

Mediterranean Cooperation Days “Cross-border cooperation for economic strategies exchange in the Mediterranean area”

ENI CBC MED CRE@CTIVE
2nd and 3rd of June 2022

Short description / Objectives

AITEX and IVACE with the collaboration of CASA MEDITERRÁNEO are pleased to invite you to the “*Mediterranean Cooperation Days*” which will take place on June 2nd and 3rd, 2022 in Alicante, Spain to address common challenges and improve for a more competitive, innovative, inclusive, and sustainable Mediterranean area.

Founded in 2009, Casa Mediterráneo is a public consortium led by the Spanish Ministry of Foreign Affairs, European Union, and Cooperation with collaboration from the Spanish Agency for International Development Cooperation, the government of the Valencian Community, and other local institutional entities.

The Conference aims to showcase the achievements of Cross-Border Cooperation in the Mediterranean region, highlight coming challenges under the European Neighbourhood Instrument, and interchange strategies to develop new actions for business development.

The event will gather a wide range of actors in the Euro-Mediterranean cooperation among political, EU, and project representatives. Participants will have the opportunity to deepen their knowledge of the strategy, objectives, and priorities.

In addition, an exhibition zone will be offered as well as a B2B zone for matchmaking/networking activities.

To go far, go together: let's meet in Alicante on the 2nd and 3rd of June.

Organization: AITEX, IVACE and CASA MEDITERRÁNEO.

Place: Casa Mediterráneo (Pl. de l'Arquitecto Miguel López, s/n, 03008 Alicante)

www.casa-mediterraneo.es

INSCRIPTION FORM:

<https://forms.gle/ZwNheMaVKzGA59Lz7>

2ND OF JUNE OF 2022

Agenda

- 19:00 **Welcome speech**
Andrés Perelló, General Director of Casa Mediterráneo
- 20:00 **WELCOME LIGHT-DINNER AND NETWORKING.**

3RD OF JUNE OF 2022

Agenda

- 9:00 **Registration**
- 9.30 **Welcome**
Mr. Andrés Perelló, General Director of Casa Mediterráneo
Mr. Vicente Blanes, General Manager of AITEX
- 9.45 **Institutional greetings**
- Mr. Ricardo Sánchez, Deputy director in charge of Foreign Relations in the Secretary of State for the European Union – MAEC (Ministry of Foreign Affairs, European Union and Cooperation)
 - Mr. Joan Calabuig Regional Secretary for the European Union and External Relations, Presidencia de la Generalitat
 - Mrs. Júlia Company, General Director of IVACE
- 10:15 **Overview of the European territorial cooperation programmes in the period 2021-2027, with a focus on the Mediterranean areas** (Mr. Jesús Fernández Prisuelos, Technical Advisor of the General Subdirectorate of European Territorial Cooperation in the General Secretariat of European Funds – MINHAP (Ministry of Finance and Public Administration)).
- 10:45 **COFFEE BREAK & NETWORKING**
- 11:15 **ENI CBC Med successful stories: achievements, lessons learned, and new challenges:**
- Valencian Region tools for economic development through CRE@CTIVE (Mr. Roberto Algarra, Head of European Programs Unit of IVACE, Mrs. Miriam Martínez, Project Manager of AITEX)
 - U-SOLVE: addressing urban sustainability challenges through creative entrepreneurship (Mrs. Elizabeth Parisi, Project Manager of ARCA)
 - Med microfinance support system for start-ups through MEDSt@arts project (Ms. Rand Abdalkader, Project Manager of Leaders International)

- Textile Mediterranean Alliances for Business Development, Internationalization and Innovation through TEXMED Alliance (Mr. Riadh Ben Aziz, Manager of NEOTEX Monastir Technopark)

Moderator: Dr. Bessem KORDOGHLI, Assistant professor, ISET of Ksar Hellal (Tunisia), Member of Textile Engineering Laboratory "LGTex" and member of ATCTex Executive committee

12:15 Panel discussion: Sustainable economic strategies for business development in the Mediterranean basin

- Mr. Mahmoud Abu-Hussein, International Cooperation Director at the Higher Council for Science and Technology in Jordan (HCST).
- Mrs. Razan Naser, Head of Stimulation and Exploration Department at the Higher Council for Innovation and Excellence in Palestine (HCIE).
- Mr. Agustí Fernández de Losada, Senior research fellow and director of the Global Cities Programme at CIDOB. Founding partner at Phare-Territorios Globales.
- Mr. Johan Chermette Wagner, Project Manager of ASCAME
- Mrs Rim Said, General Director for Research Valorisation at the Tunisian Ministry of higher education and Scientific Research

Moderator: Jordi Sebastià, General Director of External Relations of the Valencian Institute of Business Competitiveness (IVACE)

13:15 The Interreg Next MED strategy for 2021-2027: between continuity and addressing new challenges

Mr. Vincent Ernoux, Coordinator of the Western Mediterranean Branch Office

13:45 Conclusions and remarks

Dr. Alaa Ezz, Secretary General of the Confederation of Egyptian European Business Associations

14:00 LUNCH AND NETWORKING

OPEN GALLERY, EXCHANGE AND INTERVIEWS