



**Agenda**  
**Sixth UfM Trade and Investment Forum**  
**'Driving green and inclusive economic growth in the Mediterranean region'**  
**7 November 2024**  
**Rabat, Morocco**

Event moderator: *Natasha Walker*

Local Time	Agenda Item
08:00 - 09:00	<b>Registration and welcome coffee</b>
09:00 - 10:00	<b>Welcoming remarks</b> <i>Hamed El Etreby – UfM Secretariat.</i>
	<b>Opening Remarks</b> <i>Youssef Zahoui – Director of International Trade – Ministry of Industry and Trade, Morocco</i>
	<b>Keynote Speech</b> <i>H.E. Patricia Llombart Cussac – Ambassador of the EU to the Kingdom of Morocco</i>
10:00 - 11:30	<p><b>Panel 1 - Opportunities and challenges of the green transition</b></p> <p><i>Warming in the Mediterranean basin is higher than in the rest of the world's regions. However, the Mediterranean has a great potential to make progress in terms of sustainability while enhancing trade flows. Joint climate action like the EU Green Deal can contribute to a transformational change for more sustainable and inclusive economic models in the Mediterranean region. The formulation of concerted trade, investment and employment policies are crucial towards the green transition.</i></p> <p><i>The panel will focus on how the green transition is shaping opportunities for economic growth, investment and development in the Mediterranean? What is needed for countries and companies to take advantage of the new opportunities arising from green transition strategies, eg. the EU Green Deal?</i></p> <p><b>Keynote by Samira Sulejmanovic</b> – Head of Department for Bilateral Trade Relations, Ministry of Foreign Trade and Economic Relations, Bosnia and Herzegovina.</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>David Vivas</b> – Chief, of Section a.i. Trade, Environment, Climate Change &amp; Sustainable Development Branch, UN Trade and Development (UNCTAD).</li> <li>• <b>Sonia Mezzour</b> – Managing Partner, Oversee, Morocco.</li> <li>• <b>Kelsey Goodman</b> – Associate Director, Middle East and North Africa, World Economic Forum (WEF).</li> <li>• <b>Shada El-Sharif</b> – Founder, SustainMena, Jordan.</li> <li>• <b>Samira Sulejmanovic</b> – Head of Department for Bilateral Trade Relations, Ministry of Foreign Trade and Economic Relations, Bosnia and Herzegovina.</li> </ul>
11:30 - 12:00	<b>Coffee break and group photo</b>



Local Time	Agenda Item
12:00 - 13:30	<p><b>Panel 2 - Promoting opportunities for green investment and green jobs</b></p> <p><i>Investments, while contributing to increased competitiveness, need to drive sustainable growth and development. To this end, policy frameworks are required to shape green investment flows by fostering transparency, innovation, and green skills for better jobs, among other important conditions. Private investment plays also a key role in supporting the just transition, in particular in the energy sector.</i></p> <p><i>In addition, new and modern investment agreement frameworks comprise a set of conditions facilitating sustainable investments, how can these new initiatives be leveraged to promote green investments in the Mediterranean?.</i></p> <p><i>The speakers will engage in a joint reflection on what should governments consider when creating policies for the promotion and facilitation of sustainable investments in the Mediterranean countries? How can the new WTO Investment Facilitation for Development Agreement and other frameworks assist in attracting investments for sustainable development in the region? How can bilateral agreements (Strategic Partnership MoUs, SIFAs or other agreements contribute to sustainable trade and investment facilitation? What is the role of private investors? How can investments via financial institutions contribute?</i></p> <p><b>Keynote by Rikke Mengel-Jørgensen</b> – Policy officer in charge of trade relations with the Union for the Mediterranean and bilateral trade relations with Morocco and Tunisia, DG TRADE, European Commission.</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Ingrid Schwaiger</b> – Deputy Head of Unit, Regional Cooperation, Neighbourhood South, Economic Investment Plan, DG NEAR, European Commission.</li> <li>• <b>Mohannad Salaheldin</b> – Regional Director (Jordan and Lebanon), German-Arab Chamber of Industry and Commerce, Egypt.</li> <li>• <b>Fernando Domingo Díez de la Lastra</b> – Secretary General, Spanish Chamber of Commerce in Casablanca, Morocco.</li> <li>• <b>Adrien de Bassompierre</b> – Head of the European Investment Bank Representation (EIB), Morocco.</li> <li>• <b>Carlos Conde</b> – Head of the Middle East and Africa Division, Organisation for Economic Co-operation and Development (OECD).</li> </ul>
13:30 - 15:00	<b>Lunch</b>



Local Time	Agenda Item
15:00 - 16:30	<p><b>Panel 3 - Sustainable supply chains for better trade in the Mediterranean</b></p> <p><i>Trade and investment relations shall continue being strengthened in the Mediterranean. There are recent examples of bilateral Strategic Partnerships (EU-Egypt, EU-Tunisia) that span over a number of areas, including trade and investment, renewable energy, sustainable production and Clean Technologies, which will contribute to reforms and create opportunities for sustainable growth and jobs, thus paving the way for the active role of the private sector and the enhancement of regional sustainable value chains..</i></p> <p><i>Panelists will discuss the extent to which new partnerships including technical cooperation, their deriving actions and green transition strategies (like the EU Green Deal) can contribute to address challenges and facilitate sustainable trade and investment in the region, and how awareness and support can be provided to the private sector and sustainable value chains for their transition to green economies.</i></p> <p><b>Keynote by Katharina Felgenhauer</b> – CEO, German Chamber of Commerce and Industry in Morocco.</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <b>Yahya Elwathik Bellah</b> – First Under Secretary of State, Ministry of Investment and Foreign Trade, Egypt.</li> <li>• <b>Jehan Haddad</b> – Head of Air Studies Division, Royal Scientific Society / Former National Coordinator of SwitchMed TEST III in Jordan.</li> <li>• <b>Meryem Rachdi</b> – General Manager, Moroccan Denim and Fashion Cluster, Morocco.</li> <li>• <b>Katharina Felgenhauer</b> – CEO, German Chamber of Commerce and Industry in Morocco.</li> </ul>
16:30 - 17:15	<p><b>Wrap-up and Conclusions</b></p> <ul style="list-style-type: none"> <li>• <b>Alicia Figueroa</b> – GIZ Advisor, UfM Hub for Jobs, Trade and Investment.</li> <li>• <b>Saïd Kajji</b> – UfM Secretariat.</li> </ul>

*Simultaneous interpretation in: Arabic, English and French.*

**Venue:**

Hotel La Tour Hassan Palace  
26 B.P. 14 Av. Chellah, Rabat 10000, Morocco