean", a conference organised by ASCAME and the Barcelona Chamber of Commerce from 20 to 22 November 2019 in Barcelona.

In her opening speech, Mrs Neghza stressed the importance of such an event and expressed the pleasure of BUSINESSMED to contribute through the implementation of the "Mediterranean Textile Forum - Meditex", a joint initiative to encourage fashion stakeholders in the Mediterranean to take part in the sustainable revolution of the textile sector.

The president also declared: "My commitment is for the commercial and economic integration of an Africa without borders. Cooperation between Africa, the Mediterranean, and Europe must go hand in hand with greater investment."

This year's summit explored the measures that Mediterranean countries need to take in order to

develop a truly globalised economy. It also addressed the challenges faced by economies in a rapidly changing environment and the policies developed to cope with it.

Medaweek has acted for years as a catalyst for regional initiatives, trends, industry breakthroughs, and networking; It is an ideal platform to discuss current and trending topics among experts, businesses, organisations and other stakeholders from both sides of the Mediterranean basin.

20000

Visitors



9

Countries
represented

1500

Speakers
& experts



IABW 2019: FROM THE “MADE IN ITALY” TO THE “MADE WITH ITALY”

November 26th - 27th, 2019, Milan

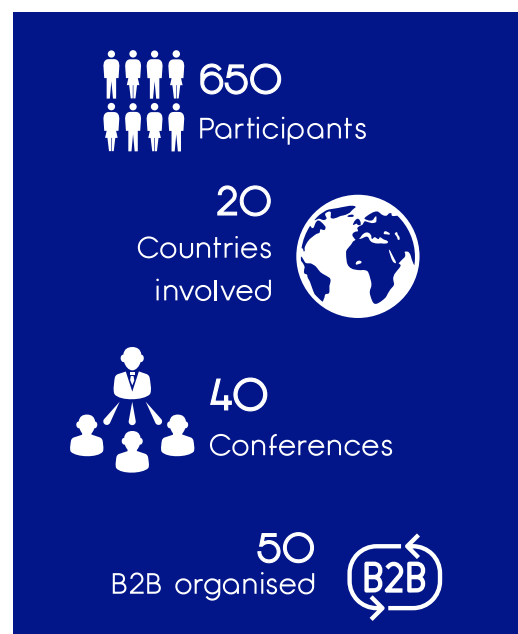


In partnership with BUSINESSMED, the 3rd Edition of the Italia Africa Business Week Forum took place at the Mico Milan, Italy on the 26 and the 27 November 2018.

In the previous editions, IABW has concretely succeeded in facilitating the knowledge between the African economic, commercial and financial world and the Italian one. It has created synergies and developed partnerships in various sectors: textiles and fashion, commercial, agribusiness, construction. In order to improve these relationships, to favour the creation of networks and to achieve a shared growth of both sides in win-win mode, the third edition of Italia Africa Business Week focused on building the 4.0 business.

After the opening conference, workshops, group sessions and B2B meetings took place simultaneously in different rooms: hundreds of companies, professionals, and experts from different sectors attended, in addition to a large representation of the diplomatic African entities.

IABW aims to be one of the main economic events for influential African managers, entrepreneurs, and operators of the Italian market. A privileged space to discuss the challenges for the economic and commercial development of the African and Italian businesses and a major platform of business meetings for the two shores of the Mediterranean.



BUSINESSMED INVITED TO THE FIRST "MACRO-LEVEL PEER REVIEW MEETING " OF THE MEDUP PROJECT"

December 2nd -4th , 2019, Tunis



Promoting social entrepreneurship in the Mediterranean Region

From the 2nd to the 4th December 2019, BUSINESSMED attended the first "Macro-level peer review Meeting" of the MedUp project in Tunis, Tunisia. MedUp is a four-year project, co-funded by the European Union to promote an enabling environment for the development of social entrepreneurship as an engine for inclusive growth and job creation. The project covers six partner countries in the Southern Mediterranean, namely Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia.

Organised by the Diesis Network, an EU network specialised in supporting social economy enterprises development, and Oxfam Italia, the meeting aimed to identify common issues and share good practices among policy makers and other social economy stakeholders from the EU and MENA countries. It brought together more than 40 participants, including governments, employers' representatives, UN agencies, academics and other civil society organisations.

During the three-day event, participants shared and discussed two specific cases: the European Commission's Task Force on Social Economy and

the Scottish Strategy for Social Enterprise.

During a video intervention, an ILO representative underlined the key role of the Social and Solidarity Economy in promoting gender equality, particularly in the MENA region, and concluded that "Social and Solidarity Economy enterprises in general and cooperatives in particular are well suited to advancing women's economic participation and gender equality in the world of work in the region and worldwide".

 40
Participants

6
Countries
involved 



Interview

Mr Najji CHAOUI

Chairman/president
of The International
Chamber of Commerce
Syria

To what extent and how do you think regional organisations such as BUSINESSMED can help investment in the Med region?

I believe that BUSINESSMED Prioritize the projects according to Med region countries' needs.

That will lead to avoid the duplicates of the projects proposed by beneficiaries from different countries and secure funds flow and accountancy.

What did being a member of BUSINESSMED bring you?

Being a member of BUSINESSMED bring us wide knowledge of other countries' business environments, new knowhow of Business. Facilitate networking and provide platforms to meet experts from different business sectors around the world.

What are your organization's current and future challenges and perspectives?

ICC Syria will not spare any effort or opportunity for the reconstruction of Syria and rehabilitation of its people.

The challenge is to create the suitable environment enabling Syrians to return and rebuild the country, and that what we are working on with BUSINESSMED and our partners.

BUSINESSMED INVITED TO THE BRUSSELS CIVIL SOCIETY FORUM II

December 2nd-3rd 2019, Brussels



About 180 representatives of some 130 civil society organisations, mostly from the southern Mediterranean region, met on December 2nd and 3rd with representatives of the European Union for the second Brussels Civil Society Forum. BUSINESSMED was invited to participate in the event to be the voice of the private sector in the area.

Good governance and rule of law, security and the fight against violence, migration, economic development and social dialogue, as well as climate and social justice were the five specific themes discussed with high-level European Union representatives. Gender, youth and non-discrimination issues were also mainstreamed in the discussions.

For its part, BUSINESSMED took part in the discussion group dealing with the themes of economic and social development and social dialogue.

"Young people in the South and North of the Mediterranean have the right to take their place in this dialogue, in the same way that this youth is taking its rightful place by giving life and hope to the whole population in several countries on the southern shore, despite the repression and

violence they suffered," said Wadiah Al Asmar, President of Euromed Rights. "The youth of the southern Mediterranean are totally opposed to any request for interventionism. What they demand is that the EU objectively analyses the democratic, social and climatic impact of each of the decisions affecting the countries of the Southern shore."



+180
Participants



130
Civil Society
Organisation

BUSINESSMED INVITED TO THE 9TH UfM HIGH LEVEL WORKING GROUP ON EMPLOYMENT AND LABOUR

December 5th 2019, Barcelona



BUSINESSMED had the honour of participating, on 5 December 2019 in Barcelona, in the discussions of the 9th High Level Working Group of the Union for the Mediterranean (UfM) on Employment and Labour.

The objective of the meeting was to take stock of the ministerial recommendations adopted in Cascais on 3 April 2019, namely to support the creation of decent jobs and entrepreneurship, to mobilize public and private actors to create partnerships and synergies, to develop inclusive labour markets to integrate potentially vulnerable and disadvantaged groups, and to invest in quality education and training systems, skills and employability in a changing world of work. The High Level Working Group also provided an opportunity to discuss its roadmap up to 2022.

The meeting was also an opportunity to present the results and objectives achieved under the SOLID project, a pilot programme that has resulted in a charter to promote social dialogue in the Southern Mediterranean. That program has led to a better understanding of the economic and social situation in the target countries through close cooperation between the social partners and civil society organisations.



BUSINESSMED INVITED TO THE FORUM MedROME 2019

December 5th 2019, Rome



The President of BUSINESSMED, Mrs Saida Neghza, participated on 5 December 2019, in the MedRome Forum 2019 "Beyond the turmoil, a positive agenda" organized by the ISPI - Institute for International Policy Studies, in Rome.

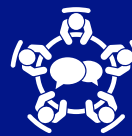
Mrs Neghza spoke during the session under the theme "Infrastructure, a tool for economic integration in the Mediterranean", a cross-cutting issue at the heart of the Mediterranean region's priorities.

The President of BUSINESSMED highlighted the challenges that the region is increasingly facing in order to integrate into international supply chains: "The subject that is at the heart of our discussions today is a major topic that falls within



the remit of the organisations that I represent, are finding it increasingly difficult to integrate into international supply chains and to adapt their infrastructures to changing global markets, however, there is a clear willingness in the region to improve and develop trade and the need for industrial integration."

The President of BUSINESSMED also stressed that each of these steps requires increased cooperation and trust between the public and private sectors, as governments and business must work together to attract investment in facilities for the development of societies and cities.



40
Sessions

55
Countries
involved



+80
Think tanks
& international
institutions involved



Interview

Eng. Mohamed Zaki EL-SEWEDY,
Chairman of The Federation
of Egyptian Industries (FEI),
Egypt

To what extent and how do you think regional organisations such as BUSINESSMED can help investment in the Med region?

Such regional organizations help in connecting the Business Support Organizations to explore more investment and trade opportunities for their members. It also provides a platform for economic integration through value chain analysis that lead to identifying existing gaps. Furthermore, it is a venue for exchange of know-how and best practices in BDO's strategic management.

What did being a member of BUSINESSMED bring you?

It brings strong relations with counterpart BSOs, for example; FEI has signed a MOU with Confindustria last July, which is an excellent step to revive the bilateral relations. Consequently, very promising mutual visits of Egyptian & Italian delegations were scheduled.

Furthermore, member organizations in BUSINESSMED are benefiting from development projects implemented by BUSINESSMED in different areas. BUSINESSMED has gained expertise and recognition in managing development projects that serve member organizations and generate revenue that help the organization to keep running and organize further business gatherings to explore business opportunities.

What are your organization's current and future challenges and perspectives?

One of the main challenges that FEI is facing now, is implementing the new FEI law, which was issued last year, and which gives more power to SMEs to be presented in each of the industrial chambers' boards. And also gives more strength, independency and autonomy to FEI.

Presenting the national business agenda (the reform agenda to promote industrial growth & foreign investment in Egypt), involving the respective entities. The main challenge here is implementing it together closely with government, the respective entities and parliament for the legislative part.

Another challenge & prospective is reaching out to the max. number of members all over Egypt, that's why FEI is now opening new branches in different governorates that covers north, south, east, west Egypt.

Also, being up to date with the topics of interest to our members, FEI has created new units that cover these topics, such as Women in Business unit, SME unit, CSR, Business Development Center, One Stop Shop, etc that offer new services to members.

BUSINESSMED INVITED TO ABIDJAN TO DISCUSS STRATEGY, PROJECTS AND SERVICES TO MEMBERS

December 9th to 12th 2019, Abidjan



BUSINESSMED participated in the International Trade Centre (ITC) capacity-building workshop on good practices of trade support institutions in Abidjan, Côte d'Ivoire, from 9 to 12 December 2019, in partnership with the Commission of the Economic Community of West African States (ECOWAS).

ECOWAS is a regional group of 15 members whose mandate is to promote economic integration in all areas of activity of the constituent countries. The Vision of ECOWAS is the creation of a borderless region where the population has access to its abundant resources through the creation of opportunities under a sustainable environment.

Financed by the European Competitiveness Union of West Africa, this meeting in favour of the Federation of Employers' Associations of West Africa (FWAEA), aimed to provide a basis for organisational change within the FWAEA and its members, to improve member value, service delivery efficiency and sustainability.

The event was an opportunity for BUSINESSMED to present the various projects entrusted to it and the activities carried out contributing to the growth of the Euro-Mediterranean region. It also outlined its strategy and the services set up to meet the needs and interests of the members. BUSINESSMED also developed its areas of intervention and commitment for the respect of the sustainable development goals (blue economy, social dialogue, cultural industry, renewable energy, migration, employment, women's empowerment, etc.).





Interview

Mr Fathi JAGHBIR
Chairman of the Jordan
Chamber of Industry (JCI)
Jordan

Which sectors do you think are most likely to be the driving force behind a strategic partnership between Jordan and the other countries of the Med region?

I extremely believe and without a shred of doubt that the industrial sector is the driving force of economic growth in Jordan, and we need to particularly focus on exporting sub sectors. Aside from expanding our exports to the Med countries, some of those countries can start joint venture with Jordanian manufacturers to enjoy the recently endorsed "simplified rules of origin with EU" agreement in order for them to overcome barriers they face when exporting to EU country. Such partnerships can directly contribute to Jordan's economic development as well as to the med countries benefiting from it. I again stress here the capacity for innovation as a major factor for the success of such partnerships.

What did being a member of BUSINESSMED bring you?

The most important thing brought to us by Business med is the opportunities to exchange knowledge, expertise and best practices with peer organizations; this is very valuable to us and our staff to be able to deliver value to our members.

What are your organization's current and future challenges and perspectives?

As said before export services are our top priority, we work on capacitating our companies on one hand and opening up new markets on the other hand. We are also working on labor issues and ensuring our companies have adequate and skilled workers. Competitiveness is always a very pressing issue in Jordan as production cost is very high, so we are giving particular emphasis to recourse efficiency measurements and best practices.



EBSOMED

ENHANCING BUSINESS SUPPORT ORGANISATIONS



BUSINESSMED ACTIVITIES AS PART OF EBSOMED PROJECT

EBSOMED Presentation

EBSOMED (Enhancing Business Support Organisations and Business Networks in the Southern Neighbourhood), is a 6.25 million Euros project, funded by the European Union up to 80%.

The ultimate goal of this 4-year project (2018-2022) 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 in the Southern Neighbourhood Countries.

More specifically, EBSOMED intends to increase the overall capacity management of Business Support Organisations (BSOs) in the Euro-Mediterranean region by improving the services offered to SMEs.

EBSOMED will give a new dimension to regional integration through the establishment of a sustainable

hub and the development of win-win business partnerships in the Euro-Mediterranean region.

The target groups and direct beneficiaries of the project are:

- . Employers' Confederations
- . Networks of European Mediterranean and Arab Chambers of Commerce and Industry
- . Economic Development and Investment Promotion Agencies
- . Support Organisations for Women and Youth Entrepreneurship

The final beneficiaries of the project are Mediterranean SMEs in particular those with a potential for internationalisation and those in need of information related to access to finance.

EBSOMED is coordinated by BUSINESSMED in the framework of the EBSOMED consortium which consists of 5 other members: GACIC, ASCAME, ANIMA, EUROCHAMBRES, CAWTAR.

TARGET GROUPS AND BENEFICIARIES OF THE PROJECT



PROMOTIONAL CAMPAIGN FOR THE EBSOMED PROJECT

November 16th - 17th 2018, Tunis



A promotional campaign on the EBSOMED project was held in the City of Culture in Tunis from 16th to 17th November 2018, on the side-lines of the EU Conference EU4Youth on "Re-thinking of the Euro-Mediterranean Cultural Partnership".

The main purpose of this campaign is to present the project and its instruments to Youth participants as part of our project team met young entrepreneurs who visited the EBSOMED booth.

The event was also the opportunity to establish synergies with other EU funded projects present during the event. The day was highlighted by the presence of the Ambassador of the European Union in Tunisia, Mr Patrice Bergamini who visited each project booth.

On the other hand EU4Youth was the opportunity for the EBSOMED project to be presented to media as the conference welcomed the first edition of the "international meetings of Journalism of Tunis" in its first edition under the theme "Encourage meetings

and exchanges between journalists" - a meeting which hosted more than 350 journalists from both shores of the Mediterranean allowed the EBSOMED project to be known and expanded through a variety of media experts and journalists.

The promotional campaign was above all a great opportunity for the EBSOMED project to expand its network and to promote the project among all the participants and media.

 +1000
Visitor to the
project booth

+80
Media
involved 

BUSINESSMED'S LAUNCH OF THE 3 EMPLOYERS THEMATIC COMMITTEES

November 20th, 2018, Barcelona



As part of the EBSOMED Project, BUSINESSMED's launch of the three Employers thematic committees was held in Barcelona, Spain on 20 November 2018, with the purpose to create an environment favourable to Mediterranean growth, promote full North-South and South-South economic integration and implement efficient partnership networks.

The approach of the thematic committees was based on reviewing work-based learning models and analyse the quality of Vocational Training in the target countries as well as making clear policies and recommendations for the involved parties and the decision makers to help reduce imbalances.

As a first phase, a president and 2 Vice Presidents coming from Employers Organizations were assigned to each committee along with a BUSINESSMED coordinator. An expert will be selected to join each committee based on the terms of relevance that were defined during the first meeting.

The 3 topics of the employers' thematic committees are:

- Women and Youth Empowerment
- Education and R&D.
- Vocational Training.

By the end of the meeting, each committee had to elaborate a clear report and a synthesis including a summary with recommendations, policy advice for each country and terms of relevance for the selection of the experts. It was also enclosed by selecting the topic and preparing the action plan for the upcoming meetings.



BUSINESSMED BSO MANAGEMENT ACADEMY - MAXIMIZING THE EFFECTIVENESS OF BSOS

December 3rd - 4th 2018, Algiers



Within the framework of the EBSOMED project, BUSINESSMED organized a training Academy on the maximization of BSO efficiency that was held on December 3rd and 4th, 2018 in Algiers.

The 2-day event- aims to give assistance to Employers Organizations to become the representative and effective voice of business contributing to the creation of favourable conditions for sustainable development.

The first day started with a welcoming Message of Mr El-Mahfoudh Megateli, General Secretary of CGEA, and the opening remarks of BUSINESSMED General Secretary, Mrs Jihen Boutiba who introduced the Organization, its objectives and the Consortium of the EBSOMED project.

The training session was led by Ms. Jeanne Schmitt from the International Training Centre of the ILO (ITC / ILO) on different topics such as: the fundamentals of Strategic Planning and Revenue Building in BSOs, membership management on effective strategies and selected practical tools. At the end of the academy, certificates of participation signed by the trainer of the

International Training Centre of the International Labour Organization (ITCILO) and BUSINESSMED were given to the participants along with an evaluation for the overall activities.

The academy was an opportunity to reinforce Business Organizations' strategy and added value through a practical and strategic framework.



EBSOMED SECOND EXECUTIVE COMMITTEE

December 13th 2018, Brussels



The Second Executive Committee for the EBSOMED Project – Enhancing Business Support Organizations and Business Networks in the Southern Neighbourhood, was held December 13th 2018 in Brussels.

The meeting was attended by the EBSOMED Consortium and representatives from the European Commission. Roles and Responsibilities, Governance, guidelines, action plan and the state of progress of the project were among the agenda items.

During the Executive Committee, the EBSOMED secretariat presented the progress made on the 3 aspects of the project: Finance, Program Coordination and Communication. The Consortium also discussed both of the communication and procedure manuals.

Mrs Heinke VEIT, attended the meeting to discuss the state of play of EU Neighbourhood and Enlargement action in the Southern Mediterranean Neighbourhood Countries.

A presentation by each partner member on the actions, decisions taken was highlighted during the meeting. The event was a great opportunity for the project partners to discuss the strategic actions for the project, to review the different tools for an efficient implementation of the activities.



EBSOMED SECOND MANAGEMENT WORKING GROUP

December 14th 2018, Brussels



The second management-working group (MWG) of the EBSOMED project was held in Brussels, on December 14, 2018.

The second meeting of the Working Group on the management of the EBSOMED project allowed the Consortium's project managers to give an overview on their activities since the launch of the project. Furthermore, they presented and discussed both of their organization's upcoming events and those of their affiliates for the year 2019.

The Management Working Group focused also on the consortium functioning, the governance and some financial and administrative procedures. The meeting was an opportunity to underline the importance of collaboration between the EBSOMED partners for the success of the implementation of their future actions.



The EBSOMED Mobile App is available both in French & English. It aims to provide its users with access to information on activities implemented within the EBSOMED project

For more information please scan the QR code



EBSOMED ROADSHOW MED BUSINESS DAY: TOWARDS AN INCREASE IN FOREIGN DIRECT INVESTMENT IN ALGERIA

January 10th 2019, Algiers



In the framework of the EBSOMED project, BUSINESSMED organized on January 10th, 2019 in Algiers the MED BUSINESS DAY Roadshow, in partnership with CONFINDUSTRIA and CGEA.


This event aims to provide the stakeholders of the Euro-Mediterranean entrepreneurial ecosystem with the opportunity to identify new partners and start new business relationships. The event brought together more than 370 Mediterranean economic actors, including a strong delegation of 40 Italian companies.

The day was chaired by Mrs Saida Neghza, President of BUSINESSMED and CGEA as well as by Mr Vincenzo Boccia, President of CONFINDUSTRIA. Both highlighted the improvement of business climate in the region and the consolidation of bilateral relations between Algeria and Italy.

The opening session, moderated by Mrs Jihen Boutiba, General Secretary of BUSINESSMED and Director of the EBSOMED project, continued with the interventions of several High-Level speakers.

 +370
Participants

6 
Countries
involved

 161
B2B organised

After the opening session, parallel sessions were hosted by Euro-Mediterranean experts on Digital sector, Renewable Energies, Building and Public Works and Automotive and Mechanical industry. A big part of the event was also devoted to the organisation of more than 160 B2B meetings that aimed at facilitating the establishment of potential agreements, particularly subcontracting and co-sourcing contracts, technological partnerships and strategic trade relations.



EBSOMED BUSINESS MATCHMAKING FORUM TOWARDS AN INNOVATIVE PARADIGM FOR SUSTAINABLE DEVELOPMENT ACROSS THE MEDITERRANEAN

April 15th-16th 2019, Cairo



In the framework of the EBSOMED project, the Federation of Egyptian Industries (FEI) and BUSINESSMED organised a Business Matchmaking Forum under the theme "Towards an Innovative Paradigm for Sustainable Development across the Mediterranean". The 2-day event was held on April, 15th and 16th, 2019 in Egypt, Cairo.

Overall, the event gathered more than 950 Economic operators and stakeholders from the Euro-Mediterranean region. The Forum aimed at improving the attractiveness of Mediterranean business ecosystems by consolidating business networks and providing interactions and synergies between all actors coming from the two shores of the Mediterranean.

The event had a joint opening with the CSR Conference and started with an institutional meeting gathering the European Union Delegation to Egypt, the FEI, BUSINESSMED as well as several Egyptian ministers (Industry and Trade, Education and Social Solidarity).

Following the opening, a Ministerial Roundtable took place in view of discussing how creating alignment and synergies between government

policies, private sector initiatives and civil society organizations' needs can lead to successful and sustainable regional and local partnerships.

During his intervention Dr. Khaled Abd El Azim, Executive Director of the FEI, stressed the important role that EBSOMED can play in the implementation of a regional hub for socio-economic development in the Mediterranean space.



The Ambassador of the EU Delegation to Egypt, Mr. Ivan Surkos, highlighted the increasing efforts of the EU external action in enhancing the Mediterranean investments' environment to ensure stability, prosperity and job creation in Egypt and in the region and by emphasizing the fundamental role of private sector development in empowering SMEs.

Two thematic panels followed the Ministerial roundtable and were framed with regard to the partnerships-related Sustainable Development Goals. The first panel focused on the Impact of supporting vocational training and education for economic growth and was dedicated to key lessons on developing 'dual vocational training' to support the labor market insertion of women and youth in disadvantaged areas. The second panel focused on the promotion of business partnerships synergies in the Euro-Mediterranean Region through networking opportunities and project cross-sectorial cooperation.

The second day of the EBSOMED forum was dedicated to B2B meetings and companies' presentations coming from IT, Ready-Made Garments, Food industry and Chemical sector. Mediterranean companies were brought together to build interactions and synergies with the aim of consolidating strong business and commercial partnerships across the region.



Main recommendations of the 5th CSR annual conference

To download the document please scan the QR code



TRAINING WORKSHOP "SUCCESSFULLY MANAGE, REPORT AND EVALUATE AN EU FUNDED PROJECT"

May 6th-8th 2019, Tunis



As part of the EBSOMED project, BUSINESSMED organised, from 6 to 8 May 2019 in Tunis, an advanced level training workshop for the southern Mediterranean project partners, which focused on the development and management of European projects.

The session was organised in cooperation with Welcomeurope, an independent organisation that provides training in Europe and internationally on how to set up, finance and manage European projects.

The workshop was designed around several sessions and working groups on the following topics: how to manage, report and evaluate successfully a project funded by the European Union, grant agreements, how to manage partnerships, monitor project implementation, respond to changes in partnerships, and how to report effectively on the project.

During three days, theoretical training and practical case studies helped the different teams working on the project to capitalise on the achievements and strengthen their knowledge in the field.



EBSOMED 3rd EXECUTIVE COMMITTEE MEETING

July 9th 2019, Tunis



The secretariat of EBSOMED organized on July 9th 2019 in Tunis the third meeting of the Executive committee of the project in the headquarter of BUSINESSMED.

This third meeting was an opportunity for project partners to discuss their past and future actions, to expose the tools implemented for the setting up of the activities and to review the latest updates on the functioning of the Consortium.

The EBSOMED secretariat presented the last updates of the project on finance, programme coordination, and communication aspects. The consortium also discussed the latest changes brought to the communication manuals and procedures guide, as well as reviewing the various new tools made available to enable effective implementation of activities.



**Main recommendations of the
Roadshow- scaling up finance for inclusive
development in the southern neighbourhood**

To download the document
please scan the QR code



SECOND REGIONAL PROMOTIONAL CAMPAIGN: EBSOMED PRESENT ITS FIRST RESULTS AFTER ONE YEAR OF ACTIVITIES IMPLEMENTATION

June 18th 2019, Tunis



BUSINESSMED, coordinator of the EBSOMED project, organized on Tuesday, June 18th, 2019 in Tunis, a press conference to announce the results of the first year of the project implementation in the presence of more than twenty-five journalists from 8 Euro-Mediterranean countries. One year after the launch of the project, it highlighted the flagship role of such an initiative in regional integration and to disseminate and consolidate key information on the business climate in the Southern Neighbourhood countries.

Mrs Jihen Boutiba, the project director of EBSOMED and General Secretary of BUSINESSMED, opened the session by recalling the different and more or less similar challenges in all the countries of the MENA region where this programme has launched or plans to launch activities, namely Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Palestine, Syria and Tunisia. She also highlighted the project's role for regional economic integration, the dissemination, and consolidation of key business climate in the Southern Mediterranean, notably through the BCD (Business Country Desk) a digital platform that aims among other things to provide information to companies on the investment and foreign trade sectors. The platform that is now under development will be available soon.

Mr Marco Cunetto, the coordinator of EBSOMED, highlighted the most significant figures on the activities and actions that took place during this first year. He recalled that very often entrepreneurs and project promoters find themselves unable to find adequate funding channels or donors they also have difficulties in establishing an economic model or taking charge of the administrative aspect of their business.

These entrepreneurs logically go to supervisory agencies or investment advice and support agencies but without necessarily finding the help or assistance they need. Hence the birth of this programme which assists these organisations to offer the right information and judicious help to entrepreneurs.



During this second regional campaign to promote the project, two success stories were presented:

Waseem Aref, Palestinian entrepreneur and CEO of FinBloom company, spoke about his experience with the project in order to testify, help and inspire emerging companies in his country and the area, explaining all the contribution and impact what has the EBSOMED project done to its companies in terms of skills.

Partnerships and strategies to reach the point where it is today. Aref said: "I will pass on this experience and know-how to the new institutions and businesses in Palestine", stressing that the project and the experts who intervene during the training sessions have taught him to approach his service offer from a different angle to make it more attractive and relevant".

For her part, Ms. Ines Nasri CEO of Tunisia's TAMK-IN platform said: "Thanks to this project and to the different training I attended, I came out with management tools and, above all, ideas. This allowed me to have the necessary perspective to have a more global view of the project orientation of its capabilities and limitations. We have been able to make a better allocation of our resources that are limited in terms of human or monetary resources. This training has helped to redefine our overall goal and refine our targets to better approach them and help them."



The two success stories also spoke of a joint project they are launching showing all possible synergies and regional collaboration between beneficiaries of the same project.



NEWS 27 Journalists involved

8 Countries Covered

2 Success stories presented

Media Coverage
Second regional promotional campaign for the EBSOMED Project

Promotionnel Compagne

To download the document please scan the QR code

BUSINESSMED'S EMPLOYERS THEMATIC COMMITTEES SECOND MEETING

July 26th 2019, Rome



As part of the EBSOMED Project, BUSINESSMED organized the second meeting of the Employers thematic committees in Rome, Italy, on 26 July 2019, with the purpose of creating an environment favourable to Mediterranean growth, promoting full North-South and South-South economic integration and implementing efficient partnership networks.

The objectives of this activity were to ensure the follow up of the structural Macro-Economic progress in the target countries, according to the specific goals and to ensure the internal coherence of this progress with the aim of private sector promotion, sustainable growth, and employment.

The topics of the three thematic committees are:

- Women & Youth Empowerment
- Education and R&D
- Vocational Training.

During this second meeting, the president and members of each committee reviewed the CVs received following the call for experts launched

a few months ago. Skype interviews were later organized to talk in more detail with the shortlisted experts. Each committee will have the task to elaborate a report with recommendations, policy advice for each country and action plan for the upcoming meetings.



22
Participants

36,6% 63,4%

9
Countries
involved



BUSINESSMED & MEA ORGANISED A WORKSHOP ON EU PROJECTS DEVELOPMENT "SUCCESSFULLY DESIGN & LEAD A MULTI-PARTNER PROJECT"

September 20th 2019, Malta



In the framework of EBSOMED, BUSINESSMED and Malta Employers' Association – MEA, organized, on 20 September 2019, in Malta, a workshop on EU Projects Development under the theme "Successfully Design and Lead a multi-partner Project", a Certified Training Course aiming at improving capacity to develop and implement international cooperation projects in the Mediterranean.

The workshop aimed to increase knowledge on EU rules, obligations of the leader and the partners and to provide participants with the skills to manage European projects. The course included as well methods to learn about best practices, to organize the project work, to manage the project partnership and get the fundamentals of project and financial management.

After an interactive self-presentation roundtable, the trainees worked on a real call for proposal case study, see the project ERASMUS + and namely one of its dimensions, "The Knowledge Alliance". They were first asked to write a project idea on an Index Card and select

top 3 project ideas. After conceiving a problem tree as well as the objective tree, participants pitched the best project ideas and worked on building around a shared and common vision.

The day ended with the distribution of attendance certificates to all the trainees. Overall, the workshop provided the participants with a solid knowledge of how to effectively use the key tools to meet the specific EU regulations and to bring their project to a successful end.



FIRST WORKSHOP BETWEEN EBSOMED AND ITC TEAMS

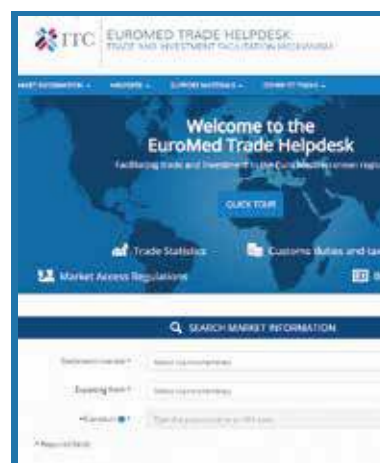
November 5th 2019, Geneva



On 5 November 2019 and as part of the development of the Business Country Desk (BCD), a delegation from the EBSOMED project went to Geneva on the premises of the International Trade Centre (ITC), where it met with representatives of the Division of Market Development for a preliminary meeting aimed at setting up the cooperation and synergy axes between the two respective platforms (BCD - Euromed Trade Helpdesk).

The Euromed Trade Help Desk is an online portal providing exporters with free information on potential markets, such as tariffs and product requirements. It helps, among other things, companies save the costs of collecting information.

The BCD is a new online information service platform, designed to support synergies, create B2B meetings and promote trade and investment mainly in 10 Southern Mediterranean countries, as well as to initiate and develop North-South or South-South commercial partnerships between the Mediterranean economic operators through the regional markets.



Visit the
EUROMED TRADE HELPDESK

scan the QR code



EBSOMED PRESENTS ITS BEST PRACTICES DURING THE SEMINAR "STOCKTAKING & WAY FORWARD"

December 11th-12th 2019, Barcelona



The EBSOMED project secretariat was invited to participate, with more than 50 policymakers from the public and private sectors of the Southern Neighbourhood as well as from the European institutions and Commission representatives, in a two-day seminar on policy formulation for MSMEs through a good practice approach. The event took place on 11-12 December, at the premises of the Union for the Mediterranean in Barcelona.

The Coordinator of the EBSOMED project, Marco Cunetto, presented the project, the different actions carried out, the first results after two years of implementation as well as the first success stories and the successful synergies with other EU funded programmes.

Ingrid Schwaiger, Deputy Head of Unit for Southern Neighbourhood Regional Programmes in DG NEAR of the European Commission, told during the event that "Contributing to an enabling environment for MSMEs in the Southern Neighbourhood is a central pillar of the EU's private sector development policy. This requires a continuous policy dialogue between all partners and a good understanding of the countries' priorities and needs."

With the ultimate objective of contributing to the regional integration of the Southern Mediterranean, the EU-funded MED MSMEs programme will use a participatory national approach, based on international best practices and regional initiatives to inspire the formulation and implementation of integrated policies and instruments supporting the business environment for MSMEs. The programme will also facilitate the exchange of practices among peers and develop tools to support the internationalisation of target organisations. These activities will be closely coordinated with other EU regional programmes such as EBSOMED.



EBSOMED 4th EXECUTIVE COMMITTEE MEETING

December 20th 2019, Brussels



The EBSOMED Project secretariat organised the fourth meeting of the project's Executive Committee on 20 December 2019 in Brussels, to review the actions held during 2019 and the overall progress of the project.

A large part of the day was also dedicated to the presentation of the 2020 action plan and discussions were made on how to achieve the sustainability and effectiveness of the project through future activities.

The secretariat also presented the latest advances on the Business Country Desk and the project's mobile app, two new tools that will be launched in early 2020 on the margins of key events.

Ingrid Schwaiger and Heinke Veit, from the European Commission's Directorate-General for Neighbourhood and Enlargement Negotiations in the Southern Mediterranean Neighbourhood Countries, took part in this meeting to discuss the strategies and contributions of the European Union in the programmes and projects for the Southern Neighbourhood Region and to outline the dimensions of the EU approach to economic development of the region.



Sector Strategic Paper on the transport & logistics sector in the Euro-Med region

To download the document
please scan the QR code





EBSOMED

ENHANCING BUSINESS SUPPORT ORGANISATIONS



Project funded by the
EUROPEAN UNION



SOLiD

SOUTH MED SOCIAL DIALOGUE

Empowering social peace
in the Mediterranean



This project is financed by the European Union

BUSINESSMED ACTIVITIES AS PART OF SOLiD PROJECT



SOLiD Presentation

SOLiD-South Mediterranean Social Dialogue is a three-year programme (2016-2018) with a budget of 3.750 million Euros, funded up to 80% by the European Union. It is coordinated by a consortium of 10 partners: ITUC (International Trade Union Confederation), ATUC (Arab Trade Union Confederation), BUSINESSMED (Union of Mediterranean Business Confederations), ANND (Arab NGO Network for Development), ISCOS (Italian Trade Union Institute for Cooperation and Development), Progetto SUD, AIP (Industry Association of Portugal), SOLIDAR, CNT Belgium (National Labour Council) and ECES Morocco (Economic, Social and Environmental Council).

Context

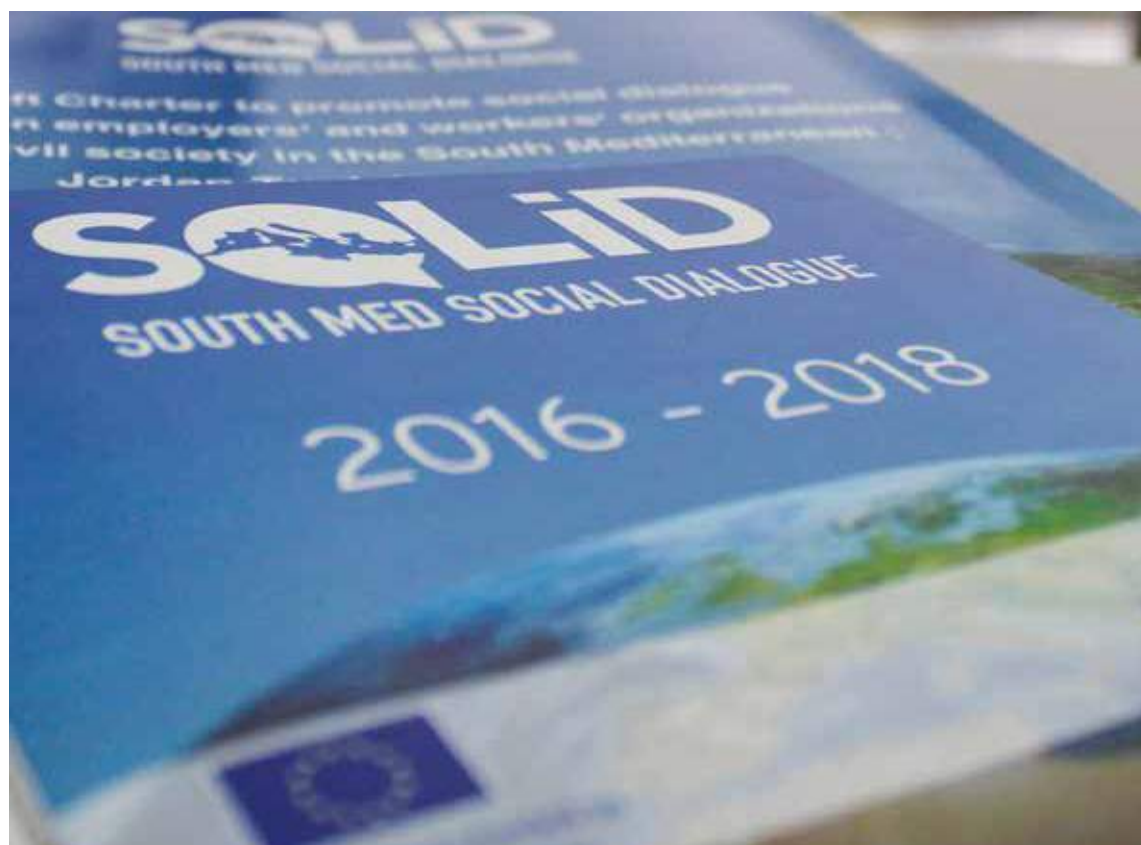
The major political changes that occurred in 2011 and mainly concerned Southern Mediterranean countries have shown the limits of the economic and social policies followed so far and made more obvious the need for urgent institutional reforms.

Since 2008 and in the framework of the Union for the Mediterranean (UfM), the EU has embarked on a process involving governments and representatives of employers and employees. This process aims to give a "more effective" role to social dialogue in the Mediterranean countries.

It is in this context that the pilot project for the promotion of social dialogue in the southern Mediterranean - SOLiD - was launched in 3 countries (Morocco, Tunisia, Jordan) and could expand to other UfM partner countries.

The project's objectives

Develop the capacity of social actors (employers' and employees' union organizations and their counterparts, workers' union organizations) in Tunisia, Morocco and Jordan to promote an institutionalized, strengthened, dynamic and inclusive social dialogue.



PROMOTIONAL CAMPAIGN FOR THE SOLID PROJECT

November 16th - 17th 2018, Tunis



A promotional campaign on the SOLiD project was held in the City of Culture in Tunis from 16th to 17th November 2018, on the sidelines of the EU Conference EU4Youth on "Re-thinking of the Euro-Mediterranean Cultural Partnership".

The main objective of this campaign was to present the project and its charter to the young participants. Members of the project team met with the young entrepreneurs who visited the SOLiD booth and distributed brochures and promotional items to raise awareness of social dialogue and its relevance for strengthening the community of practice.

On the other hand EU4Youth was the opportunity for the SOLiD project not only to promote its charter, but also to be presented to media as the conference welcomed the first edition of the "international meetings of Journalism of Tunis" in its first edition under the theme "Encourage meetings and exchanges between journalists" - a meeting which hosted more than 350 journalists from both shores of the Mediterranean allowed the SOLiD project to be known and expanded through a variety of media experts and journalists.

Several questions and discussions were initiated by Youth attendees and journalists in reference to Social Dialogue as well as the vision of the SOLiD Charter.

The promotional campaign was above all a great opportunity for the SOLiD project to expand its network and to promote the benefits of social dialogue among all the participants and media.



+1000
Visitors to
the project booth

+80
Medias
present



+500
Brochures
of the project
distributed

CLOSING CONFERENCE OF THE PILOT PROJECT SOLID

March 14th 2018, Brussels



The closing conference of the pilot project for the promotion of Social Dialogue in the southern Mediterranean neighborhood (SOLiD 2016-2019) took place on March 14th, 2019 at the headquarters of the European Economic and Social Committee in Brussels.

The closing conference, organized by BUSINESSMED in partnership with the DG Near and the EESC, saw the participation of members of the project consortium, the Euro-Mediterranean social partners (trade unions and employers' and civil society organizations) and HE Mr. Mohamed Trabelsi, Tunisian Minister of Social Affairs, and HE Mr. Mohamed YATIM, Moroccan Minister of Employment and Occupational Integration.

In an intervention made during the first panel, the tunisian minister, Mr. Trabelsi, declared that he considers SOLiD as a model of success, bringing together the social partners of the 3 countries and constituting a starting point before a possible extension in the other countries in the Mediterranean. He also stressed that [...] «any separation between Social Dialogue and Economic and Social Development would only lead to injustice" [...]

At the same session, Mr. Yatim recalled [...] "the adoption by Morocco of international conventions institutionalizing social dialogue and the consecration in the 2011 constitution of freedom of association and social consultation mechanisms to involve partners" to the development and implementation of public policies "[...]

The event was also an opportunity for the various partners of the project as well as for the experts who accompanied SOLiD during the three years, to discuss and present the contribution of each entity as well as the outcomes and to reaffirm their will to see this project will continue in a second phase expanding to other countries and through a clear plan of implementation.



The conference culminated with the signature of the SOLiD charter by the economic and social partners, as well as the Tunisian and Moroccan ministers.



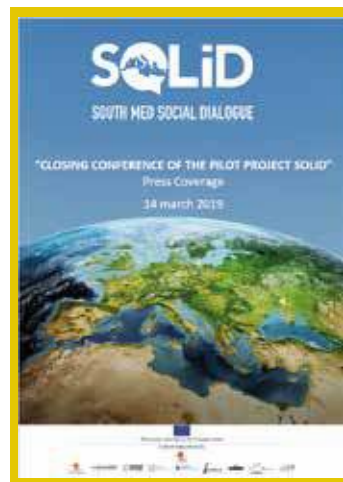
The adoption of this charter is a unique and historic initiative in the region, a model of successful cooperation between the three target countries (Jordan, Tunisia, Morocco), opening the possibilities for the extension of the project to other countries of the South Mediterranean region and making the document a reference for strengthening, in a participatory framework, national policies for economic and social development.

The next meeting will take place on 2 April 2019 in Cascais, Portugal, on the sidelines of the 4th UfM Ministerial Meeting on Employment and Labor for the collective signature of the charter by the three ministers of the target countries in the presence 43 Ministers from Euro-Mediterranean countries, social partners, civil society and institutional members of the European Commission.



SOLiD Report 2016- 2019

To download the document please scan the QR code



Press coverage closing conferece of the pilot project SOLiD

To download the document please scan the QR code



OFFICIAL ADOPTION OF THE SOLID CHARTER

April 2nd 2019, Cascais



As a follow up action dedicated to the promotion of SOLiD results, the Union of Mediterranean Confederations of Enterprises – BUSINESSMED organized a side event for the official adoption of SOLiD Charter in the margin of the 4th UfM Ministerial Conference on Employment and Labour, that took place on April 2nd 2019, in Cascais – Portugal.

The promotional event gathered the project's consortium, governmental representatives, EU partners as well as the participants to the Ministerial Meeting organized by the UfM.



SOLiD side event devoted to the official adoption of the charter for the promotion of social dialogue was an occasion to present the main results of the project to a broader audience and to gain the recognition of the key economic and social actors from both shores of the Mediterranean.

The EU-South social partners (BusinessEurope – BUSINESSMED – ETUC – ATUC) seized this opportunity in order to outline their joint declaration stating that "The social partners of the UfM from the northern shore welcome the progress achieved in this area and note the conclusions of the project as well as the Charter of Social Dialogue in the Southern Mediterranean".

LAST STEERING COMMITTEE OF SOLID PROJECT

April 30th 2019, Tunis



The last Steering Committee of SOLiD, convened by the Project Director, was held in Tunis, on April 30th 2019.

The last meeting brought together the project's consortium as well as the evaluator assigned to conduct the final evaluation of the project.

The Steering dealt with the internal and external evaluation of SOLiD, where the Director highlighted the procedure of the simultaneous evaluation to be conducted by the European Commission from one hand and a team of evaluators selected by the consortium and approved during the meeting from the other hand, with a stress on the need to meet the deadlines set for the narrative and financial reporting as well as the cooperation with the evaluation teams.

The 2nd session of the meeting was dedicated to an open discussion of a proposal of an action plan drafted for the sake of a sustainable impact of SOLiD's results as well as a hint on the potential perspectives of this pilot initiative.

SOLiD OUTCOMES

+80
Activities

829
Document in
the database

10
Promotional
campaigns

27
Publications

SOLiD
Charter

1
Charte

A FORUM TO HIGHLIGHT THE POTENTIAL OF THE DIGITALISATION FOR SMES IN THE MEDITERRANEAN REGION

October 22th - 23th 2018, Barcelona



The SOLiD project secretariat participated in the 2019 edition of the Euro-Mediterranean Summit of Economic and Social Councils and Similar Institutions (EESC), held in Barcelona on 22-23 October 2019, & focusing on the impact of digitalisation on SMEs in the Mediterranean region. The event brought together more than 120 participants from various economic and social councils or similar institutions, representatives of employers, trade unions, economic and social actors and NGOs from UfM member countries.

Speakers highlighted the potential for innovation and growth of SMEs through digitalisation but also stressed that digitalisation has a serious impact on the world of work and on the skill requirements of workers.

Mr Mostafa Tlili, Executive Secretary of the Arab Trade Union Confederation - ATUC and Director of the SOLiD project, presented the activities and the work that was carried out by the network during the activities of the SOLiD project, he also gave his vision on regional cooperation in the Mediterranean area.

Throughout the two days of workshops, the speakers stressed the need to integrate the millions of young graduates who find themselves on the labour market every year. Small and medium-sized enterprises play a decisive role in the fight against youth unemployment, as they are important drivers of job creation and provide 80% of the jobs in the region. Thus, training workers to take full advantage of the changes brought about by digitalisation, is essential for economic and social development, in both North and South of the Mediterranean.

+120
Participants

+50
Speakers

12
Workshops
Organised

BUSINESSMED ACTIVITIES AS PART OF HOMERe PROJECT



COLLOQUIUM « SEA GREEN ECONOMY FOR THE MEDITERRANEAN »

March 28th 2019 Civitavecchia



BUSINESSMED participated on 28 March 2019 in the colloquium "Sea Green Economy for the Mediterranean: A valuable asset for Youth and its employability", organized within the framework of the project HOMERe in Civitavecchia in Italy.

The colloquium proposed to show in concrete terms the challenges of the Blue Economy in terms of youth employment and sustainable development through the speeches of speakers from more than 10 Mediterranean countries.

The various exchanges and interventions supported the following conclusion: Mediterranean youth need to believe in their future without all the frustration related to the lack of jobs and to believe in the future of the Region. It is necessary to make him discover the expectations of the economic world with training allowing him to integrate with the trades of the sea resolutely engaged for a sustainable maritime economy called «Blue Economy». The trades of the sea are very varied and represent a growth potential often underestimated especially by young people in research for jobs.

The discussions also aimed to establish concrete objectives to promote the employability of youth, which will be submitted to the Heads of States and Governments for the preparation of the Sommet des Deux Rives (Summit of the Two Shores) scheduled for June 2019.

 100
Participants

+10
Countries
involved 

 4
Workshops

BUSINESSMED CO-ORGANIZES THE ANNUAL CONFERENCE OF THE HOMERe PROJECT

June 21st 2019, Marseille



The 2019 Annual Conference of the HOMERe project "Employment and Employability: Adequacy to the Mediterranean Labour Market", an event co-organised by BUSINESSMED and labelled "Sommet des Deux Rives" (Summit of the Two Shores), was held on 21 June 2019 in Marseille.

The Annual Conference of this internship programme, which was accredited by the 43 Member States of the Union for the Mediterranean in December 2014, brought together some 100 academic representatives, social, economic and institutional issues on both sides of the Mediterranean that have exchanged innovative practices and formulated concrete recommendations on the themes of regional integration, job creation, and skills shortages. Speakers also stressed the need to breathe new life into the Mediterranean employability policy.

The round tables allowed in particular the expression of the specific expectations of the socio-economic world and in particular of SMEs regarding youth employability and their points of views on concrete solutions for improvement, such as the development of training that combines theory and practice, the creation of start-up incubators in universities or mentorin.

The conclusions and recommendations made during the conference will be forwarded to the French Presidency of the "Sommet des Deux Rives" (Summit of the Two Shores) scheduled for 23 and 24 June 2019 in Marseille.



100
Participants

BUSINESSMED

Union of Mediterranean Confederations of Enterprises

businessmed---umce



@Businessmed



@Businessmed_Med



BUSINESSMED UMCE



BUSINESSMED-UMCE



@businessmed

