



Official Participant

EXPO MILAN 2015

Euro-Mediterranean Days: joint cooperation to enhance business and investment opportunities

6 - 7 May 2015

DRAFT AGENDA (16 April 2015)

Sala Volta, Palazzo delle Stelline, Corso Magenta, 61 – Milan

6 May 2015 – morning

Please note that this agenda remains indicative and subject to possible further changes

09:00 Registration

09:30 Welcome and introduction

Mr Sandro GOZI, Undersecretary of State for European Policies, Italian Government

Mr Fabrizio SALA, Councillor in charge for Expo and Internationalization of Enterprises, Lombardy Region

10:00 Keynote speeches - Euro-Mediterranean economic and industrial cooperation

Mr Antonio TAJANI, Vice-President of the European Parliament

Ms Maha Abdul RAHIM ALI, Minister for Industry, Trade and Supply, Jordan (invited)

Mr Alberto MEOMARTINI, Vice President of Milan Chamber of Commerce (invited)

10:30 Business opportunities in the Euro-Mediterranean area

Introduction and chair, Ms Joanna DRAKE, Director, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

- **Accessing finance**, Ms Joyce LIYAN, Head of Neighbourhood Business Development Unit, European Investment Bank (invited) and Ms Renata IKSAR, Advisor to Managing Director, European Bank for Reconstruction and Development
- **Accessing markets**, Mr Peter YOUNG, Deputy Head of Unit, Directorate General for Trade, European Commission
- **Helping SMEs to grow and go international**, Mr Dirk VANTYGHEM, Director for International Affairs, Eurochambres

- **Walking the talk: trade and industry as drivers for co-shared growth**, Mr Alaa EZZ, Secretary General, Confederation of Egyptian European Business Associations (CEEBA)
- **Testimonial of an entrepreneur**, Mr Jacques SARRAF, Chairman and CEO of Malia Holding S.A.L and President of Businessmed

Q & A

12:00 **Linking SMEs across the Euro-Mediterranean area: networks, partnerships, clusters**

Introduction and chair, Ms Marie CORMAN, Policy Officer, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

- **Enterprise Europe Network (EEN)**, Mr Patrick DE SMEDT, Deputy Head of Unit, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission
- **EUROMED Invest project**, Mr Khalil LAABIDI, President of ANIMA Investment Network
- **Clusters in creative industries**, Mr Gerardo PATACCONI, Chief, UNIDO Clusters and Business Linkages Unit
- **Business synergies between the EU, Turkey and the South Mediterranean region**, Mr Mustafa BAYBURTLU, Head of EU Affairs, The Union of Chambers and Commodity Exchanges of Turkey (TOBB)

Q & A

13:10 **Conclusions**

Ms Joanna DRAKE, Director, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission and Mr Michael KOEHLER, Director, Directorate General for Neighborhood and Enlargement Negotiations (invited)

13:30 **Networking lunch buffet**

6 May 2015 – afternoon

14:20 **Opening and introduction**, Mr Francesco PARETI (Union Camere Veneto – EEN)

14:30-19:00 **Business-to-Business and Cluster-to-Cluster meetings**

In parallel **Technical meeting of Charter/SBA coordinators in Mediterranean Neighbor Countries**

14:45-15:30 **Cluster introduction**

19:00 **Transfer by bus to Lombardy Region premises**

20:00-21:00 **Cocktail offered by Lombardy Region**

7 May 2015

- 9:30-16:00 **Continuation of the Business-to-business and Cluster-to-Cluster meetings**
- 15.15-16.30 **Cluster debriefing session**
- 17:00-20:00 **Organized visit to Expo site and to EU Pavilion and Italian Pavilion - Lombardy Region corner**

8 May 2015

- 09.00-18.00 **Business to Business and Food Study Tour in Parma for Institutions, business organizations and companies, organized by Parma Alimentare**