UfM DIGITAL SUSTAINABLE WEEK

Towards inclusive AI and sustainable trade and investment in the Mediterranean

26—29 MAY 2025 ISTANBUL

	Monday 26 May 2025			Tuesday 27 May 2025			Wednesday 28 May 2025		Thursday 29 May 2025	
09:30 - 11:00	Opening Remarks How AI is Reshaping Businesses and Industries "Ball Room"	Opening Remarks EMGN Training Academy "Pinar 2"		Enabling Policies for an Inclusive AI Survey/Quiz "Ball Room"	EMGN Training Academy "Pinar 2"	Training session on journalism and AI 09:00 - 11:00 "Esen"	Introductory remarks and keynote speeches Survey and reallocating rooms "Ball Room"	Green Procurement Training "Pinar 2"	Field visit to ICOC-Commercialization Center of Istanbul (İTO Bilgiyi Ticarileştirme Merkezi) (Upon invitation) 10:30 - 12:30	Green Procurement Training "Pinar 2"
11:00-11:15	Coffee break									
11:15 - 12:30	AI Risks and Ethical Aspects "Ball Room"	EMGN Training Academy "Pinar 2"		Award Ceremony "Ball Room"	EMGN Training Academy "Pinar 2"		National Efforts Toward Sustainability and Key Challenges "Ball Room"	Green Procurement Training "Pinar 2"		Green Procurement Training "Pinar 2"
12:30-14:00	Lunch break									
14:00 - 16:30	AI & creativity xThinkSustainability Skills Development to Leverage AI "Ball Room"	EMGN Training Academy "Pinar 2"	Euro-Med Network of Women Journalists meeting "Esen"	Financing Our Shared Sea: The AI Imperative for Sustainable Banking and the Blue Economy Green Guarantees & ESG Monitoring "Ball Room"	Training on AI for women-led businesses 14:30 - 18:30 "Pinar 2"	Field visit for journalists (TBC) 14:30 - 18:30	AI as an Enabler of Sustainable Supply Chains and Investment Feedback and closing remarks "Ball Room"	Green Procurement Training "Pinar 2"	Green Procurement Training "Pinar 2"	

Draft Agenda

UfM Digital Sustainable Week

Towards Inclusive AI and Sustainable Trade and Investment in the Mediterranean

Istanbul, 26-29 May 2025

Venue: Dedeman İstanbul (Gayrettepe)/Ball-Room

Day 1

- Advancing Inclusive AI in the Mediterranean -

Time Slot	Agenda Item
09:00 - 09:30	**Registration and welcome coffee**
09:30 - 09:45	**Opening Remarks** - Joan Borrell, UfM Deputy Secretary General - Önder Kul, General Manager, Commercialization Center of Istanbul
09:45 – 11:00	**Session: How AI is Reshaping Businesses and Industries** AI is revolutionizing business operations by automating repetitive tasks, enhancing productivity, enabling data-driven decision-making, and anticipating future trends. Industries such as healthcare and mobility are poised to experience significant benefits from AI-driven innovations. This discussion will explore key questions, including: - How is AI transforming business strategies and operations? - Which sectors are expected to benefit the most from AI advancements? - What are some real-world success stories demonstrating AI's impact? **Moderator:** Roia Zenata, Communication and Marketing Professional **Panelists:** - Adel Ben Youssef, Expert in Digital & Green Transition - Abdel-Basset Boulelouah, Marketing and E-commerce Advisor, International Trade Centre (ITC) - Felix Caspar Fach, Advisor Private Sector Development, GIZ Egypt - Merve Ayyüce KIZRAK, CEO, HUX AI
11:00-11:15	**Coffee Break**

11:15-12:30	**Session: AI Risks and Ethical Aspects** AI technology presents several challenges, including concerns related to data protection, transparency, accountability, and potential biases in certain tools. Addressing these issues requires well-balanced regulation that mitigates risks without stifling innovation. This discussion will focus on: • What challenges arise from the implementation of AI tools? • How can regulation minimize AI's potential negative effects while fostering innovation? • What are some best regulatory practices to ensure the ethical use of AI? **Moderator:** Camila Cela, Deputy Director, Creative Business Network **Panelists:** - Julien Pillot, Pr. & Research Fellow, Inseec School of Business & Economics - Anas Al Natsheh, Head of Aika Ecosystem - Nour Naim, Public Relations Manager, Dataliva - Nesrine Rekia Ziad, Associate - Co-Founder, Leancubator
12:30 - 14:00	**Lunch Break**
14:00-15:15	**Session: AI & creativityxThinkSustainability** Creative industries—such as media, content creation, and art—are among the most affected by Generative AI. While this technology unlocks new opportunities, it also presents significant challenges. This panel will explore the following questions: • How is AI transforming creative industries? • How can creatives leverage AI to thrive? • Which are some examples of creative sectors leveraging AI technology? **Moderator:** Rasmus Wiinstedt Tscherning, Founder, Managing Director, Creative Business Network **Panelists:** - Carlo Ferretti, Head of Research and Innovation, Materahub - Jordi Sellas I Ferres, former general-director of The Catalan Institute for Cultural Enterprises - Mohamed Okasha, CEO Founder, MENA Hackathons
15:15-16:30	**Session: Skills Development to Leverage AI** According to the IMF's 2024 report, AI is expected to impact nearly 40% of global jobs. While some jobs may disappear, others will benefit from increased productivity and higher income potential. To harness the opportunities AI presents, it is crucial to

	invest in digital skills through targeted upskilling programs within education and vocational training systems. Key discussion questions: - Which jobs will be most affected by AI, and to what extent? - What skills are most sought after for successfully navigating the AI era? - How can skills development programs be tailored to integrate AI literacy effectively? **Moderator:** Aida Kandil, CEO, MyTindy **Panelists:** - Fabio Nascimbeni, Human Capital Development Expert, European Training Foundation - Ecem Buse Sevinç Çubuk, Assistant Professor at Aydın Adnan Mendres University & the Presidential Policy Specialist - Maysaa Chedid, CEO and founder, Coursêtech - Houda Harran, Manager, Education For Employment Tunisie South Office - Yaakoub Benarab, Social Entrepreneur and EdTech Specialist

Day 2

- Advancing Inclusive AI in the Mediterranean -

Time Slot	Agenda Item
09:30 - 10:45	**Session: Enabling Policies for an Inclusive AI** AI has the potential to widen inequalities both within and between countries. To ensure AI benefits everyone, policymakers—working alongside key stakeholders—need to implement proactive measures and policies to enhance its adoption and accessibility. This discussion will explore: - What policies should be implemented to ensure AI benefits everyone? - What are some successful policy examples from the UfM region that support inclusive AI? - How can international collaboration help ensure AI works for all? **Moderator:** Said Charna, Senior Economic Advisor, UfM Secretariat **Panelists:**

	- Mouloud Khelif, Founder SPG Advisory, President, Scientific and Technical Council, Algeria Venture - Lama Arabiat, Director of Artificial Intelligence & Advanced Technologies, Ministry of Digital Economy and Entrepreneurship of Jordan - Valentina Primo, Founder & CEO of Startups Without Borders - Elsayed Adel Darwish, Project Manager, Atfal Masr Foundation (TBC)
10:45 - 11:00	**Survey/Quiz** - Mohamed Okasha, CEO Founder, MENA Hackathons
11:00-11:15	**Coffee Break**
11:15-12:30	**Award Ceremony**
12:30 - 14:00	**Lunch Break**
14:00- 15:00	**Session: Financing Our Shared Sea: The AI Imperative for Sustainable Banking and the Blue Economy** The Mediterranean is not only a cradle of civilization but also a vital ecological and economic asset facing growing environmental and social pressures. At the intersection of this challenge lies a transformative opportunity: aligning sustainable finance with the power of Artificial Intelligence. This session explores how AI can enable financial institutions to support a resilient and inclusive _Blue Economy, emphasizing the critical role of regional cooperation under the _UfM_ framework to ensure shared prosperity and sustainability across the Mediterranean **Key-note speaker:** - Cumhur Coşkun KÜÇÜKÖZMEN, Professor of Int'l Trade & Sustainable Finance
15:00-16:30	**Green Guarantees & ESG Monitoring**
20:00-22:00	**Dinner (Upon invitation)**

Day 3

- Driving Sustainability Across the Mediterranean -

Time Slot	Agenda Item
09:30 - 10:30	**Introductory remarks and keynote speeches** Today's sessions will feature opening remarks from the UfM and key partners, along with keynote speeches highlighting the urgency of the global climate crisis—particularly its impact on the Mediterranean region—and the importance of collective action to address it, while also seizing the economic opportunities presented by the green transition with a special focus on the key role of sustainable building practices.

	Introductory remarks: - Dhouha Najjar, UfM Deputy Secretary General of the Transport and Urban Development Division. **Keynote speeches:** - Mustafa Başkara, CEO, the Climate Change Regional Activity Centre (CC/RAC) - Nathalie Hilmi, Section Head of Environmental Economics chez Centre Scientifique de Monaco
10:30-11:00	**Survey and reallocating rooms**
11:00-11:15	**Coffee Break**
11:15-12:30	**Session: National Efforts Toward Sustainability and Key Challenges** South Mediterranean countries have implemented various measures to align with their sustainability commitments and adhere to international and regional standards. To stay on track with their economic development goals, fostering dialogue on both adopted policies and necessary support measures is crucial. Key discussion points: • What are some national initiatives aimed at meeting sustainability requirements? • How are EU sustainability regulations affecting the economies of non-EU countries? • How can EU sustainability regulations be implemented in a way that avoids negative impacts on developing countries? **Moderator:** Ola AlHalabi, COO, Olistic **Panelists:** - Ahmet Selcuk Nalbat, Head of Department, Ministry of Trade of Türkiye - Amal Abdelrahman Ahmed Abdelrahman, Head of Central Department for Information Systems and Digital Transformation, Ministry of Industry of Egypt - Abderrahmane HADEF, International Consultant in Economic Development, Specialist in Digital Transformation and Energy Transition - Manel SAKHRI, Professor,Researcher and Expert in Environmental Policies and Sustainable Development
12:30 - 14:00	Lunch Break
14:00-15:30	**Session: AI as an Enabler of Sustainable Supply Chains and Investment** Trade contributes to climate change, making the greening of this sector essential for a successful green transition. AI can support this effort by optimizing logistics, predicting market trends, and enhancing sustainability reporting for both

	transportation and traded goods. Regarding investment, alongside its contribution to improving the business environment, AI can play a key role in identifying, attracting, and retaining sustainable investments. Key discussion points: • How can AI contribute to making supply chains more sustainable? • What are some best practices for leveraging AI in this role? • How can AI enhance the business environment and improve a country's investment attractiveness? • How can AI help prioritize sustainable investments, given their positive social and environmental effects? **Moderator:** Ghalia Mahjoub, Investor Relations Coordinator,The Investment Promotion Agency of Mauritania (APIM) **Panelists:** - Sonia Fernández Mañas, Director of Projects and Partnership Department , AMEC - Emilija Trajkovska, Investment promotion expert, Invest North Macedonia - Tarek A. El Kady,Serial Entrepreneur & Visionary Leader - Amira Kaddour, Member of the Director Board of the Africa FinTech Network
15:30-16:30	**Feedback and Closing remarks** - Said Charna, Senior Economic Advisor, UfM Secretariat - Alicia Figuereo, Advisor, GIZ

Day 4

Time Slot	Agenda Item
10:30 – 12:30	**Field visit to ICOC- Commercialization Center of Istanbul (İTO Bilgiyi Ticarileştirme Merkezi) (Upon invitation)** The visit will include **Campus Tour & Introduction** to this multifunctional entrepreneurship center supporting entrepreneurs with innovative business ideas (Start-Ups). It will also feature a **Turkish Startup (Entrepreneurship) Ecosystem Briefing & Startup Presentation** at BTM Stage, followed by Q&A. The aim of the visit is to gain first-hand insights into the local entrepreneurial ecosystem, particularly regarding innovative startups, with a view to identifying best practices and fostering connections with key entrepreneurship promotion actors for potential future partnerships.
13:30 - 15:00	**Good-bye Lunch (Upon invitation)**