

# MEDALOGISTICS WEEK BARCELONA

*Logistics and transport: more important than ever*

**31st of May - 1st of June**

Organised by:



With the collaboration of:



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## About

The MedaLogistics Week is held in the framework of SIL Barcelona, the Leading Exhibition for Logistics, Transport, Intralogistics and Supply Chain in Southern Europe. MedaLogistics has now become the most established conference of its sort held in the Mediterranean region.

Every year, MedaLogistics convenes international experts from the industry's leading sectors, including logistics, maritime, transport and infrastructure. Together, they exchange views on how to enhance the Mediterranean as a heavyweight hub for trade and logistics on a global scale. As an added value for participants, the event also offers special activities, such as sessions focused on Africa or specific workshops on logistics and ports.



For its 18th edition, MedaLogistics will get together logistics, maritime, transport and infrastructure experts to look at how the Mediterranean can bring to the top its position as a heavyweight hub for trade growth and logistics competitiveness in the world.

The event will bring many trending topics to the table and serve as the flagship Mediterranean entrepreneurial-economic platform for the entire world.

This year´s edition aims to cover three main objectives as a central axis of Transport, logistic, CZF, shipping and port:

- Highlight the importance of looking towards Logistic and port development and investment possibilities in Africa.
- Make the Mediterranean become again a central space and the great logistics platform
- Align the sustainable development needs of the Mediterranean area with the United Nation´s SDGs.



*It is time to act to reposition the Mediterranean as the great logistics platform for East-West flows and as the best option for channelling cargo between Asia, Africa and Europe. Logistics have never been as important as today.*

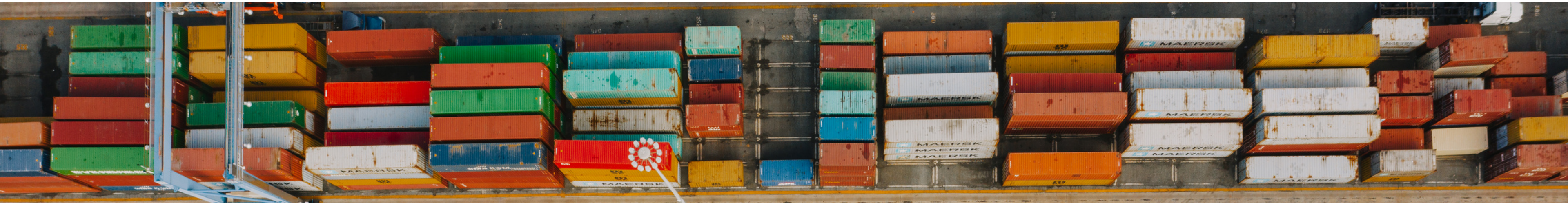
# MEDALOGISTICS BARCELONA 2022



*Logistics & Transport: more important than ever*

31 MAY	Official opening	10.30h - 11.30h
	18th Mediterranean Logistics & Transport Forum	11.30h - 13.30h
	14th Meda Ports & Shipping Summit	15.30h - 17.30h
1 JUNE	1st Africa Logistics Meeting	10.00h - 12.00h
	1st Mediterranean & Africa SEZs Summit	12.30h - 14.30h

31st MAY



# 18th Mediterranean Logistics & Transport Forum



31 May  
(11.30h - 13.30h)



Divided in two sessions, this Forum will explore the role of the digital revolution in the Mediterranean collaborative logistics sector and the global sourcing model.

## Key words

Free trade, globalisation, regionalisation, post COVID-19, low-cost-driven value chains, supply chain, digitalisation, logistics circuit, sustainability, Europe-Mediterranean-Africa axis, e-commerce, e-logistics, sharing economy, on-demand services, collaborative logistics

**Session 1 - From Global to Regional, Transforming the Mediterranean Transports & Logistics value chain**

**Session 2 - Logistics in the sharing economy: Because E-commerce needs E-Logistics**

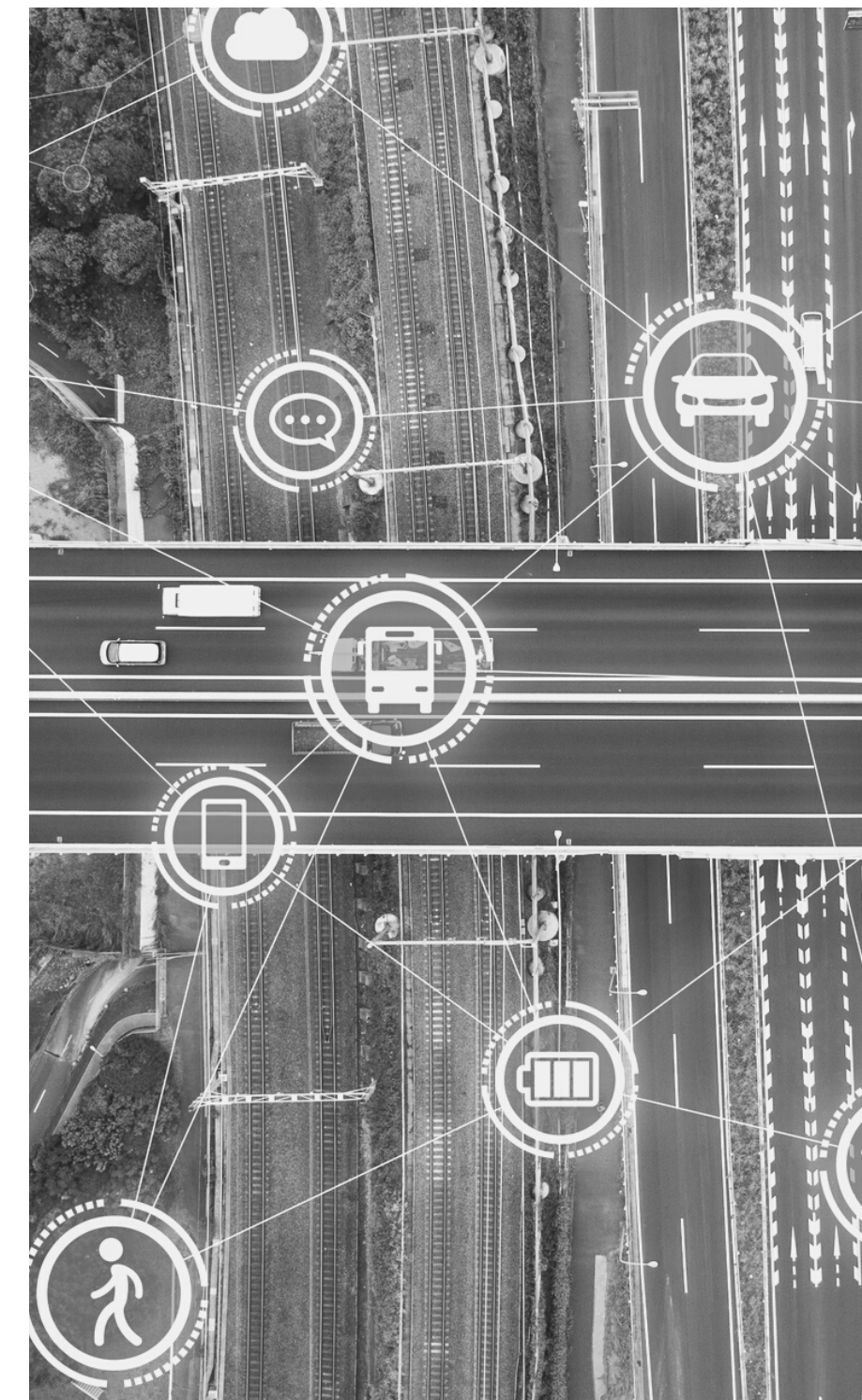
# Session 1 - From Global to Regional, Transforming the Mediterranean Transports & Logistics value chain



31 May  
(11.30h - 12.30h)

## 18th Mediterranean Logistics & Transport Forum

- Can Geographical proximity promote the development of the European Union-Mediterranean-Africa regional chain and how?
- Is it necessary to speed up the Euro-Mediterranean integration process in order to consolidate a new Europe-Mediterranean-Africa axis?
- What are the biggest challenges (over time and now) in the supply chain?
- What is needed to reduce the impact of these challenges?
- How important are efficient supply chains?
- What challenges is facing the transportation and logistics sector?
- How can we Improve supply chain visibility and transparency of distribution networks?
- How can we diversify supply chains and prepare for future vulnerabilities?
- How can we use technology to improve supply chain agility?
- Will the global supply chain management turn from “just-in-time” into “just-in-case”?





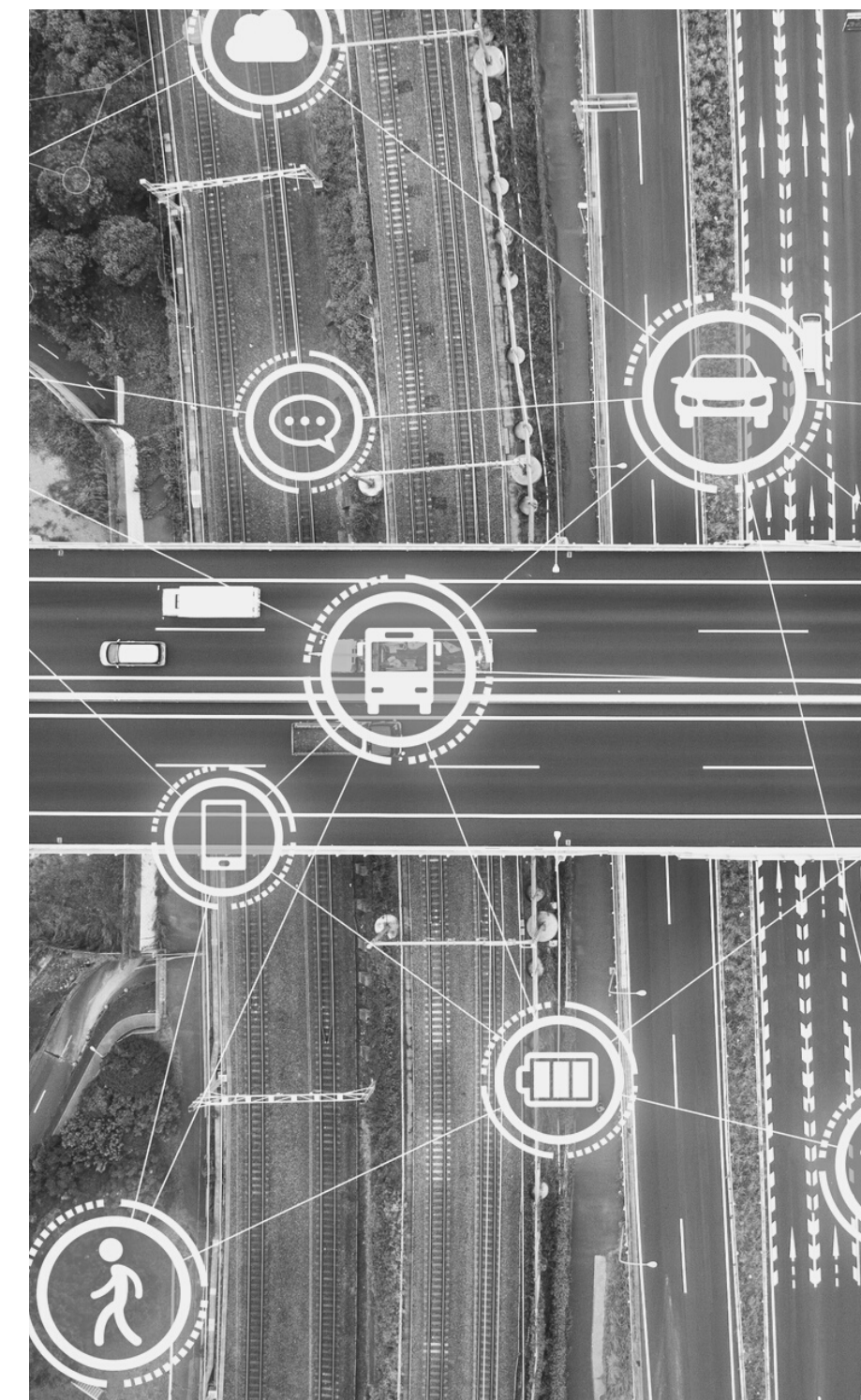
## Session 2 - Logistics in the sharing economy: Because E-commerce needs E-Logistics



31 May  
(12.30h - 13.30h)

### 18th Mediterranean Logistics & Transport Forum

- What does Mediterranean collaborative logistics look like?
- What collaborative solutions are emerging today?
- Is collaborative logistics the direct route to value in the Mediterranean region?
- In a collaboration scenario, what are the challenges and the benefits?
- How can emerging “on-demand” services give companies new ways to manage freight and warehousing?
- What obstacles face innovations such as automation or robotics before they can be massively adopted to deliver products?
- What are the key trends that are putting growing pressure on retailers and manufacturers, both on their supply chains and on the underlying economics of delivering goods to the consumer?



# 14th Meda Ports & Shipping Summit



31 May  
(15.30h - 17.30h)



This Summit will tackle the role of ports in the the global supply chain, the global macro-economic and geopolitical shifts that affect them, and the investment schemes that can benefit Mediterranean ports.

## Key words

Times of crisis, trade wars, geopolitical shifts, global supply chain, digitalisation, sustainability, energy transition, port management, commercial shipping hubs, investments, container penetration, smart ports, regional ports' adjacent areas

**Panel Summit: Mediterranean Ports in a changing world and the underlying investment schemes**

# Panel Summit: Mediterranean Ports in a changing world and the underlying investment schemes



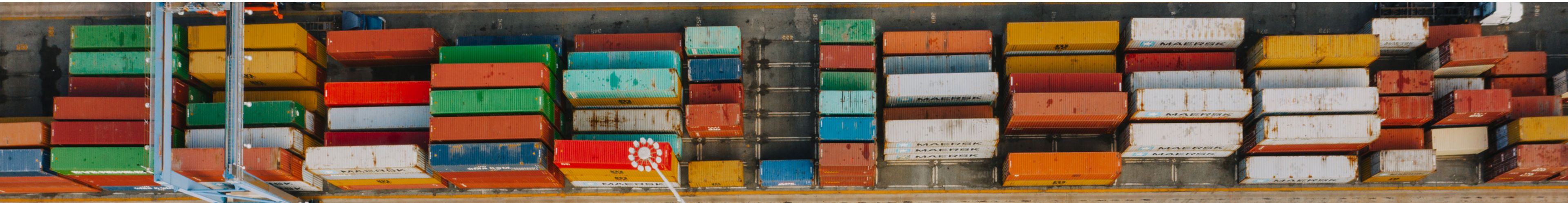
31 May  
(15.30h - 17.30h)

## 14th Meda Ports & Shipping Summit

- What are the current global macro-economic and geopolitical shifts and how do they impact port platforms?
- What are the latest insights when it comes to port management strategies?
- Investing In Logistics' Services: a look at logistics' and ports' investments to develop the current infrastructures and to provide comprehensive solutions.
- Developing regional ports' adjacent areas. Investing in enhancing connections between ports and internal business centres.
- Will recent events accelerate or slow down investment initiatives in ports' infrastructure?
- Disseminating "smart port" technologies in Mediterranean ports; digital investments and automations.
- How can we all work together as a region to upgrade port security?



1st JUNE



# 1st Africa Logistics Meeting



1 June  
(10h - 12h)



This Meeting will explore how regional integration plays a pivotal role in today's logistics landscape and how it is a key development focus in Africa. It will also discuss the biggest challenges and debate best-practice methodologies in African ports.

## Key words

AfCFTA, economic integration, regional integration, post COVID-19, investment, infrastructure, trade, supply chain, maritime business, port authorities, technology providers

**Panel meeting - Africa Regional integration: the Role of Logistics and Ports**

# Panel meeting - Africa Regional integration: the Role of Logistics and Ports



1 June  
(10h-12h)

## 1st Africa Logistics Meeting

- From Continental Treaties to Business Realities
- The Role of Logistics, Transport and Industry: key measures to take full advantage of the Africa Continental Free Trade Area Agreement
- Development on trade-related infrastructure
- Addressing technical barriers to trade
- African ports: investment, developments & future enhancements in infrastructure
- What projects are being launched to create maritime business opportunities?
- How can we develop modern, quality port infrastructure for economic development?
- What are some best-practice methodologies we can all learn from?



# 1st Mediterranean & Africa SEZs Summit



1 June  
(12.30h-14.30h)



This Summit will explore the potential of Special Economic Zones as niches for business creation, employment, attraction of foreign investment, and as a rapid platform for economic development. It will also tackle how SEZs impact the advancement of the logistics sector and facilitate business cooperation.

## Key words

FDI, freeports, investors, innovation, Global Value Chain, industrial upgrading, post COVID-19, reshaping of global value chains, operational structures, Industry 4.0, digitalisation, environmental and social protection, circular economy, attracting business

**Panel Summit - The re-emergence of the Special Economic Zones**

# Panel Summit - The re-emergence of the Special Economic Zones



1 June  
(12.30h-14.30h)

## 1st Mediterranean & Africa SEZs Summit

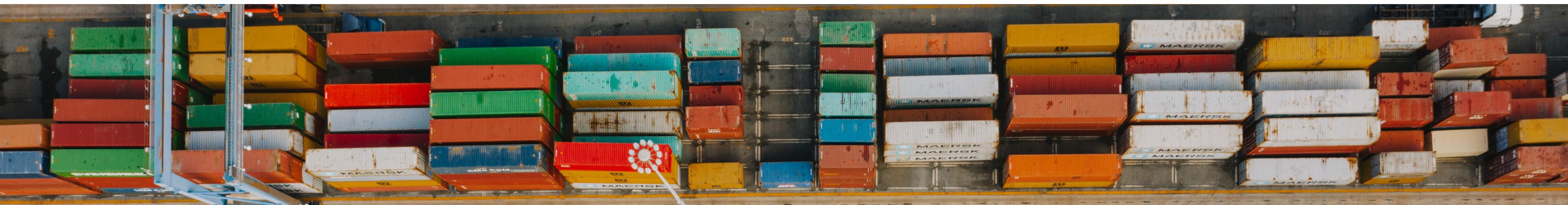
- How effective are SEZs during a time of crisis?
- Can SEZs drive growth in the Mediterranean region?
- The reshaping of global value chains: what are the main supply chain disruptions and how should SEZs react?
- How can we use SEZs to set up and expand business?
- How do SEZs drive up the skills levels and spark technological advancement within a region?
- How is digitalisation impacted by SEZs? How does digitalisation impact SEZs?
- How can governments use SEZ's as a policy vehicle to experiment with different types of industries?
- How are SEZs innovating to attract new business?
- How can SEZs, across and beyond the region, best work together?





## MedaLogistics: How does this event benefit you?

- Learn about the sector's new and existing opportunities.
- Meet the decision-maker companies and institutions of the transport and logistics sector.
- Understand the macroeconomic impact of the logistics and transport sector.
- Understand who are the key clients and contractors working in the Mediterranean countries.
- Quantify the amount of project spending to help prepare your strategy & resources for increasing work in the Mediterranean region and Africa.





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