

Third edition

This year, the Mediterranean Economic Week will take place in two prestigious locations in Marseille:

- The Palais de la Bourse (Cannebière): 7 and 8 October.
- The Pharo (Palace and MPM conference hall): 8, 9 and 10 October.

Three themes are presented to the participants:

- **Business**
- **Financing and coaching of enterprises**
- **Governance of economic development in the Mediterranean**

Wednesday 7 October 2009: business day

LARGE « BtoB » and OFFICIAL LAUNCH OF THE MEDBUSINESS NETWORK

More than 500 BtoB meetings between companies of the southern and northern rims of the Mediterranean organised by the members of the MedBusiness Network (which will be officially launched on the same day) within the framework of the **Invest in Med programme** (1).



MedBusiness Network gathers CCI Marseilles-Provence, the French chambers of commerce in Maghreb and their Mediterranean partners to contribute in a collective, daily and operational way to help and accompany the euro-Mediterranean companies in their development on the Mediterranean markets and in a first phase on the France-Maghreb markets.



On the same day, a series of workshops will be organised at the Palais de la Bourse:

Two workshops organised by the French chambers of commerce in ALGERIA AND TUNISIA

- Algeria : export solutions in a changing environment
- Tunisia : partnership opportunities and promising sectors

A workshop dedicated to « INDUSTRIAL PARTNERSHIP in THE MEDITERRANEAN AND SUB-SAHARIAN AFRICA », organised by ADECI and UNIDO



A workshop by the French foreign trade advisors (Conseillers du Commerce Extérieur Français) « COMPANIES AND THE UNION FOR THE MEDITERRANEAN »



A workshop on « THE DEVELOPMENT OF THE SEA TRAFFICS IN THE MEDITERRANEAN », organised by Marseille Europort



The **Invest in Med** programme aims at developing sustainable trade relationships, investments and enterprise partnerships between the two rims of the Mediterranean. Funded at 75% by the European Union over the 2008-2011 period, it is implemented by the MedAlliance consortium, which associates economic development organisations (ANIMA, leader of the programme), CCIs (ASCAME, EUROCHAMBRES), and business federations (BUSINESSMED). The members of these networks, as well as their special partners (UNIDO, GTZ, EPA Euroméditerranée, World Bank, etc.), gather a thousand of economic actors - mobilised through pilot initiatives centered on key Mediterranean promising niches. Each year, a hundred operations associate the 27 countries of the European Union and 9 Mediterranean partner countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria and Tunisia. www.invest-in-med.eu

**A workshop dedicated to « THE ASSETS OF THE AGRI-FOOD AND AGICULTURE
 DIES IN THE MEDITERRANEAN, organised by Les Champs de Traverse**



Thursday 8 October 2009: Companies Financing and Coaching Day

This conference, organised by ANIMA Investment Network within the framework of the European programme Invest in Med (1), will be in collaboration with the Spanish and Italian authorities in charge of the creation of the euro-Mediterranean agency for SMEs and the support of the French UFM office and the EIB.



- Presentation of the diagnosis and the draft project for a future Euro-Mediterranean agency for SMEs developed within the framework of the Union for the Mediterranean.
- Which needs for which sectors: exclusive presentation of the results of the studies undertaken within the framework of Invest in Med: the investment opportunities map and the study on key niches in the Mediterranean.
- Round table bringing together the beneficiaries and future partners of the SMEs initiative.
- Financing and international coaching of the Mediterranean entrepreneurs, presentation of Marseille's actors best practices. Support to the networks of business angels - ANIMA, Extension of the Network "Entreprendre à l'International", Continuity of the consulting services over sea- PRIDES Finances et Conseil Méditerranée, incubation in network - Marseille Innovation, etc)



On the same day, other events will be organised at the Palais de la Bourse:

A conference including three workshops organised by Prides Finances et Conseil Méditerranée will target the issues relevant for SMEs willing to go to Morocco and secure their move



A workshop organised by the EURO-MEDITERRANEAN FASHION CENTER



The signature of the convention between the French Caisse des Dépôts and the network to accompany entrepreneurs willing to go abroad (Réseau Entreprendre à l'International)



Thursday 8 and Friday 9 October: Governance and economic development in the Mediterranean

THURSDAY, 8 OCTOBER 2009

MEDINNOV V SYMPOSIUM MEDITERRANEAN INTELLIGENCE: PRODUCING NEW GENERATIONS

Today, innovation is one of Europe's major concerns as the European Commission encourages competitive economic growth through financing for innovation, development, and new technologies.

Marseille Innovation, in partnership with the Marseille Provence Technology Park in Château-Gombert and their Euro-Mediterranean partners wish to contribute to reinforce these dynamics in the Mediterranean area.

Issues to be discussed include human flows, public and private financing tools, locations like technology and business parks, growth and organisation models such as competitive clusters and associations with large firms.

FRIDAY (morning), 9 OCTOBER

A CLUSTER POLICY IN THE MEDITERRANEAN

Faced with international economic changes and their national repercussions, regional and local authorities play a key role to secure current economic outlets and develop new markets. In order to be competitive, territories must be able to mobilise competences and to develop synergies between actors.

The topics suggested for discussion during this meeting are:

- Conditions required for the development of clusters within the Mediterranean context
- Industries in inter-cluster partnerships
- Setting up partnerships

THURSDAY (afternoon), 8 OCTOBER

FRIDAY (morning), 9 OCTOBER

MEDINAS 2030 FOR THE REGENERATION OF HISTORIC CENTERS IN THE MEDITERRANEAN

Basically, the historic districts of cities in southern Mediterranean countries are faced with a lack of infrastructure and facilities. As a result, they are steadily deteriorating, and their residents are increasingly poor. The "Medinas 2030" initiative suggests a longer-term perspective for the regeneration of these urban areas. The proposed methodology favours an approach that integrates economic, social, and spatial changes that Mediterranean countries will experience over the coming years.

The meeting (invitation only) will mark a stage to take stock of the programme after twelve months of action.

The European Investment Bank will organise a "Medinas" photos exhibition at the Alcazar Library from 5 to 15 October 2009.



FRIDAY (afternoon), 9 OCTOBER

TERRITORIAL ATTRACTIVENESS IN THE MEDITERRANEAN

Integrating their territories into the world economy is a challenge for local and regional authorities worldwide. They must find innovative local-scale solutions to increase their attractiveness. This challenge is even more demanding within the context of today's financial, economic, and environmental crisis that calls for the overhauling of development and planning approach and strategies.

Hosting events of international scope and major development and planning projects currently underway in the Mediterranean appear as agents for development and as new opportunities to promote growth in the region, as well as for the creation of new models for sustainable urban development.

Major events as agents of territorial attractiveness

Representatives from cities in the different shores of the Mediterranean that have organized major events, or that are preparing future events, will share their experiences and exchange their points of view followed by a debate with participants.

Promoting the attractiveness and sustainable development of cities through major planning and development operations

This session will gather those involved in these major projects to discuss the possibility of proposing a Mediterranean model of sustainable urban development. Companies that could provide solutions for the sustainable needs of these projects will be invited to participate in the debate. The exchange will be carried out within the framework of the network of major sustainable urban development operations in Mediterranean cities, created on the initiative of the Euroméditerranée Public Establishment (EPAEM).

The meeting will end with a round table of elected officials and company representatives who will review the situation in terms of public policy.



United Cities and Local Governments
Cités et Gouvernements Locaux Unis
Ciudades y Gobiernos Locales Unidos



Saturday 10 October: 5th edition of the Mediterranean Forum « What are the impacts of the global crisis in the Mediterranean, what are the answers? »

