



Union for the Mediterranean  
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# Economic Diplomacy as a Lever for Regional Integration in the Euro-Mediterranean Region

■ **July 21, 2023 | 09:00 AM - 04:30 PM (GMT+1)**

Policy Center For The New South  
Rabat Campus of Mohammed VI Polytechnic University - Rabat

High-level seminar

## Economic Diplomacy as a Lever for Regional Integration in the Euro-Mediterranean Region

**Brief | Agenda**

**Friday, July 21, 2023**

09h00 – 16h30 GMT+1

Policy Center for the New South  
Rabat Campus of Mohammed VI Polytechnic University  
Rocade Rabat-Salé  
11103, Morocco

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## Brief

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As the world awakens to the immensity of the opportunities and challenges generated by the twin humanitarian and economic disruptions associated with the pandemic crisis and the Fourth Industrial Revolution, global diplomacy stands at a crossroads where the scale and scope of change call for governments to further develop their economic diplomacy in an age of major economic blocks and nascent geopolitical ambitions across the globe.

Trade facilitation, investment promotion, financial literacy, innovation, and digital transformation are all essential elements of any toolkit for a post-pandemic recovery that would be sustainable, inclusive, and responsible. In a world whose contours are constantly shaped by accelerating inter-connectivity and value chain reconfigurations, these tools are of paramount importance for foreign-policy decision makers as they open new pathways for regional and sub-regional integration and collaboration.

In this context, the Union for the Mediterranean (UfM) aims to promote regional integration in its different modalities as a driving force to build consensus on regional agendas in the Mediterranean region towards a meaningful growth and win-win economic development models. Equally, the Policy Center for the New South (PCNS) aims to contribute to the improvement of economic and social public policies that challenge a global South that defines its own narratives and mental maps namely around the Mediterranean and South Atlantic basins, as part of a forward-looking relationship with the rest of the world. Besides, Morocco is one of the coessential promoters of economic diplomacy through synergy-building in the Euro-Mediterranean region, as well as a centerpiece of African and Mediterranean frameworks of economic integration based on inclusive economic models and cross-border collaboration.

Together, the UfM and the PCNS jointly organize a seminar on Economic Diplomacy as a lever of Regional Integration in the Euro-Mediterranean Region, on July 21, 2023, at the Head Quarters of the Policy Center for the New South (PCNS), in Rabat. In this framework, eminent personalities, diplomats, experts, academicians will share their perspectives and expertise with the participants to develop a shared vision on how economic diplomacy can bring an added value to the actions deployed by the Mediterranean countries and reach the goals of the partnership and cooperation between the two shores of the Mediterranean.

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## Agenda

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**Thursday, July 20, 2023**

**09h00 – 13h00**      **Guided visit of the monuments of Rabat**

**Friday, July 21, 2023**

**09h00 – 09h30**      **Registration and welcoming coffee**

**09h30 – 10h00**      **Opening remarks**

**Karim El Aynaoui**, Executive President, Policy Center for the New South  
**Abdelkader El Khissassi**, Deputy Secretary General, Union for the Mediterranean

**10h00 – 11h30**      **Setting the Scene – Economic Diplomacy: Trends and System Change**

*Objective: Through a theoretical lens, this panel aims to measure the extent of Economic Diplomacy and its underlying role in the current international and regional political arena, as a mean of collaboration between the States, but also as a tool of pressure and negotiation complementary to classic diplomacy.*

**Moderator**              **Nouzha Chekrouni**, Senior Fellow, Policy Center for the New South

**Speakers**                **Jumana Ghunaimat**, Ambassador of the Hashemite Kingdom of Jordan to Morocco

**Armando Barucco**, Ambassador of the Republic of Italy to Morocco

**Mohammed Loulichki**, Senior Fellow, Policy Center for the New South

**Walid Haggag**, Director of the Institute for Diplomatic Studies of the Ministry of Foreign Affairs of Egypt

**Ali Seddiki**, Director General, Moroccan Agency for the Development of Investments and Exports

**11h30 – 11h45**      **Coffee break**

**11h45 – 13h15      Roundtable – Which Economic Diplomacy for which Mediterranean Integration?**

*Objective: Given that economic diplomacy is an essential element of the foreign policy of States and International Organizations and considering its contributions to the growth and development of countries, through the promotion of investments and the facilitation of trade, this Panel will examine on how these tools are used or can be deployed to strengthen regional integration in the Mediterranean Region further.*

**Moderator**                      **Mohammed ElRazzaz**, Head of Sector, Union for the Mediterranean Secretariat

**Speakers**                      **Maria Helena De Felipe**, Vice President of the External Relations Section, European Economic and Social Committee  
**Sénen Florensa**, Executive President, European Institute of the Mediterranean (IEMed)  
**Carlos Conde**, Head of Division, Executive Advisor to the Istanbul OECD Centre Middle Easter and Africa Division, Global Relations and Cooperation Directorate  
**Azzedine Ghoufrane**, Dean of the Faculty of Legal, Economic and Social Sciences, Mohammed V University of Rabat-Souissi  
**Hafsa El Bekri**, Professor of Economics, Euromed Business School – Euro-Mediterranean University of Fes

**13h15 – 14h30      Lunch**

**14h30 – 16h00      Food for thought – Exchange on the different experiences of UfM Member Countries in Economic Diplomacy**

*Objective: The exchange will focus on participants' perception of economic diplomacy as a strategic tool in international relations and will identify on the ways in which economic diplomacy could be used to enhance economic recovery, shared development, and regional integration.*

**Moderator**                    **Antoine Apprioual**, Coordinator of the Sustainable Development and Regional Integration Department, European Institute of the Mediterranean (IEMed)

**Speakers**                    **Magda Shahin**, Director of the Prince Alwaleed American Studies Center – School of Global Affairs and Public Policy (GAPP), The American University  
**Saïd El Hachimi**, Head of Parliamentary and IGOs Partnerships and Outreach, World Trade Organization  
**Murat Şen**, Deputy Director General for Diplomatic Studies with the EU, Ministry for European Affairs – Türkiye  
**Larabi Jaïdi**, Senior Fellow, Policy Center for the New South

**16h00 – 16h15      Wrap-up**

*Objective: Rapporteurs from the UfM and the PCNS will formulate the main recommendations and takeaways generated from the discussion to be presented in the wrap-up session then to the Senior Officials of the Member Countries of the UfM for information and consideration.*

**Speakers**                    **Mohammed ElRazzaz**, Head of Sector, Union for the Mediterranean Secretariat  
**Mehdi Benomar**, Head – Research in International Relations, Policy Center for the New South

**16h15 – 16h30**      **Closing remarks**

***Speakers***

**Abdelkader El Khissassi**, Deputy Secretary General for the Economic Development and Employment Division, Union for the Mediterranean  
**Larabi Jaïdi**, Senior Fellow, Policy Center for the New South

**20h00 – 22h00**      **Dinner at La Maison Arabe de la Tour Hassan Palace**



## About the Policy Center for the New South

The Policy Center for the New South (PCNS) is a Moroccan think tank aiming to contribute to the improvement of economic and social public policies that challenge Morocco and the rest of Africa as integral parts of the global South.

The PCNS pleads for an open, accountable and enterprising "new South" that defines its own narratives and mental maps around the Mediterranean and South Atlantic basins, as part of a forward-looking relationship with the rest of the world. Through its analytical endeavours, the think tank aims to support the development of public policies in Africa and to give the floor to experts from the South. This stance is focused on dialogue and partnership, and aims to cultivate African expertise and excellence needed for the accurate analysis of African and global challenges and the suggestion of appropriate solutions.

As such, the PCNS brings together researchers, publishes their work and capitalizes on a network of renowned partners, representative of different regions of the world. The PCNS hosts a series of gatherings of different formats and scales throughout the year, the most important being the annual international conferences "The Atlantic Dialogues" and "African Peace and Security Annual Conference" (APSACO).

Finally, the think tank is developing a community of young leaders through the Atlantic Dialogues Emerging Leaders program (ADEL) a space for cooperation and networking between a new generation of decision-makers from the government, business and civil society sectors. Through this initiative, which already counts more than 300 members, the Policy Center for the New South contributes to intergenerational dialogue and the emergence of tomorrow's leaders.

[www.policycenter.ma](http://www.policycenter.ma)



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## About the Union for the Mediterranean

The Union for the Mediterranean (UfM) is an intergovernmental Euro-Mediterranean organisation which brings together all countries of the European Union and 16 countries of the Southern and Eastern Mediterranean.

The impact of UfM activities on regional stability through their connection with the development dimension are an important parameter of the region's overall well-being. By concentrating all efforts on two main pillars of action, fostering human development and promoting regional sustainable development, UfM projects and initiatives contribute to regional stability and regional integration, be it, for example, through the cross-sectorial flagship on job creation initiative Med4Jobs or as a result of the socio-economic impact of strategic infrastructure and innovative urban development projects through the Urban Projects Finance Initiative (UPFI).

UfM's mission is to enhance regional cooperation, dialogue and the implementation of projects and initiatives with tangible impact on our citizens, with an emphasis on young people and women, in order to address the three strategic objectives of the region: **stability, human development and integration**.

The UfM works proactively to achieve greater levels of integration and cooperation in the region through a specific methodology that has yielded positive results in terms of political dialogue and the implementation of region-wide initiatives in which young people play a key role.

With more than **60 labelled projects** and over **300 ministerial and expert fora** gathering **25,000 stakeholders** since 2012, UfM activities illustrate the strong belief that regional challenges call for regional solutions and that there is no security without development.

[www.ufmsecretariat.org](http://www.ufmsecretariat.org)