



Union for the Mediterranean  
Union pour la Méditerranée  
الاتحاد من أجل المتوسط



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## Agenda

### Seventh UfM Trade and Investment Forum

*Navigating Disruption, Building Integration: Reshaping Trade and Investment in the UfM region*

10 December 2025

Palau de Pedralbes, Barcelona/Spain

*Event moderator: Mrs. Natasha Walker*

Local Time	Agenda Item
08:00 – 09:00	Registration and welcome coffee
09:00 – 09:15	Scene Setter by Mrs. Natasha Walker
09:15 – 10:15	<p><u>Welcoming remarks:</u> Ambassador Meltem Büyükkarakaş Deputy Secretary General, Union for the Mediterranean</p> <p><u>Keynote Speech:</u> Dr. Gehan Saleh Economic Advisor to the Prime Minister of Egypt</p>
10:15 – 10:45	Coffee break and group photo
10:45 – 12:15	<p><b>Panel 1 – Global Trade Disruption and its Repercussions in the UfM Region</b> Several trade and geopolitical disruptions are generating uncertainty and provoking businesses, in particular SMEs, and economies around the world to reconsider their value chains, assess current trade agreements, and adopt more agile policy structure. This session will discuss the implications of these challenges for the UfM region and approaches to how the region can address them.</p> <p><u>Scene Setter:</u> Dr. Abdelaziz El Sherif First Under Secretary of State/ Head of the Egyptian Commercial Service – Ministry of Investment and Foreign Trade (Egypt)</p> <p><u>Panelists:</u> Mr. Yehia Houry Chief Executive Officer – Flat6Labs (Egypt) Mrs. Zübeyde Ağsakalli Head of Technology Center – Istanbul Chamber of Commerce (Türkiye) Mrs. Cleopatra Kitt Senior Policy Advisor at ELIAMEP, Founder of the Mediterranean Growth Initiative (Cyprus) Dr. Younes Boumaaz</p>



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	<p>Professor of International Trade and Customs – Université Hassan 1er (Morocco)</p> <p><b>Mr. Emmanuel Noutary</b> General Delegate – ANIMA Investment Network (France)</p>
12:15 – 13:30	<b>Networking lunch</b>
13:30 – 14:45	<p><b>Panel 2 – Trade Integration in the UfM Region</b></p> <p>The second edition of the UfM Progress Report on Regional Integration provides actionable policy recommendations to promote trade integration. This session will explore pathways for improving trade synergies in the region.</p> <p><u>Scene Setter:</u></p> <p><b>Mr. Mohammed Elrazzaz</b> Head of Sector – Economic Development and Employment Division (UfM Secretariat)</p> <p><u>Panelists:</u></p> <p><b>Mrs. Klajda Gjosh</b> Chief Executive Officer – NexEU Consulting, former Minister of European Integration (Albania)</p> <p><b>Mr. Umut Ergezer</b> Deputy Secretary General – Regional Cooperation Council (Bosnia and Herzegovina)</p> <p><b>Mr. Leopoldo Rubinacci</b> Deputy Director-General – DG Trade (European Commission)</p> <p><b>Dr. Larabi Jaïdi</b> Senior Fellow, Policy Center for the New South (Morocco)</p> <p><b>Mr. Roger Albinyana</b> Managing Director, European Institute of the Mediterranean (Spain)</p> <p><b>Mr. Johannes Laepple</b> Senior Counsellor – Trade and Agriculture Directorate, Organization for Economic Co-operation and Development (OECD)</p>
14:45 – 15:00	<b>Coffee Break</b>
15:00 – 16:15	<p><b>Panel 3 – Promoting cross-border investment and bankable projects, particularly in sectors such as green energy, digital services, and sustainable production</b></p> <p>The UfM region continues to fall short of its potential in terms of attracting investment. This session will present best practices from Investment Promotion Agencies (IPAs) around the region, as well as key bottlenecks and opportunities. Furthermore, the region presents a growing pipeline of bankable projects; How can these initiatives be reinforced to ensure they meet</p>



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	<p>investment criteria and regulations and offer clear revenue models and risk mitigation frameworks?</p> <p><b>Scene Setter:</b></p> <p><b>Panelists:</b></p> <p><b>Dr. Mesut Avci</b> Managing Consultant – ClimAlign (Türkiye)</p> <p><b>Mr. Nikos Stamou</b> Investment Promotion Director – Enterprise Greece (Greece)</p> <p><b>Mrs. Nina Pobric</b> Foreign Investment Promotion Expert (Bosnia and Herzegovina)</p> <p><b>Mrs. Emilija Trajkovska</b> Head Of Investment Promotion Department – Invest North Macedonia</p> <p><b>Mr. Frederic Subirats</b> Senior Foreign Direct Investment Consultant – ACCIÓ, Catalonia Trade and Investment</p> <p><b>Mrs. Kawtar Raji</b> Secretary General – ASMEX, Moroccan Confederation of Exporters</p>
16:15 – 16:20	<p><b>Concluding Remarks</b></p> <p><b>Mr. Hamed El Etreby</b> Expert, Union for the Mediterranean</p>
16:20 – 16:30	<p><b>Wrap-up and Conclusions</b></p> <p><b>Mrs. Natasha Walker</b> Communication Expert, Moderator</p>

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

**Venue:**

*Headquarters of the Union for the Mediterranean*

*Palau de Pedralbes*

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