



## Agenda

### High Level Meeting on the Role of Private Sector in the Strengthening of the Euro-Mediterranean Partnership

Secretariat of the Union for the Mediterranean

#### Monday 13<sup>th</sup> April 2015 (Venue: CaixaForum Barcelona)

17:20

Transfers by bus from the Hotel Princesa Sofia - Plaza Pío XII, 4 to the CaixaForum

18:00-20:30

**Opening session: Addressing the key role of the private sector in the Euro-Mediterranean partnership**

- Johannes Hahn, Commissioner for European Neighborhood Policy & Enlargement Negotiations at the European Commission
- Mehdi Jomaa, Former Prime Minister of Tunisia
- Fathallah Sijilmassi, Secretary General of the Union for the Mediterranean

**Open Discussion**

20:30-22:00

**Networking Dinner hosted by the UfM Secretariat**

22:00

Transfers by bus from CaixaForum to the Hotel Princesa Sofia

#### Tuesday 14<sup>th</sup> April 2015 (Venue: UfM Secretariat premises, Palau de Pedralbes)

09:00-09:05

**Welcome remarks :**

- Fathallah Sijilmassi, Secretary General of the Union for the Mediterranean

09:05-09:25

**Introductory remarks :**

- Irène Mingasson, Head of Unit, Regional Cooperation Neighbourhood South, DG NEAR : European Commission (EC) initiatives supporting the private sector in the Euro-Mediterranean region
- Claudio Cortese, Senior Deputy Secretary General of the UfM : Union for the Mediterranean (UfM) strategy for supporting the private sector in the Euro-Mediterranean region

09:25-09:35

**Keynote address:**

- Mohamed Choucair, President of Association of the Mediterranean Chambers of Commerce and Industry - ASCAME

Simultaneous translation will be available in French & English



09:35-10:15

**First session: The private sector as the driving force for inclusive growth and job creation**

- *What are the constraints faced by SMEs to create jobs, to expand and to internationalise?*
- *How private sector can be a catalyst for territorial development?*
- *Which would be the main steps to improve business environment?*

**Moderator:**

- *Latifa Echihabi, Secretary General of the Ministry of Industry, Trade , Investment and the Digital Economy – Morocco*

**Keynote speakers:**

- *Mario Ohoven, President, European Entrepreneurs CEA-PME, Germany*
- *Tarek Cherif, President, CONECT, Tunisia*
- *Renata Iksa, Advisor to the Managing Director SEMED, European Bank for Reconstruction and Development - EBRD*
- *Youssef Chraïbi, Chairman, Outsourcia, Morocco*

10:15-11:00

**Open Discussion**

11:00-11:15

**Coffee break**

11:15-12:00

**Second session: Public-private partnerships as innovative approaches to finance strategic investments in the Euro-Mediterranean region**

- *Public-private partnerships: best practices, lessons learned and way forward?*
- *How to overcome the complexity of PPP project preparation and implementation?*
- *What other innovative approaches could be considered in the region?*

**Moderator:**

- *Atter Ezzat Hannoura, Director of the PPP Central Unit, Ministry of Finance, Egypt*

**Keynote speakers:**

- *Frederic Ottavy, CEO, InfraMed, France*
- *Mouloud Hedir, Former General Director of Foreign Trade and Senior Economist, Algeria*
- *Sami Neffati, Assistant General Manager Africa, Structured Finance Department EMEA, Sumitomo Mitsui Banking Corporation*
- *Francesco Totaro, Manager Med5P programme, European investment Bank – EIB*

12:00-12:45

**Open Discussion**

12:45–13:30

**Third session: Moving from informal to formal economy: an accelerator for inclusive growth**

- *What does the persistence of the informal economy means for the future of business and trade?*
- *What is the socio-economic valuation of the informal economy on growth and employment in the Euro-Mediterranean region?*
- *How can we best move from informal to formal activities?*

**Moderator:**

- *Slim Othmani, President, NCA ROUIBA Algeria*



**Keynote speakers:**

- *Hernando de Soto Polar, President, Instituto Libertad y Democracia (ILD), Economist specialist on the informal economy, Peru*
- *Jean-Louis Reiffers, President, FEMISE Scientific Committee, France*
- *Diego Angel-Urdinola, Senior Economist, Middle East & North Africa, World Bank*
- *Dani Catarivas, Director International Relations, Manufacturers' Association of Israel*

**13:30- 14:15**

**Open Discussion**

**14:15-14:30**

**Wrap-up and Final Conclusions**

- *Fathallah Sijilmassi, Secretary General of the Union for the Mediterranean*

**14:30-15:30**

**Networking lunch**