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Med Business Days 2021



BUSINESS OPERATORS' ROLE IN BOOSTING ECONOMIC RECOVERY IN THE MEDITERRANEAN

2nd - 3rd December 2021 MiCo Milano Convention Centre - Milano



Project funded by the
EUROPEAN UNION

Programme

BUSINESS OPERATORS' ROLE IN BOOSTING ECONOMIC RECOVERY IN THE MEDITERRANEAN

December 2-3, 2021 | Hybrid event | MiCo Milano Convention Centre - Milan, Italy

December 2nd, 2021 | 09.00 AM CET

9.00 AM	Accreditation Procedures to Enter MiCo
9.30 AM	Opening Ceremony CONNEXT 2021
10.00 AM-1.30 PM	Events and Networking Opportunities
1.30 PM – 2.00 PM	Registration
2.00 PM – 2.30 PM	OPENING REMARKS Dr. Tarek TAWFIK , Vice President of BUSINESSMED, Vice Chairman of the Federation of Egyptian Industries, FEI Sharon FARRUGIA , Research Executive, Economic and Social Affairs, Representing MEA as a Board Member North, Malta Employers Association, MEA

Room: BUSINESSMED Stand

2.30 PM – 4.00 PM	Renewable Energy: Financing Trends, Regulation & Investments Moderator: Samia DHAHRI , INVESTMED Project Expert Speakers Maen OBEID AYASRAH , MSc in Project Management for Energy & Environmental Engineering, Energy and Environmental Sustainability Unit (EESU), Jordan Chamber of Industries, JCI Ing. Michelangelo Celozzi , Executive President, TEN Trans Med Engineering Network Jeannette Axisa , Director General, Foundation for Transport	Digital transformation: the centre of business continuity and a Strategic Foresight Perspective Moderator: Sharon FARRUGIA , Research Executive, Economic and Social Affairs, Malta Employers Association-MEA Speakers Giuseppe PROVENZANO , Expert on Employability, higher education, research and innovation, Union For Mediterranean, UFM Tarak CHÉRIF , President, Anima Investment Network, ANIMA (TBC) Aïda BEJI KALLEL , International senior advisor in digital trade and export development and internationalization Giovanni Zazzerini , Secretary General, INSME - The International Network for SMEs (TBC)
	Room: Amber 7	Room: Amber 8

4.00 PM – 4.30 PM

BREAK

4.30 PM – 6.00 PM

SMART CITIES: Investing in the future

Moderator: **Shaimaa Bahaa El Din**, Director of International Relations and Development – Federation of Egyptian Industries – FEI

Speakers

Daniel ABOUD, BUSINESSMED Board Member South, Board Member of Association of Lebanese Industrialists, ALI

Sarah HANACHI, CEO Business Innovation and Digital Transformation Consultant- Tunisia

Fadi Omar DARWICHE, Co-founder /Managing Director /SeniorTransport Expert Sets

Akil SADKAOUI, Vice President- Association Tunisian Smart Cities- Coopération Internationale

Francesco VENTURA, Coordinator of the OICE Working Group on Smart Cities

&

Simona Nebbioso, Architetto, VDP S.r.l. (online)

Room: Amber 7

Bridging the skills mismatch: employers as driver for education

Moderator: **Boutheina LASSADI**, Expert on VET and Education, BUSINESSMED

Speakers

Tarek TAWFIK, Vice President of BUSINESSMED, Vice Chairman of the Federation of Egyptian Industries, FEI

André MAGRINHO, Deputy Chairman of AIP Foundation, AIP

Amadou SAKO, External Adviser for Africa, International Organization of Employers, IOE (online)

Room: Amber 8

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6.00 PM – 6.30 PM

CLOSING REMARKS

Daniel ABOUD, BUSINESSMED Board Member South, Board Member of Association of Lebanese Industrialists, ALI

Room: BUSINESSMED Stand

7.30 PM

DINNER - Mes Amis Restaurant

Via Giovanni da Procida, 23, 20145 Milano MI, Italy

December 3rd, 2021 | 09.00 AM CET

9.00 AM	Accreditation Procedures to Enter MiCo
9.30 – 10.30 AM	Events and Networking Opportunities
10.30 AM – 11.00 AM	Registration
11.00 AM – 11.30 AM	Opening Session: Digitalization as a driver for Internationalization (Business Country Desk)

Moderator: **Jihen BOUTIBA**, Secretary General, BUSINESSMED

Speakers

Barbara BELTRAME GIACOMELLO, President of BUSINESSMED, Vice – President for Internationalization at CONFINDUSTRIA

Hamed El ETREBY, Senior Advisor, Union for Mediterranean – UFM

EUROPEAN COMMISSION Representative

International Trade Center Representatives

BCD Video Presentation

Outlook of the main features of the BCD platform

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Takoua MRABET, Business Country Desk Coordinator, BUSINESSMED

Room: Amber 6

**11.30 AM – 14.00 PM BUSINESS SPACE
B2B meetings**

Working language: Simultaneous **English –French** interpretation will be provided

Registration for virtual participation: <https://connex.confindustria.it/2021/account?locale=en>
Partnership Code for registration **G-7811**

Conception & organization: **BUSINESSMED**
Union of Mediterranean Confederations of Enterprises
<http://www.businessmed-umce.org/>

in the framework of the EBSOMED Project