



Project funded by the
EUROPEAN UNION



BCN EBSOMED Academy 2019

“Support and Improve
the Quality of BSO
&
Promote BSO Networking”

November 21st & 22nd 2019

*Casa Llotja de Mar
Barcelona, Spain*



Project funded by the
EUROPEAN UNION

The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



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الجمعية العربية للصناعة والتجارة
ASCAME



Deutsch-Arabische
Industrie- und Handelskammer
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Chamber of Industry and Commerce
الرفة الألمانية العربية للصناعة والتجارة

BCN EBSOMED Academy 2019

“Support and Improve the Quality of BSO & Promote BSO Networking”

November 21st & 22nd 2019 – Casa Llotja de Mar – Barcelona, Spain

I. About the event

1. Description

The BCN EBSOMED Academy is a capacity building and experience-sharing event between business support organizations (BSO). It aims at creating synergies and developing a fruitful cooperation between EU and south Mediterranean region. This 2-day event will generate important and sustainable relations between the BSOs involved in the actions, permitting the exchange of experience and practices in internationalization and opening new avenues for dialogue and cooperation.

The EBSOMED project (Enhancing Business Support Organizations and Business Networks in the Southern Neighborhood) will be presented into detail including the presentation of its main activities, goals and services. Within the framework of this event, an academy on supporting BSO, improving the quality of the Business Support Services and promoting BSO networking will be implemented. The main goal of this peer-to-peer capacity training event is to provide information on development and opportunities to small and medium-sized enterprises.

2. Objectives

The general objectives of the Academy are to:

- ✓ Improve the competences and the quality of BSOs
- ✓ Build a large, robust and efficient BSO network among the EuroMed region
- ✓ Maximize business exchanges and develop fruitful cooperation between
- ✓ Share good practices and success stories surrounding North/South cooperation

3. Key topics

- Support the development of relations among women entrepreneurs of the Region by promoting business and training opportunities
- Contribute to the access of women to decision-making positions in the economy by enhancing their business and management abilities

✓ Round table activity

In this edition of XI MedaWomen Entrepreneurs Forum, in the framework of the XIII Mediterranean Week of Economic Leaders, an additional and very profit activity on the 21st November, in the Barcelona Chamber of Commerce, we will hold in the framework of EBSOMED Academy 2 round tables "Sharing the best practices among businesswomen organizations and companies". Will be held on November 21st, from 15 -18 pm in Casa Llotja de Mar.

a.- TARGET: Representatives of Mediterranean Businesswomen Organizations: Best practices and future opportunities from the businesses women organizations to promote entrepreneurship, digitalization, new digital skills, social media and access to finance for their members. (Sharing their best experiences as organizations and explaining what they offer).

b.- TARGET: Businesses Owners, Managers and CEOs: Sharing best practices, challenges they faced on digitalization, promotion of new digital skills in their companies and social media.

✓ MedaWomen Forum:

The Mediterranean Women Entrepreneurs Forum is an invitation-only strategic platform carefully curated for established and aspiring women entrepreneurs across the MEDA region, powered by the profile-sharing concept. It offers an exciting new platform, intended to empower women, women-led organizations and SMEs through significant insights.

The Academy is a common instrument, focusing on a specific topic of interest for Business Support Organisation. In this sense, the MedaWeek allows to involve and to reach key actors such as Euro-Mediterranean Chambers of Commerce, among others.

Opportunities:

- ✓ Enhanced integration of the Euro-Mediterranean region
- ✓ Replicate successful, already-existing initiatives, such as: Lessons and Success stories surrounding international cooperation for Mediterranean BSOs and SMEs

II. Target group

The Academy will gather: women entrepreneurs, experts, employers' organizations, Chambers of Commerce and Industry, networks of entrepreneurs, associations, NGOs, decision maker, public and private institutions working on business issues, that will share their experiences, best practices and discuss the difficulties they are currently facing as well as highlighting the urgent need of diversity management and technical innovative knowledge in the era of information and technology.



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III. Your engagement

- ✓ Participate at the EBSOMED Academy
- ✓ Support the importance to adapt to the region's current demands and prepare for the future.
- ✓ Encourage and register team members who are interested in supporting and Improving the Quality of BSO
- ✓ Promoting BSO Networking.



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BUSINESSMED
Union of Mediterranean Confederations of Enterprises



ANIMA
MANAGEMENT NETWORK



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Program BCN EBSOMED Academy 2019

1st Day – November 21st

“Round table activity: let’s talk about gender equality”

Within the framework of the MedaWeek



Coorganised with:



The Academy will play a significant role in understanding the importance of sharing the best practices of businesswomen in companies and organizations by bringing experts and companies to discuss experiences, projects and prepare for current and future challenges.

In this sense, the Academy will be done within the MedaWeek, the Mediterranean Week of Economic Leaders, in order to gather more key stakeholders.

Like every year, this event is jointly organized by ASCAME, the Barcelona Chamber of Commerce, the Union for the Mediterranean (UfM) the European Institute of the Mediterranean (IEMed) and the Consorci de la Zona Franca de Barcelona, with the collaboration of other prominent Euro-Mediterranean entities working for the economic development of the Mediterranean region. This event shines light on key economic trends and developments across the region.

The first day of the Academy will host a round table activity, coorganised with Afaemme.

09:15 – 10:30 Arrival of the participants

Welcome Coffee	10:30 – 11:00
Registration & Networking	11:00 – 14:00
Lunch Networking	14:00-15:30



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Round table activity: let's talk about gender equality

Session 1 – Presentation of the EBSOMED project & Academy

Welcome words & presentation of the round table activity:

Helena de Felipe, President, AFAEMME
Anaël Le Bihan, Area Manager, Projects and International Cooperation Area,
ASCAME

15:00 – 15:15

Session 2 – 1st Round table:

Moderator: DIANA KOBAYTER, ASCAME Commission of Young Entrepreneurs (Lebanon)

Part 1: “SHARING THE BEST PRACTICES AMONG BUSINESSWOMEN COMPANIES”

Panelists:

KARIMA BERGUEUL, President, Association des Femmes en Economie Verte, AFEV (Algeria)
ANA ZACHARAN, Representative, Albania National, Profession and craft's association, SHGPAZ (Albania)
DOA WADI, Executive Director Business Women Forum Palestine, BWF (Palestine)
BEATRIZ FERNÁNDEZ-TUBAU RODÉS, General Secretay, AFAEMME (Spain)
NEIJA GHARBI, Chairman of the board of Tunisia Bank Corporation (Tunisia)
Nadine Kilani, Project Officer, BUSINESSMED

15:15 – 16:30

Reporter: AFAEMME & participant from audience

Q&A Session



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Part 2: "SHARING THE BEST PRACTICES AMONG BUSINESSWOMEN ORGANIZATIONS"

Panelists:

APOSTOLINA TSALTAMPASI, President, Greek Association of Women Entrepreneurs, SEGE (Greece)

TAGHRID NAFEISI, President, Jordan Forum for Business & Professional Women, JFBPW (Jordan)

CRISTINA VISCONTI, Member, Board Selena Italy, SELENA (Italy)

CHARLOTE GREGORY, President, Malta Association of Women in Business, MAWB (Malta)

ELVIRA MARASCO, President, International Relations AIDDA (Italy)

AICHA AMRANI, President of Association des Femmes Chefs d'Entreprises du Maroc (Marocco)

Reporter: AFAEMME & participant from audience

Q&A Session

16:30 – 17:45

SESSION 3 – WRAP-UP: CONCLUSION OF THE ROUND TABLE DEBATES

Moderator: Anaël Le Bihan, Area Manager, Projects and International Cooperation Area, ASCAME

Reporter: AFAEMME & participant from audience

Q&A Session

17:45 – 18:00



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Program BCN EBSOMED Academy 2019

2nd Day – November 22nd

Within the framework of



“Unlocking the potential of Women Entrepreneurs”

Coorganised with:



The second day of the Academy will host the MedaWomen Forum, coorganised with Afaemme.

The Mediterranean Women Entrepreneur Forum, organized by ASCAME and Afaemme with the collaboration of the Barcelona Chamber of Commerce, is the largest entrepreneurial gathering in the region of business for women. This event is designed to accelerate the growth of women-owned businesses through access to information, contacts and capital. This event is suitable for anyone in any stage of business, from those just getting started to those in business for decades as well as for those working individuals who want to explore their potential as entrepreneurs, there are resources and opportunities to grow and learn. We facilitate connections, provide innovative outlooks and offer resources for growth to clients and stakeholders.

The Mediterranean Women Entrepreneurs Forum is an invitation-only strategic platform carefully curated for established and aspiring women entrepreneurs across the MEDA region, powered by the profile-sharing concept. It offers an exciting new platform, intended to empower women, women-led organizations and SMEs through significant insights. The event brings together proficient women entrepreneurs in the SME sector providing them with a zone to interact, network and share their thoughts. It will contemplate various constraints existing in the path of female entrepreneurship including access to capital, finding the perfect mentor, understanding the regulatory and legal landscape, etc.



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Key topics that will be addressed include:

- ✓ **MEET** global corporate experts from diverse industries and cultural landscapes.
- ✓ **LISTEN** to leading international businesswomen about their experience within the corporate world and gain the latest market intelligence across industry.
- ✓ **NETWORK & COLLABORATE** face to face with your peers and make valuable connections across industries and the globe in both informal and business focused environments.
- ✓ **SHARE** your own industry experiences, expertise and know-how during interactive panel discussions and Q&A sessions.
- ✓ **ENGAGE** with women across business and industry
- ✓ **BE YOUR OWN BOSS**, starting a business requires vision, smarts, guts, tenacity and endurance.
You can do it.

09:00 – 09:15 Registration

09:15 – 10:30 Official opening of the third day of Medaweek Barcelona 2019

Joan Canadell | President, Official Chamber of Commerce, Industry, Services and Navigation of Barcelona (Spain)

Ahmed M. El Wakil | President, Association of the Mediterranean Chambers of Commerce and Industry –ASCAME– (Egypt)

Marta Felip | Secretary General Ministry of Enterprise and Knowledge, Government of Catalonia (Spain)

Rachid Maaninou | Deputy Secretary General, Union for the Mediterranean (UfM) (Morocco)

Juan Antonio Pedreño | President, Spanish Business Confederation of the Social Economy –CEPES– (Spain)

Saloua Tajri | Director of the promotion of Social Economy at the Ministry of Tourism, Air Transport, Handicraft and Social Economy –TBC- (Morocco)

Helena de Felipe | President, Association of Organizations of Mediterranean Businesswomen –AFAEMME– (Spain)

11:15 – 11:30



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Session 1 – XI MedaWomen Entrepreneurs Forum 2019

✓ Introductory Session

Speakers:

Najoua Attia | President, Cap Bon Chamber of Commerce and ASCAME Women Entrepreneurs Commission (Tunisia)

Saïda Neghza | President, General Confederation of Algerian Companies (CGEA) and President Union of Mediterranean Confederations of Enterprises (BUSINESSMED) (Algeria)

Nathalie Pilhes | Founding member of the Euro-Mediterranean Women's Foundation (FFEM) (France)

Fatiha Hassouni | Head of Sector Gender & Women Empowerment, Union for the Mediterranean (UFM) (Morocco)

Marta Blanco | President, Spanish Confederation of Employers (CEOE) - International (Spain)

Francina Valls | President Gender Commission (FOMENT DEL TREBALL) (Spain)

Rym Ayadi | Founder of the Euro-Mediterranean Economists Association EMEA – (Tunisia)

Dragica Martinović | Member of the European Economic and Social Committee – ESSC (Croatia)

Madi Sharma | CEO Madi Group, 1 of a political's 100 Most Influential People in Gender Policy in 2018 (United Kingdom)

Helena de Felipe | President of Association of Organizations of Mediterranean Businesswomen (AFAEMME) (Spain)

11:00 – 12:00

Session 2 - Empowering a New Generation of Young Women Entrepreneurs

✓ The objective of this session is to support and nurture young women entrepreneurs, community leaders and change agents in the Mediterranean world, and to engage in dialogue and debate on challenges and opportunities for young women in leadership roles, in social enterprise and tech innovation, and in the energy, finance, law and STEM sectors.

Roundtable Chair: Elizabeth Trallero | Past President, European Women's Management Development (EWMD) & CEO, Congost Plastics (Spain)

Speakers:

Karima Bergheul | President Association des Femmes en Economie Verte, AFEV (Algeria)

Yomma El Sheridy | President Businesswomen of Egypt21, BWE21 (Egypt)

Charlotte Gregory | President of Malta Association of Women in Business, MAWB (Malta)

Samira Hadjdjilani | President of the Algerian Network of Businesswomen RAFA (Algeria)

Asmâa Morine | President of the Association of Francophone Networks of Women entrepreneurs, AREFFE (France)

Taghrid Nafeisi | President of Jordan Forum for Business & Professional Women, JFBPW (Jordan)

Lina Tsaltampasi | President Greek Association of Women Entrepreneurs, SEGE (Greece)

Tijen Mergen | Vice President of Woman Entrepreneurs Association of Turkey KAGIDER, (Turkey)

Aicha Amrani | President of Association des Femmes Chefs d'Entreprises du Maroc, AFEM (Morocco)

Monia Bouselmi | General Secretary Women Entrepreneur Council, CIFE (Tunisia)

Elvira Marasco | President International Relations AIDDA (Italy)

Cristina Visconti | Member of the board Selena Italy, SELENA (Italy)

Doa Wadi | Executive Director Business Women Forum Palestine BWF (Palestine)

12 :00 – 13 :00



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Session 3 – Women Digital & Innovation Entrepreneurs “Role Models”

✓ The phenomenal rise of digital economy is giving women vast opportunities to launch new businesses and expand existing ones on a global scale. This session will discuss opportunities in digital economies and how women entrepreneurs can further benefit from these opportunities

Diana Kobayter | Founder, Zouyouti, Oils & Beyond/ Young Entrepreneurs Working Commission of ASCAME (Lebanon)

Roula Moussa | CEO of Netways, AI Venture Labs & DiasporaID (Lebanon)

Nourah Mehyar | CEO and Co-founder Nafith Logistics (Jordan)

13:00 – 14:00

Lunch Break & Networking

14:00-15:00

Contact: secretariat@ascame.org

*** *Speakers to be confirmed* ***



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