

# 15<sup>th</sup> MEDA Logistics & Transport Forum

## 10<sup>th</sup> MEDA Ports & Shipping Summit

*Another Time is Coming*

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6-7 June, 2017 | Barcelona

For the fifteenth consecutive year, the Association of Mediterranean Chambers of Commerce and Industry (ASCAME) will host the Mediterranean Transport & Logistics Summit within the fringes of the SIL2017. The two-day event is jointly organized with the Consorci of Barcelona, and supported by the Barcelona Chamber of Commerce and Industry.

Every year since 2003, the MedaLogistics Summit convenes experts, business representatives and high level policy figures from the sector in order to explore opportunities and address key priorities in the Mediterranean. Over the course of 14 years, the event has enjoyed an overall average participation of 9,100 participants and 13,200 respective business contacts. In particular, the first day will focus extensively on Logistics and Transportation, while the second will explore economic trends within the Ports and Shipping sector.

On the occasion of the 15<sup>th</sup> anniversary of the MedaLogistics Summit, this year's agenda will feature a number of innovative and timely themes within the sector, spread over the course of two days. These are:

### Day 1

- Business opportunities in the Mediterranean, and South East Europe (MSEE)
- Start-ups and Innovation within the sector
- Women in Logistics and Transport
- Special Session on EU Project: EuroMed Invest presents Transport & Logistics Sector Alliance Committee

### Day 2

- Barcelona-Suez-Dubai Triangle & Economic Cooperation
- Intermodal Transport in the region
- The effects of Climate change and sustainable development of the Ports and Maritime sectors

Together, panelists and participants engage to explore current perks and pressing challenges within the logistics, transportation, ports and shipping sectors, and exchange relevant practices surrounding their experience.

The MedaLogistic Summit also presents a unique opportunity to network with key experts and international players of the field, as well as access to the rest of the exhibition grounds.

Finally, do not miss the opportunity to reveal your brand on an international platform by enjoying special exhibition rates just for you! Kindly refer to details in the attached flyer for full information regarding your company's exhibition space.

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15<sup>th</sup> MEDA-LOGISTICS & TRANSPORT FORUM  
6 June, 2017 | Barcelona



MEDA LOGISTICS &  
TRANSPORT FORUM

*\*\*Speakers to be invited*

09:00 – 09:30

**Registration**

09:30 – 10:00

**Opening Ceremony**

*Welcome Remarks*

**Anwar Zibaoui** | Coordinator Mediterranean Logistic and transport Forum

**Jordi Cornet** | Chairman, SIL Organizing Committee

**Miquel Valls** | President, Barcelona Chamber of Commerce

**Mohamed Choucair** | President, ASCAME

**Fathallah Sijilmassi** | General Secretary of the Union for the Mediterranean

**Ministries for Transport** and Decision Makers from UE and Mediterranean countries

10:00 – 10:30

**Morning Coffee & Networking**

10:30 – 11:30

**Mediterranean South East Europe (MSEE) – emerging market and key area in the sector**

**Admir Softić** | Ministry of Foreign Trade and Economic Relations of Bosnia and Herzegovina

**Volha Smirnova** | Chief Marketing Officer, Gurtam

**Andrea Xhavera** | Chairman & President, Durrës Chamber of Commerce and Industry

**Sue Barrett** | Director, Transport EBRD Financing of sustainable regional transport projects

**Marko Čadež** | Association of the Balkan Chambers

**Dursun Topçu** | Istanbul Chamber of Commerce & Industry

**Valery Shpakov** | CEO, Globaltrans

**Vesna Trnokop-Tanta** | Head of Public Sector Services, PwC Croatia

12:00 – 13:00

**Start-ups & Innovation in Logistics & Transport**

*Moderator*

**Vidoje Vujić** | ASCAME Innovation and ICT Commission

**Aurelio García de Sola** | President, the Heroes Club

13:00 – 14:00

**Mediterranean Businesswomen in Logistic and transport: towards equal opportunity**

*Moderator*

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

**Ikram Makni** | Director General, Sfax Chamber of Commerce and Industry

**Ms Chelo Otero** | Commercial Director, Portic

**Carmen Gracia Estella** | Director, ATEIA – OLTRA (International Association of Barcelona Freight Forwarders & Organization for Logistics Transport and Customs)

**Luisa López Leza** | Transport and Logistic Expert, DG MOVE, European Commission

**Ioana Adamescu** | DG Research and Innovation, European Commission

**Silvia Maffii** | Managing Director, TRT - Transport & Territories

**Marta Pereda Bonilla** | Director General, Albatros Logistic Morocco

**Lamia Kerdjoudj-Belkaid** | Secretary General, Federation of European Private Port Operators and Terminals (FEPORT)

**Nadia Laraki** | General Manager, National Port Authority (ANP)

**Joanna Nunes Coelho** | President, Portuguese Freight Forwarders Association (ATAP)

**Sanna Hassini** | Vice-President of AMLOG (Moroccan Logistics Association)

16:00 – 19:00

**Mediterranean Business Exchange Area | Transport & Logistics “Sector Alliance Committee” in the framework of the EuroMed Invest Program**



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## TOPICS: Day 1

### Mediterranean South East Europe (MSEE) – emerging market and key area in the sector

- Regional Perspective – An overview of market conditions
- Lessons from MSEE Transport and logistic opportunities and investment
- An exclusive opportunity to meet and exchange business cards with speakers, delegates and decision makers from the Mediterranean, SEE Europe.

### The competition in the market is increasing, as start-ups and tech giants are both targeting business opportunities in this attractive logistics market segment. The logistics start-ups are still the companies which most receive funding in the Mediterranean area.

- Challenging time ahead for logistics companies
- Business Model Freight Forwarding
- VC Investments in Transport & Logistics
- Create start-ups ecosystem
- How Forwarders Can join with start-ups
- Benefiting from expanded own or joint value chain
- As transition path for ramping-up Forwarders digitalization and customer touch point set of skills and resources
- Selected Start-ups and Business Models

### Women in transport will focus on innovative solutions to attract and retain talent:

- How can we create a culture of diversity and innovation in the transport sector?
- What do transport authorities, companies and other actors need to do to attract and retain more women in their workforces?
- What can we learn from initiatives that have worked, and those that have not?
- As a leader, what are you doing to support women?

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10<sup>th</sup> MEDITERRANEAN PORTS AND SHIPPING SUMMIT  
7 June, 2017 | Barcelona



09:30 – 10:00

*\*\*Speakers to be invited*

**Welcome addresses**

Sixte Cambra | President, Port of Barcelona

José Llorca | President, Ports of Spain

Joe Mizzi | Minister of Transport and Infrastructure, Malta

Karima Delli | Chairman of the TRAN Committee, European Parliament

Serafettin Aşut | President, Transport and Logistics Commission, ASCAME

10:00 – 10:30

**Morning Coffee & Networking**

10:30 – 11:30

**Barcelona–Suez–Dubai Economic Triangle: Partnership for Development**

José Alberto Carbonell | Managing Director, Port of Barcelona

Admiral AbdelKader Darwish | Vice Chairman, General Authority of the Suez Canal Economic Zone (GAESC)

Sheikh Ahmed Bin Saeed Al Maktoum | Chairman, Dubai Airport Free Zone Authority (DAFZA)

Lluís Renart | Professor, IESE

11:30 – 12:30



**Intermodal Transport in the Mediterranean: current trends and future opportunities**

*Moderator*

Eduard Rodés | Director of the Escola Europea de Short Sea Shipping

Carles Rúa | Strategic Projects and Innovation Manager - Port de Barcelona

Imed Zammit | Institut Méditerranéen de Formation aux Métiers Maritimes (IMFMM), (Tunis)

Speaker TBD | Ekol (Turkey)

Matteo Catani | GNV (Italy)

Speaker on IT | TBD (Morocco)

Isidre Gavin | Cimalsa (Spain)

Sandra Gehenot | Freight Director for International Unions of Railways (UIC)

Francesc Carbonell | Union for the Mediterranean (UfM)

12:30 – 13:30

**Ports, Shipping and the Maritime sector in light of climate change initiatives and sustainable development**

Thomas Kazakos | President, Cyprus Shipping Chamber

Patrick Verhoeven | Secretary General of the European Community Ship-owners Associations (ECSA)

Fuad Brini | President of Board, Tangier Med Port Authority

Representative | Director of Climate Change, OECD

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## TOPICS: Day 2

### Barcelona – Suez – Gulf

- What can businesses do to maximize the economic relationship between the three most important ports in the world?
- What are some of the innovative solutions that can be shared among the three hubs in order to strengthen this trade & investment triangle?
- What are the key challenges currently surrounding intraregional trade and what is your company doing to defeat them?

### How can we develop the concept of intermodal supply chains not just focusing on transport itself?

- How should the Transport Action Plan for the Mediterranean Region be implemented to overcome existing barriers to the development of intermodal transport and motorways of the sea? How should it be used to promote investments in greater inter-connectivity, in-land and multi-modal connections and to shift towards a smarter and greener mobility in the region?
- How can promoting investment in new technologies and green transport improve the transport performance in the region?
- How can optimizing port infrastructure, interfaces and procedures/operations boost the maritime transport, short-sea shipping capacity and cross-border ferry connectivity?
- How could the lack of integrated management of the ports system be overcome to exploit the sector potentialities?
- How can we encourage the stakeholders to collaborate and share best practices and learned lessons?
- How can we include rail corridors in intermodal supply chains?

### The Paris Agreement on Climate Change will have profound implications for transport

- Challenging time ahead for logistics companies
- Business Model Freight Forwarding
- VC Investments in Transport & Logistics
- Create start-ups ecosystem
- How Forwarders Can join with start-ups
- Benefiting from expanded own or joint value chain
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