

7 NOVEMBER 2024 6TH UfM TRADE AND INVESTMENT FORUM RABAT, MOROCCO

#UfM4Trade



Union for the Mediterranean
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Natasha Walker

Facilitator, Process Consultant

Natasha is an expert on communication, focussing since 1995 on designing and facilitating complex dialogue processes. She enables effective strategy implementation, sustainable change, and smart organisational development all over the world (and online!). She designs and facilitates long-term change and large-scale participation processes and is also a leading moderator of exclusive high-level discussions and workshops with and for corporate boards and governments. Natasha also advises decision makers and scientific institutions on civic and stakeholder engagement across the globe.

Her work has allowed her to build up extensive knowledge and expertise in specific topics such as sustainable development.

She studied English Literature and Modern Languages (German) at Oxford University and at the University of Göttingen. She lives in Heidelberg with her family and dog.



Hamed El Etreby

*Senior Advisor
UfM Secretariat*

Hamed El Etreby joined the UfM Secretariat in January 2018 at the Economic Development and Employment Division.

Hamed El Etreby is a career Commercial Diplomat. He served at the Commercial Representation Office of the Embassy of Egypt in London (2005-2009) and the Permanent Mission of Egypt to the World Trade Organization in Geneva (2012-2016). He held several previous positions at the Cabinet of the Minister of Trade and Industry of Egypt, including until prior to joining the UfM Secretariat, he was the Chief of Cabinet of the Minister of Trade and Industry of Egypt.



H.E. Patricia Llobart Cussac

*Ambassador of the EU
to the Kingdom of Morocco*

Patricia Pilar LLOMBART CUSSAC presented her credentials to His Majesty King Mohammed VI on 17 January 2022 as Ambassador Extraordinary and Plenipotentiary of the European Union to the Kingdom of Morocco. After studying law, international trade and advanced European studies, Patricia Pilar LLOMBART CUSSAC joined the European institutions in 1993. She held several positions in the European Commission and the European External Action Service, as a member of the private office of the Commissioner for External Relations and the Vice-President responsible for relations with Latin America, Asia, the Mediterranean and the Middle East, and then as Head of Division for relations with Iran, Iraq, Yemen and the Gulf Cooperation Council. She was appointed Director of Administrative and Logistics Support Services in 2015. From 2018 until 2021, she served as Ambassador of the European Union to Colombia.



Samira Sulejmanovic

*Head of Department for Bilateral Trade
Relations*

*Ministry of Foreign Trade and Economic
Relations of Bosnia and Herzegovina*

Responsible for overall bilateral trade and economic relations of Bosnia and Herzegovina, including negotiation and implementation of investment protection treaties, preferential trade agreements and economic cooperation agreements.

Even though originally a trade negotiator, the investment treaties became her portfolio ever since she had taken over Department back in 2010. She has been very active in the reform of investment treaties regime by advocating the need to rethink the national policy objectives, working on establishing of a critical level of awareness in the Western Balkans region and pursuing joint action in regional and international fora. She contributes multilateral work and debate under the auspices of various international fora, primarily UNCTAD, UNCITRAL and OECD.

The reform of investment treaties' regime in Bosnia and Herzegovina is among her major professional achievements in the recent time. The whole project was phased in over almost a decade and consisted of different yet related parts, i.e., reform of the investment policy reflected in these treaties, drafting new model agreement text, creating a governmental body for peaceful resolution of investment disputes, creating mechanism for early detection and prevention of investment disputes.

She has published a number of professional articles related to the most recent developments in investment and trade policies in the world, reflecting the position of Bosnia and Herzegovina, co-authored studies/commentaries, and delivered lectures to postgraduate students on trade negotiations from the perspective of Bosnia and Herzegovina. She graduated in economics from the School of Economics and Business, University of Sarajevo.



David Vivas Eugui

*Chief of Section a.i. Trade,
Environment, Climate Change &
Sustainable Development Branch
UN Trade and Development
(UNCTAD)*

David Vivas Eugui, Chief of Section at the Trade, Environment and Sustainable Development Branch, UNCTAD. He is an attorney with more than 25 years of experience on trade, environment, oceans economy, intellectual property, and sustainable development. He possesses a strong managerial, leadership and negotiations skills and more than 15 years of experience in strategic planning, programmatic design, implementation, team building, fundraising and setting of impact assessment systems.

He was also Senior Economic Affairs Officer and Legal Officer, at the Trade Negotiations and Commercial Diplomacy and at the Trade and Environmental Branches at UNCTAD, Deputy Programmes Director at ICTSD; Senior Attorney at CIEL; Attaché for Legal Affairs at the Mission of Venezuela to the WTO and Staff Attorney at the Venezuelan Institute of Foreign Trade. He has a J.D. at the Universidad Católica Andres Bello, Venezuela, a L.L.M. at Georgetown University in the United States and Master on Transnational Business at Universidad Externado, Colombia.



Sonia Mezzour

*Managing Partner
Oversee, Morocco*

Sonia is a Senior Executive with over 25 years of experience in the private, public, and multilateral sectors across Morocco, Switzerland, and Africa. Formerly a top official in Morocco's energy sector, she served as Vice-Chair of the UNECE PPP Working Party (2014–2021). She now leads a financial advisory firm regulated by Morocco's Capital Markets Authority, providing services in financial engineering, project finance, and strategic investment for diverse clients.

A recognized expert in energy and public-private partnerships, Sonia manages a portfolio over 3 billion MAD. She serves as an Independent Director on several prominent boards. She holds a master's degree from ETH Zurich, completed a thesis at Harvard Medical School, and has also attended an Executive Education Program at Harvard Business School. She is fluent in Arabic, English, German, French, and Spanish.



Kelsey Goodman

*Associate Director, Middle East and
North Africa
World Economic Forum*

Kelsey Goodman is an associate director for the Middle East and North Africa at the World Economic Forum where she leads the Forum's regional editorial programming and sustainability agenda.

She previously worked in international economic development in the US Government and research positions. She holds a Master of Arts in Law and Diplomacy (MALD) from the Fletcher School of Law and Diplomacy at Tufts University and a Bachelor of Arts from the University of Virginia.



Shada El-Sharif

Founder

SustainMENA, Jordan

Shada El-Sharif is a prominent advocate for climate action and sustainable development in Jordan and the MENA region. With extensive leadership experience across public, private, and international organizations, she drives green policies and investments in sectors like energy, water, and agriculture. As Founder of SustainMENA and Green Economy Policy Expert for the GIZ-GAIN Project, she supports sustainability initiatives across various sectors.

Shada has shaped Jordan's Economic Modernization Vision (EMV) and held key roles, including Investment Lead at the Prime Minister's Delivery Unit and Director of the Jordan Environment Fund. She advises international organizations such as USAID, UNDP, and WB and holds an MPA from Harvard Kennedy School and an MEng from Cornell University.

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Mrs Rikke Mengel-Jørgensen is Coordinator of regional trade relations with the Union for the Mediterranean and responsible for bilateral trade relations with Morocco and Tunisia in the European Commission's Directorate General for Trade. Over the last fourteen years, she has been working on trade policies, specialising in the European Neighbourhood.

Rikke Mengel-Jørgensen

Policy officer

DG TRADE, European Commission



Ingrid Schwaiger

*Deputy Head of Unit, Regional Cooperation,
Neighbourhood South, Economic Investment Plan
DG Near, European Commission*

An economist by training, Ms. Ingrid Schwaiger has worked in the European Commission for more than 25 years, focusing on external relations. She has dealt with different economic and political issues, development cooperation, financial instruments as well as geographic responsibilities in the Eastern Partnership and the Southern Neighbourhood, including in the EU Delegation in Algeria. In particular, she promotes “an economy that works for people”, a policy priority of the European Commission which focuses on the positive impact of economy on the wider society, promoting concepts, such as social entrepreneurship, women economic empowerment, financial inclusion and impact finance. Together with 5 EU Member States, the European Bank for Reconstruction and Development, and the European Investment Bank, she was instrumental in the launch of the regional Team Europe Initiative on “Job creation through trade and investment” in the Southern Neighbourhood.



Mohannad Salaheldin

*Regional Director (Jordan and Lebanon)
German-Arab Chamber
of Industry and Commerce, Egypt*

As an Engineer, with a Bachelor's Degree in Mechanical Engineering from Loughborough University and an MSc in Engineering Management from Politecnico di Torino in Italy, Mohanad transitioned to the International Development sector to positively impact the business climate and promote transitional reforms. His interest in energy transition began during his bachelor's thesis on high-concentration photovoltaic systems at the University of Nevada, Las Vegas, and has since evolved into a broader focus on the green economy, encompassing policies, capacity building, and public-private partnerships. Mohanad also acts as a trade and investment consultant, with extensive experience in leading strategic initiatives and fostering economic cooperation. He is well-versed and committed to sustainable development, including Technical Vocational Education and Training (TVET). As a member of the Union for the Mediterranean (UfM) Community of Practice on Youth Employment, he collaborates on policy recommendations with European partners.



***Fernando Domingo
Díez de la Lastra***

*Secretary General
Spanish Chamber of Commerce
in Casablanca, Morocco*

Born in Madrid, Spain. Bachelor of Information Sciences from the Complutense University of Madrid (Spain), Fernando Domingo has developed a career in the communication sector with a marked international character. First as a correspondent for Spanish media in Tunisia, Morocco, France, and Thailand, then as the manager of the satellite channel Eurosport. He is a specialist in launching new projects; in addition to creating Eurosport Spain, he participated in the launch of the pan-European news channel Euronews. He's got a large experience in advertising and sponsoring. Since November 5 of this year, he holds the position of Secretary General of the Official Chamber of Commerce, Industry, and Navigation of Spain in Casablanca.



Adrien de Bassompierre

*Head of European Investment Bank (EIB)
representation in Morocco*

Adrien de Bassompierre has over 20 years of experience in international project development, with a focus on climate policy and finance. He joined the European Investment Bank (EIB) in 2017, making significant contributions to its climate policy, co-authoring the "EIB Group Climate Bank Roadmap" in 2020 and serving as senior advisor to the EIB's Vice-President responsible for climate action and environmental and development policy. Before joining the EIB, he spent 10 years at the World Bank Group's Climate Department, leading the Partnership for Market Readiness initiative and overseeing projects in renewable energy and urban development across several continents. He also has experience in industry and consulting. Adrien holds degrees from the University of Namur, Johns Hopkins University, and the University of St. Gallen.



Carlos Conde

*Head of the Middle East and Africa Division
Organization for Economic Cooperation and
Development (OECD)*

Mr. Carlos Conde leads OECD initiatives with Middle East and African countries, managing the Africa-OECD Partnership in collaboration with the African Union and directing the MENA-OECD Initiative on Governance and Investment for Development. This partnership focuses on governance, investment, and private sector growth, while emphasizing women's economic empowerment and gender-specific programs across workstreams.

Mr. Conde also oversees strategic cooperation with South Africa through a Joint Work Programme and has strengthened bilateral partnerships with Egypt, Morocco, and Mauritius, and is developing frameworks with Saudi Arabia and the UAE. Previously, he led the MENA-OECD Governance Programme and supported OECD public governance projects in Latin America. A former political science professor at the University of Granada, he holds a PhD from Complutense University of Madrid and has held visiting positions at Harvard University and Al Akhawayn University in Morocco.



Katharina Felgenhauer

CEO

*German Chamber of Commerce and
Industry in Morocco*

Katharina Felgenhauer has been serving as the Managing Director of the German Chamber of Commerce and Industry in Morocco (AHK Morocco) since July 2023. Since 2012, Katharina Felgenhauer has been deeply involved in market and business development across Africa, having worked in Kenya, Ghana, and Nigeria prior to moving to Morocco. She held various positions within the German Chamber network as well as private sector companies and international organisations.

Prior to her roles in Africa, Katharina Felgenhauer managed international development projects worldwide in collaboration with UN organizations and served as Chair of the UN-HABITAT Economic Advisory Board from 2011 to 2013. She has also taken on project responsibilities in the private sector and civil society in Chile, Guatemala, Costa Rica, France and Germany.



Yahya Elwathik Bellah

*First Under Secretary of State
Ministry of Investment
and Foreign Trade, Egypt*

Yahya Elwathik Bellah Ahmed has more than 27 years of international career experience working in several countries including Australia, Canada, Spain, Belgium, and Egypt in the field of Business Development and Economic Development.

Prior to his current position, he was Minister Plenipotentiary, Director of the Trade Mission of Egypt at the Embassy of Egypt to the EU, Belgium, and Luxembourg. He also served as Commercial Counsellor and Director of Africa and COMESA Department in Cairo and was a Consultant of Economic Development Programs and Strategic Initiatives in Canada. Between 2008 and 2010 he was the First Secretary of ECS and served as Consul of Economic and Commercial Affairs in Montreal between 2004-2008.



Jehan Haddad

*Head of Air Studies Division
Royal Scientific Society, Jordan*

Jehan Haddad, a Chemical Engineer with an MSc in Environment Technology and Management, boasts more than 22 years of experience. Currently, she holds the position of Manager of Air Studies at the Water, Environment and Climate Change Centre at the Royal Scientific Society. Moreover, Haddad serves as a Senior Specialist at the Cleaner Production Unit (CPU). Her expertise spans air quality assessment, Resource Efficient and Cleaner Production (RECP), climate change mitigation, environmental audits, environmental impact assessment, and more. She acted as RECP and policy expert in the EU-UNIDO SwitchMed Transfer of Environmentally Sound Technology (TEST) II and as the **National Coordinator of SwitchMed TEST III in Jordan**. Over her career, she has led and contributed to numerous technical studies, showcasing a deep commitment to resource-efficient and circular production and environmental sustainability.



Meryem Rachdi

General Manager

Moroccan Denim and Fashion Cluster

Meryem Rachdi is an industrial process engineer. After a decade of experience in the textile industry, she has served as the General Director of the Moroccan Fashion Cluster since 2015—a cluster that brings together 90 industrial companies.

In 2014, she contributed to the development of the first action plan for collectively advancing the textile industry toward sustainability.



Alicia Figueroa

*GIZ Advisor, UfM Hub for Jobs, Trade and
Investment
German Development Cooperation (GIZ)*

Graduated from the University of Hamburg with a master's degree in international business administration and with further studies in executive programs on international trade policy. Prior to her actual position, she worked as a Business Development Manager in the private sector and in the trade area in the diplomatic service. She has been at GIZ for more than 8 years and is currently working in the project "UfM Hub for Jobs, Trade and Investment" in the focus fields of trade and investment. Alicia has been collaborating in the conception and organization of the UfM Trade and Investment Forum since its first editions.



Saïd Kajji

Analyst

UfM Secretariat

Originally from Morocco, Saïd holds a B.Sc. in Economics and Political Science from Université de Montréal (Quebec, Canada) and an M.Sc. in International Relations – Political Economy of Development from Universitat Pompeu Fabra (Barcelona, Spain). Prior to joining the UfM’s Economic Development and Employment Division, he has held roles at various civil society organizations across the Euro-Mediterranean region.