



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
 ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
 جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



14th MEDITERRANEAN LOGISTICS AND TRANSPORT SUMMIT

14th MEDA-LOGISTICS & TRANSPORT FORUM 2016
 9th MEDA PORTS SUMMIT

Mediterranean Bridges

Barcelona, 7th & 8th of June 2016

In the framework of SIL 2016, the **Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)** and the **Consorti de la Zona Franca de Barcelona**, in collaboration with the Chamber of Commerce, Industry, Services and Navigation of Barcelona, are organizing the **14th Mediterranean Logistics and Transport Summit**.

The 14th edition of the Meda Logistics & Transport Summit is a commitment to this industry as a fundamental basis for economic integration, confirming the pioneering vision of the forum, which has provided the sector **with a platform for exchange, business cooperation and reflection since 2003**.

Major achievements

- Consolidation of Meda Logistics & Transport Summit as the **annual international and Mediterranean platform** and permanent reference of the sector.
- High participation rates, with a total of **8,700 participating companies and 12,900 business contacts** throughout 13 years.
- Presence of **international business leaders and senior executives** from the world's leading ports, shippers, cargo owners, shipping lines, freight forwarders, logistics companies, terminal operators, railway operators and port-rail equipment services suppliers.
- Participation of **key international bodies** in global Transport & Logistics policies design.

With the support of:



Cambre de Comerç de Barcelona

In the framework of:



Official Sponsor:



Port de Barcelona

Sponsor:



Benefits of attending

- **Learn** about current and new **project opportunities**.
- **Understand** the **macroeconomic impact** of Logistic and Transport sector.
- **Discover** who are the **key clients and contractors** working in the Mediterranean countries.
- **Analyse** the amount of **investment projects** in the market to better prepare your strategy and resources for increasing business in the region.

Debates and topics

- The importance of the Transport and logistics sector as economic pillars and determining factors for the integration of a single Mediterranean market
- An analysis of the different international projects
- Logistics, supply chain and the refugees' crisis in the Mediterranean Sea.
- Challenges and developments, the potential for a Mediterranean Intermodal Transport Strategy.
- Integration and competition between Transport & Logistics Businesses
- From Panama to Suez - Mediterranean and Latin America Transport & Logistic meet
- From Dubai to Barcelona - The Mediterranean and Gulf Countries Transport & Logistic meet
- From Pekin to Mediterranean region - Chine and the Mediterranean meet
- New Trends in Mediterranean ports and Shipping Industry

With the support of:



Cambra de Comerç
de Barcelona

In the framework of:



Official Sponsor:



Port de Barcelona

Sponsor:





ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



14th MEDA-LOGISTICS & TRANSPORT FORUM 2016

Mediterranean Bridges

June 7th

09:00-9:30h. **Registration of participants**

09:30-10:00h. **Welcome Opening**

First remarks:

- **Anwar Zibaoui**, Coordinator, Mediterranean Logistic and Transport Forum

Welcome address:

- **Jordi Cornet**, Special State Delegate, El Consorci de la Zona Franca de Barcelona
- **Pau Relat**, President of the Commission of Internationalisation, Chamber of Commerce of Barcelona
- **Mohamed Choucair**, President, Association of Mediterranean Chambers of Commerce and Industry (ASCAME)
- **Aziz Rabbah**, Minister of Equipment, Transport and Logistics, Morocco

10:00-11:30h. **From Dubai to Barcelona - The Mediterranean and the Gulf countries meet**

The Gulf region is experiencing a tremendous growth and, in particular, the transport sector has become a growth driver in the GCC's economies, and continues to promise the highest economic dividends for investors. The recent explosion of infrastructure projects requires a proper understanding of strengths, weaknesses, opportunities, risks, and success factors from a local and a global point of view.

This special session aims to bring together local and international policy makers, supply chain managers and logistics managers in order to understand local needs. Transport cooperation between the Gulf and its Mediterranean neighbors is crucial in order to support the current needs in a changing Mediterranean.

Some of the points that will be discussed during this session:

- What are the prospects for the transport and logistics sector in the Gulf?
- What is the outlook for infrastructure development?
- How do projects promote the cooperation between the Gulf and the Mediterranean region?
- Regional Perspective – An overview of market conditions
- Lessons from Dubai and Doha
- Key results and conclusions for the future: What has been achieved so far? What projects are in the pipeline?

Moderator:

- **Elie Rizk**, President, Mediterranean-Gulf Business Development Council

With the support of:



Cambra de Comerç
de Barcelona

In the framework of:



Official Sponsor:



Port de Barcelona

Sponsor:



Guest speakers:

- **Alaa Ezz**, General Secretary, Federation of Egyptian Chambers
- **Hussein Balaghi**, Managing Director MENA, Business Investment Group
- **Yasemen Koruckcu**, Advisor, Investment Promotion Agency of Turkey

11.30-12.00h. Morning coffee or refreshments and speed networking

An exclusive opportunity to meet and exchange business cards with speakers, delegates and decision makers.

12:00-13:00h. Logistics, supply chain and the refugees' crisis in the Mediterranean Sea.

Since March 2011, an estimated 9 million Syrians have fled their homes fleeing war, destruction and death in pursuit of a better life in Europe. While refugees set up makeshift camps, far from city centers, several logistical needs such as food delivery, become challenging priorities from planning and execution perspectives.

To successfully address the needs of refugees, governments should begin partnering with the organizations that understand how to distribute goods, and pinpoint what it is needed and when. In tragedies of this kind, the worst humanitarian crises since World War II, food and medical delivery become important and correlated issues. A government organization by itself does not have the know-how for these kinds of operations, but the industry understands the supply chain, and how to move goods and services quickly and efficiently in those conditions.

This 2016 edition, the MedaLogistics Forum will gather experts in order to examine this humanitarian crisis, focusing on the role the private sector and, most concretely, the role of the logistics and transport industry can have in this regional and international migratory crisis.

Moderator:

- **Diana Kobayter**, Project Manager, Chamber of Commerce, Industry and Agriculture Beirut-Mount Lebanon

Guest speakers:

- **Senén Florensa**, Executive President, IEMed
- **Eduardo Rodríguez Llado**, Senior Supply Officer Planning Advisor ,UNHCR
- **Ignasi Calbó**, Coordinator of the "Barcelona Refuge City" Plan, Barcelona City Council
- **Ezgi B. Uçar**, Vice Secretary-General, Mersin Chamber of Commerce and Industry
- **Bárbara Díaz**, International Cooperation Projects, Red Cross

13:00-14:00h. Mediterranean Intermodal Transport - What should be done?

The Mediterranean region has a great potential to build up intermodal solutions engaging maritime and railway resources with other modes of transport to increase its global freight volumes and viability. What remains to be done, is to promote and maintain emerging intermodal demands through the provision of a legal framework and financial/regulatory incentives

With the support of:



In the framework of:



Official Sponsor:



Sponsor:





ASCAME

ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE

ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY

جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



so as to foster intermodal transport. A new roadmap is needed to allow more efficient and sustainable growth of intermodal operations.

Among the important international networks and corridors passing over its Mediterranean territory are the TEM Network, Corridors, Transport Linkages and Pan-European Corridors. With the development of rail, truck, air and sea networks in the Mediterranean region and billions pumped into the transport sector, the region is set to see an exponential growth in intermodal transport.

This session will bring together experts and researchers on maritime shipping, rail freight and logistics in order to identify critical competition issues and appropriate regulatory responses. Also, discussing on the challenges and opportunities within intermodal transport, this session will span issues on cross border regulation to freight transport safety and will focus on all four modes of transport (Road, Railway, Maritime , Air Transport Pipeline ,Logistic Centers: Freight Villages and Intermodal Terminal) rail, truck, air and sea and will also see case studies and presentations on operational improvement and how logistics can be made sustainable and cost effective.

Some of the points that will be discussed during this session:

- Why do we need a change in the intermodality approach?
- How will we drive this change in the intermodality approach?
- What are the next steps to drive this change in the intermodality approach?

Moderator:

- **Joan Amorós**, President, FERRMED

Guest speakers:

- **Francesco Dionori**, Chief of Section, Transport Networks & Logistics, UNECE
- **Germa Bel Queralt**, Economics Professor, University of Barcelona
- **Eduard Rodés**, Director, European School of Short Sea Shipping
- **Fabienne Margail**, Head of Hinterland Department, Grand Port Maritime de Marseille
- **Susana Val Blasco**, Associate Research Professor, Zaragoza Logistics Center
- **Miquel Angel Dombriz**, Head of Transport, Ferrocarrils de la Generalitat de Catalunya

14:00-15:30h. **Break**

16:00-19:00h. **Mediterranean Business Exchange Area | Transport & Logistics “Sector Alliance Committee” in the framework of the Euromed Invest Program**

With the support of:



Cambra de Comerç de Barcelona

In the framework of:



Official Sponsor:



Port de Barcelona

Sponsor:





ASCAME

ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE

ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY

جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



SALÓN INTERNACIONAL
DE LA LOGÍSTICA
Y DE LA MANUTENCIÓN



EUROMED Invest is one of the main European programs aimed at stimulating private investment and economic relations in the Euro-Mediterranean area. EUROMED Invest primarily targets five key sectors: Transport & Logistics, Tourism, Agrifood, Water & Alternative Energies and Cultural & Creative Industries. Indeed, reinvigorating the Transport & Logistics sector in the Euro-Mediterranean region is one of the project's principle goals.

Globally, the objectives of the program are to renew the interest of SMEs in the Euro-Mediterranean market, increase investment and the flow of business projects and ensure that the EU finds its leading position as source of foreign direct investment in these countries.

This Sector Alliance Committee will bring together the key actors from Mediterranean Transport & Logistics – from the main commercial and private sector actors, to governmental and international bodies – in order to discuss the key priority and niche sectors which can add immediate value to regional economy.

With the support of:



Cambra de Comerç
de Barcelona

In the framework of:



Official Sponsor:



Port de Barcelona

Sponsor:





ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



9th MEDA PORTS SUMMIT 2016

Mediterranean Bridges

June 8th

The 9th Mediterranean Ports and Shipping Summit is one of the largest annual Ports, Shipping Conferences throughout Europe, the Middle East and Africa. Its purpose is to establish a specialised framework for the port sector and provide further information regarding the state of investments in the sector, the management of the port infrastructures of the Mediterranean coastal region, and analyse future investment scenarios for the sector in the Mediterranean. The key concepts to be analysed during the summit will include: institutional and fiscal reforms, construction, extension and modernisation of port platforms, search for management and collaboration systems, and promotion of alliances to strengthen the position of world leadership and response of Mediterranean ports to the challenges brought by 800 million people.

The Mediterranean is one of the world's most important maritime areas, as the main intersection of three continents: Africa, Asia and Europe. Governments, multilateral bodies and companies are reorganising the potential and investing billions of euros in developing infrastructures to establish the region as a world's global logistics platform.

The Meda Ports Summit is an excellent gathering of maritime industry leaders. The program features many top industry professionals, sharing their perspectives on port investments and terminal developments around the region, and providing valuable insights into the numerous opportunities in this sector.

09:30-10:00h. Welcome addresses

First remarks:

- **Anwar Zibaoui**, Coordinator, Mediterranean Logistic and Transport Forum

Guest speakers:

- **Sixte Cambra**, President, Port of Barcelona
- **José Llorca**, President, Ports of Spain
- **Serafettin Aşut**, President, Transport and Logistics Commission, ASCAME
- **Elie Rizk**, BusinessMed Presidency

10:00-11:15h. Mediterranean and Latin America meet

From Panama to Suez: Building a Mediterranean - Latin American Partnership for Development

In terms of business, trade, commercial and economic ties, Latin America, the Caribbean and the Mediterranean region have complementarities rather than competitive interests. They are potentially important markets for each other's exports. The Mediterranean is experiencing rapid population and economic growth, and is a major potential market for food, water

With the support of:



Cambra de Comerç
de Barcelona

In the framework of:



Official Sponsor:



Port de Barcelona

Sponsor:





ASCAME

ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE

ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY

جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



management and agricultural exports to Latin America. Also, Latin America and the Caribbean can serve as an important market for Middle Eastern energy and other exports, and a significant target for capital investment.

However, today, trade relations between these regions constitute about 1% for each region respectively. Major opportunities exist for public and private investments in each other's economies. Joint ventures, public-private partnerships, mutual investment strategies and other ways of strengthening economic ties between Latin America and the Mediterranean region must be developed. This meeting aims to promote trade, investment and transport relations between two geographically distant, but economically powerful regions.

Moderator:

- **Alaa Ezz**, General Secretary, Federation of Egyptian Chambers

Guest speakers:

- **Admiral AbdelKader Darwish**, Vice - Chairman, General Authority of the Suez Canal Economic Zone (GAESC)
- **María Mercedes De La Guardia**, Ambassador, Government of Panama
- **Fernando León Caicoya**, Head of Professional Services, Spanish Investment Promotion Agency ICEX
- **Peter Hill**, President, Association of Ibero-American Chambers of Commerce (AICO)

11:15-11:45h. Morning coffee or refreshments and speed networking

An exclusive opportunity to meet and exchange business cards with speakers, delegates and decision makers.

11:45-12:45h. Mediterranean and China meet

From Beijing to Piraeus, Barcelona, and Alger: Building bridges and partnerships

Asia's contribution to maritime trade is not only limited to the role of commodity producer and consumer of raw materials. Nowadays, 35 major international maritime fleets are owned by 16 Asian countries, notably China, South Korea and Singapore.

Maritime transport is experiencing a radical transformation, which includes a new generation of ships capable of carrying more than 10,000 containers and traveling between the Indian Ocean and the Mediterranean Sea through the Suez Canal. This trade route is important for the promotion and strengthening of the economic relations between Asia and Europe, which have reached record figures and have turned the Mediterranean into a crucial point of this huge flow, redefining the role of many Mediterranean ports such as Barcelona.

Mediterranean ports are the only real alternative to the traditional China-North Europe route. Shipping the goods from China to the Mediterranean ports reduce total transit time by 3-4 days, i.e. 15-20%. In the US, trade with Asia mainly takes place through the West Coast, which, just like the Mediterranean, lies much closer to the sourcing Asian markets. From California, goods can reach the distant East Coast in 3-4 days by railway. It becomes therefore clear that Mediterranean ports must improve their railroad connections to be able to compete with Northern Europe in a similar setting such as in the US.

Some of the points that will be discussed during this session:

With the support of:



Cambra de Comerç de Barcelona

In the framework of:



Official Sponsor:



Port de Barcelona

Sponsor:



- How can projects promote cooperation between China and the Mediterranean region?
- Regional Perspective – An overview of market conditions.
- Lessons from China port investment - Piraeus, Barcelona and Alger.
- Mediterranean ports' services and connections with the inland and promising new targets in China.
- Key results and conclusions for the future: What was achieved so far? What projects are in the pipeline?

Moderator:

- **Dimitris Lemonakis**, President of PCCI's Export Department, Piraeus Chamber of Commerce and Industry

Guest speakers:

- **Jordi Torrent**, Director for Strategy, Port of Barcelona
- **Roger Albinyana**, Director of Euro-Mediterranean Policies and Regional Programmes, IEMed
- **Pedro Nuño**, IESE Professor and President of China Europe International Business School
- **Guillermo Belcastro**, Director General BEST, Hutchison Logistics Spain
- **Carles Llorens**, Secretary General, ORU-Fogar
- **Rachid Ghezlaoui**, Vice - President, Cercle de Commerce et d'Industrie Algéro-Espagnol (CCIAE)
- **Miquel Mateu**, Programme Director Asia-Pacific, Department of International Relations, Barcelona City Council

12:45-14:00h. New trends in the Mediterranean Ports Industry

Some transport companies and logistics firms have emerged to provide integrated transport services to shippers in the globalised economy. Do these firms escape regulatory oversight from national competition authorities because of their sheer scale? Do they pose additional threats to competition when they merge with or acquire other companies in the supply chain?

The session will bring competition experts together with researchers on maritime shipping to identify critical competition issues and appropriate regulatory responses.

Moderator:

- **Gianfranco Fancello**, Director at CentralLabs (Centre of Excellence in Transport). Assistant Professor in Transport at University of Cagliari

Guest speakers:

- **Kacem Bekkali**, Managing Director, CBS Strategy
- **Eric Veliscek**, Air, ocean & express transport Manager for EMEA, Schneider Electric
- **Jacques Cessac**, President, Mediterranean Federation of Insurance Brokers (FMBA)
- **Jalal Benhayoun**, General Manager PORTNET S.A
- **Nicolas Debaisieux**, Climate change Expert, Union for the Mediterranean (UFM)

14:00 End of the Forum

With the support of:



Cambra de Comerç
de Barcelona

In the framework of:



Official Sponsor:



Port de Barcelona

Sponsor:

