



## North Africa Business Development Forum <sup>15</sup>

Regional Business Dialogue: 5+5 Western Mediterranean Countries

November 21st, 2018 – Casa Llotja de Mar – Barcelona

The **North Africa Business Development Forum** is one of the most iconic fora of the Mediterranean Week of Economic Leaders, and by far the longest-running one.

Like every year, this session is jointly organized by the European Institute of the Mediterranean (IEMed), and lays the groundwork for exploring the most relevant topics in the region. Concretely, the NABDF addresses the economic climate in North Africa, as well as its repercussions on politics and society. Represented by the business communities of both North Africa and Southern Europe, this Forum shines light on key economic trends and developments across the region.

### North Africa Business Development Agenda

- ✓ The 5+5 Dialogue countries represent a geographic area that includes a total of ten Western Mediterranean countries: 5 from the north and 5 from the south. On the north side there are Spain, France, Italy, Malta and Portugal; on the south side are Algeria, Libya, Morocco, Mauritania and Tunisia
- ✓ This year's edition will continue to address the region's most relevant topics, placing special emphasis on the 5+5 Dialogue countries.
- ✓ In particular, it will address socio-economic complementarities and untapped potential that exists among these countries, giving way for dialogue and debate on a unique regional platform, which is the MedaWeek Barcelona.

Within the framework of EBSOMED Academy - "Support and Improve the Quality of BSO & Promote BSO Networking"



Project  
funded by the  
EUROPEAN UNION



ENHANCING BUSINESS SUPPORT ORGANISATIONS



## I. THE EVENT

Together, the audience and high-level panelists will explore and address these themes, bringing to the table expert analyses and concrete examples.

The Forum will feature speakers with different backgrounds, skills and expertise from across the region. Given the dynamic format of the conference, participants and panelists are welcome to share their experiences, including business opportunities and challenges in the Mediterranean. Also, the event will provide an ample platform for networking, offering plenty of business connections and opportunities within the framework of the MedaWeek Barcelona.

Join us at the **North Africa Business Development Forum** where socio-economic complementarities and untapped potential that exists among the 5+5 countries will be addressed. Thus, providing a channel for dialogue and debate on a unique regional platform.

### Within the framework of EBSOMED Academy

In the course of the NABDF Forum, the EBSOMED project (Enhancing Business Support Organizations and Business Networks in the Southern Neighborhood) will be presented into detail including the presentation of its main activities, goals and services. Within the framework of this event, an academy on supporting BSO, improving the quality of the Business Support Services and promoting BSO networking will be implemented. The main goal of this peer-to-peer capacity training event is to provide information on development and opportunities to small and medium-sized enterprises.

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## II. THE PROGRAM (provisional draft)

### Morning Session

10:15 – 10:45 Coffee Break & Networking

10:45 – 11:00 Presentation of the EBSOMED project

**Anaël Le Bihan**, Head of Cooperation Projects, Association of the Chambers of Commerce and Industry of the Mediterranean (ASCAME)

⇒ Presentation of the EBSOMED project

11:00 – 12:30

### Western Mediterranean: a Hub for Africa and Europe

*Identifying main challenges and instruments for business development and for investment. Exploring Business Opportunities in the new African Continental Free Trade Area (AfCFTA). Enhance integration of the Euro-Mediterranean region.*

**Chair: Mireia Borrell**, Director General for Foreign Relations, Generalitat de Catalunya

#### Speakers:

**Fathallah Sijilmassi**, Former Secretary General, Union for the Mediterranean (UfM)

**Arslan Chikhaoui**, Chairman, Nord Sud Ventures Strategy Consultancy Center

**Houda Benghazi**, General Manager, Consejo económico Marruecos-España (CEMAES)

**Roger Albinyana**, Director of Mediterranean Regional Policies and Human Development, European Institute of the Mediterranean (IEMed)

**Yanis Benyelles**, Director, Co Ges Developpement

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### Q&A Session

12:30 – 14:30

### Senegal Investment Opportunities for Mediterranean countries

- *The Plan for an Emerging Senegal (PES) is a national strategy of economic & social development of the Republic of Senegal and it consists of a set of strategic policies designed to reform Senegal into an emergent country and a logistic-industrial-touristic hub for the region.*
- *The PES is constituted by a wide range of structural measures in order to improve the business environment, strengthen human capital, improve economic financing, and much more. Additionally, there are many incentives within the plan such as an investment plan in priority sectors with exponential growth and potential of employment creation (industry, agriculture, mining, energy, infrastructure, logistic, tourism, services, social habitat, health, etc.). These are the “lighthouse projects,” 18 projects of public-private partnership (PPP).*

*Moderator:* **José R. Mohedano**, Associated Counselor AXIS Afrique

*Speakers:*

**Joan Ramon Rovira**, Director of Economic Studies and International of the Barcelona Chamber of Commerce

**Cheikh Kante**, Minister for the Plan for an Emerging Senegal of the Republic of Senegal

**Khoudia Mbaye**, Minister for Investments and Development of the Republic

### Q&A Session

14:30-15:30

### Lunch Break & Networking

15:30 –17:30

### Afternoon working session: A rising software-driven generation

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**Chair: Roger Albinyana**, Director of Mediterranean Regional Policies and Human Development, European Institute of the Mediterranean (IEMed)

- **Challenging traditional sectors: A collaborative software-based economy.** Introduction by **Isaac Martín Barbero**, Chief Cities & Communities Officer, Cabify
- **The Controversial Relationship between Regulation and Entrepreneurship.** Introduction by **Mondher Khanfir**, Impact Entrepreneur, Investor & Policy Advisor

*Roundtable debate with invited experts:*

**Davide Rovera**, EWorks Manager, ESADE Entrepreneurship Institute

**Bacely Yorobi**, CEO and CO-Founder, ConnectX Global

**Mar Alarcón**, Founder and CEO, SocialCar

**Marc Realp**, General Manager, Catalan Competition Authority

**Moises Santana**, Managing Director, EMERGE Association

**Mondher Jaziri**, CEO, Owl Lab

**Joan Romero**, Chief Executive Officer, ACCIÓ / Catalonia Trade & Investment, Government of Catalonia

**Rym Bourguiba**, Marketing Director, Business and Décision Tunisia

**Paul Fox**, Director of Entrepreneurship Studies, La Salle Campus Barcelona

**Roger Puigví**, Public Affairs Manager, Scoot

**Toni Mascaró**, President, Barcelona Loves Entrepreneurs (BLE)

### III. YOUR ENGAGEMENT

- Participate at the North Africa Business Development Forum and partner.

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- Support the importance to adapt to the region's current demands and prepare for the future.
- Encourage and register team members who are interested in the development of North Africa to attend the Forum.

#### IV. NEWS & CONTACT

CONTACT US: [secretariat@ascame.org](mailto:secretariat@ascame.org)

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