

## MedaLogistics 2025 envisions the future of the logistics sector in the Mediterranean through sustainability, digitalisation, and intraregional cooperation

- MedaLogistics will hold its 21st edition on 18th and 19th June as part of SIL Barcelona, bringing together leading figures, CEOs, and experts from the sector to discuss and analyse future challenges and explore new business opportunities.
- This edition will feature conferences, networking spaces, and B2B meetings with a broad sectoral and national representation.
- MedaLogistics 2025 will be marked by the uncertainty stemming from the United States' tariff policy, which directly impacts the logistics and supply chain industry.

**Barcelona, 15th May 2024.-** The countdown to **MedaLogistics 2025**, the Mediterranean's leading summit on logistics, transport, and supply chain, organised once again by the [Association of Mediterranean Chambers of Commerce \(ASCAME\)](#) and the [Consorci de la Zona Franca de Barcelona \(CZFB\)](#) has begun. This edition, the 21st, will take place on 18th and 19th June at Fira de Barcelona, within the framework of [SIL Barcelona](#), the leading logistics, transport, intralogistics, and supply chain fair organised by the CZFB.

Under the slogan **“Imagining the Mediterranean Logistic Future”**, this year's summit will focus on the future challenges that will transform the sector and create new business opportunities, such as **sustainability, digitalisation, supply chain diversification, or investment in new infrastructures**. For two days, experts and agents from the three continents united by the Mediterranean - Europe, Asia, and Africa - will analyse from the perspective of different sectors and cultures the most innovative solutions to face these challenges, as well as explore **emerging opportunities** and **business connections** that will drive the industry's evolution in the coming years.

The celebration of MedaLogistics 2025 will coincide with a period of maximum uncertainty stemming from the United States' tariff policy, which particularly affects the logistics sector. According to **Anwar Zibaoui**, General Coordinator of ASCAME, ***“the current trade war poses a threat to the global economy and, especially, to the logistics and supply chain industry, due to the diversion of trade flows, the high volatility of tariffs, and the uncertainty about transport demand”***. In this regard, he adds, ***“MedaLogistics 2025 aims***

*to assert the key role this industry plays in the global economy, especially in Europe and the Mediterranean, as well as its resilience in face of adverse situations like the current one". According to Zibaoui, "this new edition of MedaLogistics will not be just another event, but a turning point to establish a new roadmap for the coming years in the logistics and transport sector, to discuss and analyse initiatives and solutions that promote resilience in a constantly evolving global landscape, and to reposition the Mediterranean as the major logistics platform for east-west flows and the best option for channelling goods between Asia, Africa, and Europe".*

### **A space for reflection and analysis on the challenges and perspectives of the logistics sector**

For two decades, MedaLogistics has become **the main platform for reflection, connection, and investment for the Mediterranean logistics community**, bringing together companies, experts, and influential figures from the sector to delve into the present and future of the industry and boost regional and global trade. Once again, MedaLogistics will not only be a space for reflection and debate but a gateway to explore trends, share knowledge, and forge connections that will transform the industry and create new business and investment opportunities.

This upcoming edition will feature **six conferences on present and future challenges, new forms of cooperation, and new business opportunities in the sector**. The first day will feature two sessions. The first will be **"The Mediterranean: A Strategic Hub for Global Trade"**, held in collaboration with the [European Institute of the Mediterranean \(IEMed\)](#). This conference will focus on the strategic importance of the Mediterranean as a connecting point between Europe, Africa, and Asia, highlighting its role in boosting global trade. The following session, **"The Future of the Mediterranean Supply Chain: Digital & Green Transformation"**, will explore the impact of digitalisation and sustainable transition on the Mediterranean supply chain, enhancing efficiency, resilience, and environmental responsibility. The session will be held in collaboration with [Tennders](#) and [Escola Europea - Intermodal Transport](#).

The first session of the second day of MedaLogistics, **"Navigating the Transformation in the Mediterranean Maritime Sector"**, will feature collaboration with the [National Association of Electric Boats \(ANBE\)](#). This session will focus on the new challenges facing the Mediterranean maritime sector, especially innovation, sustainability, and the new regulatory framework. Following this, MedaLogistics will delve into business opportunities in Africa through the session **"Leveraging the Potential of Africa's Logistics Infrastructure"** held in collaboration with Escola Europea - Intermodal Transport. In this case, experts will explore opportunities within Africa's logistics infrastructure, highlighting investment potential, modernisation efforts, and regional connectivity. The next conference will be **"EMEA Rail & Metro Projects 2025"** with the collaboration of [Cambra de Barcelona](#). Speakers will delve into the main rail and metro projects in EMEA in 2025, focusing on infrastructure development, investment opportunities, and sustainable mobility solutions.

In the afternoon, there will be two more sessions. The first, **"Leading Change: Women Transforming Logistics"** will discuss the empowerment of women in this sector and propose successful strategies and initiatives to promote gender diversity and inclusion in the industry. This session will be held in collaboration with the [Association of Organisations of Mediterranean Businesswomen \(AFAEMME\)](#) and Tennders. The final session is titled **"Public-Private Partnerships in the Transport and Logistics Sector: Mediterranean - Middle East - Africa"**. This is a *B2B* session where experts from different sectors and countries will explore successful models, investment opportunities, and strategies for sustainable development.

These conferences will be complemented by networking sessions and B2B meetings. Once again, MedaLogistics will represent a unique opportunity to connect in one space with leaders from the sector across the entire value chain and from the three continents. Companies attending this summit will have the chance to forge new business relationships and strengthen existing ones. MedaLogistics will offer two days of unparalleled opportunities to network and explore new business ventures. Additionally, in collaboration with SIL Barcelona, pre-arranged and customised meetings will be held to connect exhibitors and participants with common business interests.

#### **About ASCAME**

The Association of Mediterranean Chambers of Commerce and Industry (ASCAME) is an international non-profit organisation representing the private sector in the Mediterranean and bringing together Chambers of Commerce and Industry and similar entities from 23 countries on both shores of the region. ASCAME unites more than 300 Chambers of Commerce and Industry and advocates for the interests of millions of businesses throughout the Mediterranean region. As an accredited partner of the European Union and international organisations, ASCAME develops strategic actions aimed at increasing cooperation and economic exchanges between Mediterranean countries and promoting the Mediterranean and its businesses worldwide.

#### **About the Consorci de la Zona Franca de Barcelona**

The Consorci de la Zona Franca de Barcelona is a public company that acts as a driver for the technological and industrial development by providing support to companies in their transition to the digital age. Boosts innovation through the 3D Incubator and Logistics 4.0 Incubator; promotes the transformation of Industry 4.0 from the DFactory Barcelona technology hub and connects the new economy and its key socio-economic sectors. It organises congresses of economic interest for Barcelona, such as the largest logistics trade fair in Spain and Southern Europe, the SIL, as well as major benchmark events with an innovative format such as the Barcelona New Economy Week (BNEW) or the Barcelona Woman Acceleration Week (BWAW).

Its plenary has representatives from the Spanish government, the Generalitat of Catalonia, the Barcelona City Council, and the main economic entities of the city.

#### **For more information:**

*Department of Corporate Communication of CZFB*  
*Lluís López Yuste*



[lluis.lopez@zfbarcelona.es](mailto:lluis.lopez@zfbarcelona.es)  
609 358 475

**Alba Tejera**  
[atejera@zfbarcelona.es](mailto:atejera@zfbarcelona.es)  
628 541 114

**Departament of Communication of ASCAME**  
Óscar Maronda  
[omaronda@ascame.org](mailto:omaronda@ascame.org)  
934 169 434