



Official Participant

EXPO MILAN 2015

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

6 - 7 May 2015

DRAFT AGENDA (24 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

08:45 **Registration**

09:30 **Welcome and introduction**

Mr Sandro GOZI, Undersecretary of State, Italian Government

Mr Fabrizio SALA, Assessor, Lombardy Region

10.00 **Keynote speeches - Euro-Mediterranean economic integration**

Mr Antonio TAJANI, Vice-President of the European Parliament

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

10:30 **Euro-Mediterranean industrial cooperation**

Ms Hana URAIDI, Director and Acting CEO, Jordan Enterprise Development Corporation (JEDCO)

10.45 **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 Marion HOENICKE, Head of the Division, European Investment Bank (EIB) and Ms Renata IKSAR, Advisor to Managing Director, European Bank for Reconstruction and Development (EBRD)
- **Accessing markets**, Mr Peter YOUNG, Deputy Head of Unit, Directorate General for Trade, European Commission
- **Helping SMEs to grow and go international**, Mr Dirk VANTYGHM, 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)

Q & A

12:10 **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, Clusters and Business Linkages, United Nations Industrial Development Organisation (UNIDO)
- **Business synergies between the EU, Turkey and the South Mediterranean region**, Mr Mustafa BAYBURTLU, Head of EU Affair , The Union of Chambers and Commodity Exchanges of Turkey (TOBB)

Q & A

13:20 **Conclusions**

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



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For more information on Euro-Mediterranean Days:

<https://www.b2match.eu/expo2015-agrofood/registration>

For more information on EU-Third countries events at EXPO 2015:

<http://www.euexpo2015.talkb2b.net/>