

BCN EBSOMED Academy 2018

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

21 & 22 November 2018 – 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

BSOs' Strategic Planning

Challenges to define strategic guidelines and instruments for business development in the key topics of Business Opportunities in the new African Continental Free Trade Area (AfCFTA):

- ✓ NABDF – North Africa Business Development Forum

Income Generation and Services

How to improve existing services and create new one?

- ✓ Assess the main factors in order to ensure smooth and sustainable progress and transformation and introduce innovative services
- ✓ Human capital: “will address the opportunities diversity and talent mobility offers as well as the need of the digitalization of Human Resources both from an educational perspective

as from a management perspective”

Governance for PPP models

Analyzing the current context:

- ✓ Role and relation between the public and private sectors
- ✓ Identify the current obstacles and challenges
- ✓ Assess the local environment and respective practices

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: 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.

Program BCN EBSOMED Academy 2018

1st Day – November 21st

Regional Business Dialogue

Within the framework of NABDF – North Africa Business Development Forum

The first day of the Academy will host the North Africa Business Development Forum is one of the most iconic fora of the Mediterranean Week of Economic Leaders, and by far the longest-running one.

Like every year, this session is jointly organized by the European Institute of the Mediterranean (IEMed), and lays the groundwork for exploring the most relevant topics in the region. Concretely, the NABDF addresses the economic climate in North Africa, as well as its repercussions on politics and society. Represented by the business communities of both North Africa and Southern Europe, this Forum shines light on key economic trends and developments across the region.

09:00 – 10:15 – Official Inauguration

Coffee Break & Networking

10:15 – 10:45

Session 1- Presentation of the EBSOMED project

Anaël Le Bihan, Head of Cooperation Projects, Association of the Chambers of Commerce and Industry of the Mediterranean (ASCAME)

10:45 – 11:00

Session 2 - Western Mediterranean: a Hub for Africa and Europe

Identifying main challenges and instruments for business development and for investment. Exploring Business Opportunities in the new African Continental Free Trade Area (AfCFTA). Enhance integration of the Euro-Mediterranean region.

Chair: **Maria Àngels Chacón**, Minister of Enterprise and Knowledge, Government of Catalonia

Speakers:

Arslan Chikhaoui, Chairman, Nord Sud Ventures Strategy Consultancy Center

Houda Benghazi, General Manager, Consejo económico Marruecos-España (CEMAES)

Fathallah Sijilmassi, Former Secretary General, Union for the Mediterranean (UfM)

Roger Albinyana, Director of Mediterranean Regional Policies and Human Development, European Institute of the Mediterranean (IEMed)

Yanis Benyelles, Director, Co Ges Developpement

Anis Jaziri, Founder and Secretary General, Tunisia-Africa Business Council (TABC)

11:00 – 12:30

Q&A Session

Session 3 - Investment Opportunities in Senegal and the Plan for an Emerging Senegal

The Plan for an Emerging Senegal (PES) is a national strategy of economic & social development of the Republic of Senegal and it consists of a set of strategic policies designed to reform Senegal into an emergent country and a logistic-industrial-touristic hub for the region.

The PES is constituted by a wide range of structural measures in order to improve the business environment, strengthen human capital, improve economic financing, and much more.

Chair: TBC

Speakers:

Cheikh Kante, Minister for the Plan for an Emerging Senegal of the Republic of Senegal

Khoudia Mbaye, Minister for Investments and Development of the Republic of Senegal

12:30 – 14:30

Q&A Session

Lunch Break & Networking

14:30-15:30

Program BCN EBSOMED Academy 2018

2nd Day – November 22nd

Within the framework of Mediterranean Human Capital Meeting

“Mediterranean Talent-Diverse, Mobile and Connected”

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

The second day of the Academy will host the Human Capital, coorganised with BBi Communication. This is the most valuable asset in any company or sector even if it is sometimes intangible because it is not easily measurable. However, the World Bank Group is developing an index that will measure how human capital contributes to the productivity of the next generation of workers. It is reasonable since this human asset spends a major part of the day contributing towards the success of the organization or company.

Employees are crucial to any company or organization, to the point of becoming its lifeline. In the Mediterranean, civic culture is rooted in the tradition of a political philosophy in which public policies and institutes make up an important part within the educational process and influences public happiness. Therefore, there is an urgent need of partnerships between the public and private sectors to provide the needed technical and innovative know-how to current and future professionals.

Rethinking the Human Capital Agenda in the Mediterranean Region

- ✓ The need and importance of promoting and attending the talent diversity and mobility in Mediterranean organizations
- ✓ The need and importance of the digital transformation of Human Resources in the region to keep up with current demands.

Session 1- Diversity and Talent Mobility: key aspects for competitive organizations.

As confirmed in the latest international business reports, the capacity to successfully manage diversity and talent mobility is one of the key factors that will determine success or failure of organizations that aim to compete globally.

We invite you to join our experts and private and public sector organization leaders at this first round table of the 2nd Mediterranean Human Capital Meeting to discuss, share and comment on questions such as:

- ✓ How does diversity impact on innovation and productivity?
- ✓ How far are we in Mediterranean organizations addressing these matters?
- ✓ How can we encourage and support diversity and mobility within our organizations?
- ✓ What are the key factors to foster and successfully manage diversity and talent mobility in Mediterranean organizations?

And above all, what is the cost of not doing it?

Moderator: Nina Heindrachs, Regional Director Southern Europe & North Africa, BBI Communication

Speakers:

- Federico Montilla**, Southern Europe & Latin America Director, Santa Fe Relocation Services
- George Simons**, Founder, George Simons International
- Virgili Callizo**, International HR & Corporate Security, Cellnex Telecom
- Nejia Ben Hellal**, President, Tunisian Business Women League
- Besma Al-Qassar**, Founder & Project Manager, Women Mentor Forum
- Cecilia Coll**, HR Manager, Laboratorios Quinton
- Sonsoles Morales**, Intercultural Leadership Expert, BBI Communication
- Mthuli Ncube**, Chief Economist & Vice President, African Development Bank African Development Bank
- Nish Baijal**, Global Vice President Talent Management

10.45-12.15

Session 2 - Digital transformation: a must for talent and processes

- ✓ Do we really know and understand our workforce and can our organization proactively use data to make fact-based decisions?
- ✓ Can our organization use new technologies such as artificial intelligence, blockchain, machine learning, big data to improve employees performance?
- ✓ Is our talent ready to be part of the digital transformation of our organizations within the Mediterranean region?

Moderator: Nina Heindrichs, Regional Director Southern Europe & North Africa, BBI Communication

Speakers:

Segundo López, HR Director Iberia & S&O, Tech Data

Luis Carbajo, Founder, Vottun

Hicham Iraqi, Country Manager Morocco, Microsoft

Jad Jalloul, Marketing Manager Technology Sarl

Dory Abou Saab, IT Manager, CCI Beirut, Chamber of Commerce, Industry and Agriculture of Beirut & Mount Lebanon

Konstantinos Nikoloutsos, President, ASCAME Commission of Training and Education Young Entrepreneurs

Fadi Nouralla, HR Consultant, Europe, Asia, Africa, Canada, and Middle East

Abdel-illah Madi, Business Development Manager, Jordan and Amman Chambers of Commerce

Kalil Hassan Khalil, Chairman of Digital Division of FEDCOC and Winner Group

Representative, BusinessMed, Union of Mediterranean Confederations of Enterprises

Anaël Le Bihan, Head of Cooperation Projects, Association of the Chambers of Commerce and Industry of the Mediterranean (ASCAME), *Presentation of the EBSOMED project*

12 :15 – 13 :45

Lunch Break & Networking

14:30-15:30

Session 3 - The role of BSO in favoring the development of PPPs

✓ Existing financial instruments and guarantees for PPP projects

Moderator: Diana Kobayter, Lebanon

Speakers:

Representative, Private Company Spain

✓ Sectors with higher success for PPP models & success stories in the Mediterranean region

Speakers:

Adel Hamani, Member of the Sfax Chamber of Commerce and Industry, President of the International Relation Committee, CCI Sfax

Representative, CCI Turkey

Representative, CCI Tanger, Morocco

15:30 –17:00

Contact: secretariat@ascame.org

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