



# ANNUAL REPORT 2020

**BUSINESSMED**

Union of Mediterranean Confederations of Enterprises

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## Barbara BELTRAME GIACOMELLO President

There can no longer be any doubt, COVID-19 has pushed us into a new era. We must ask, how the Mediterranean region, and the world, can come together to emerge from the global crisis stronger and more resilient.

Choosing the route of enhanced cooperation, with an emphasis on intelligent regional integration, could be beneficial as well. To achieve this, the Euro-Mediterranean region needs to build a development strategy based on the promotion of local, regional and circular economies which can be exploited as engines of a growth that is sustained and yet sustainable, fairly distributed yet still drives competition.

Firstly, it seems appropriate to intelligently rethink production chains and give ourselves the chance to go more towards South-South integration and for EU-Mediterranean chains. Second, investing in the digital sector could be a strategic choice. Digital technology opens up more inclusive and more sustainable growth prospects, helping to open up the most disadvantaged regions and to integrate a larger part of the population into the economic life.

From a private sector perspective, the COVID-19 pandemic has added to the challenges that SMEs in the region face and threatens to accentuate already elevated levels of unemployment in the region. The sectors in which the SMEs are concentrated are also the ones that have been badly hit by measures to contain the spread of the virus—such as trade, tourism, and transportation.

For SMEs to be the engines of inclusive growth, a re-thinking of SME development strategies is needed that puts digitalization at the center of reforms. Efficiency and productivity enabled by digital technologies can help the private sector and particularly SMEs to accelerate the migration from microenterprises to larger firms that are more resilient and competitive with greater scope to create employment.

Besides the job creation arising from SME growth, digitalization promises other employment advantages.

Companies should also expand remote learning and reskilling initiatives for all non or under-utilized employees to lay the ground for their strategic ambitions in a post crisis world. Targeted reskilling initiatives could focus on technological as well as social and emotional skills, which are predicted to have an increase in demand over the next decade.

This could help build the requisite human capital to close the digital gap that currently exists in businesses, especially in critical emerging fields such as artificial intelligence, blockchain innovation, and platform models. The future of work may have arrived earlier than expected.

Digital jobs and skills are better able to adjust to new technological demands. The jobs are also likely to come with a more flexible working culture that allows self-employment and remote work.

And by engaging in a concerted diplomatic concertation, to develop cooperation strategies in health and all key sectors for dealing with the repercussions, using as a basis the Euro-Mediterranean Partnership and the Union for the Mediterranean (UfM) which is already following developments closely, evaluating the repercussions by sector and contributing to the protection of populations. Upskilling and reskilling SMEs, internationalizations and digitized SMEs along with an enhanced cooperation among all the social partners in view of a stronger social dialogue in the region is and will be at the heart of the future of the region.

Creating jobs means the creation of successful businesses that we trust and which are made socially and scally responsible to create the wealth we need.

Achieving this means building trust, creating a common and fair framework and defining rules that are respected by all. There will not be any economic progress without social progress and even less social progress without economic progress.

There are new expectations of all stakeholders and new issues and challenges for our economy, our businesses and our social needs.

Developing a new model for growth, envisaging the work of tomorrow, changing employees' re-relationships to work, having a new vision of entrepreneurship and business, accepting the fundamental role of social partners, removing training in skills and sectors that our country no longer needs; these are the real challenges we have in the coming years.

For the years to come, we, as a growing business community, will continue to build on our strong partnership with the African continent,

the European Commission and regional economic communities, facilitating cross-border and regional collaboration, boosting industrial partnerships via a prominent role of the private sector and businesses, also via the creation of ad hoc regional committees for economic and social issues. This will give new impetus to the "New Commission" vision for continent-to-continent relations, with an impact on the EuroMed region.

In line with the European Commission and the recently released Joint Communication on a "Renewed Partnership with the Southern Neighbourhood", adopted by the EU, as well as the 25th anniversary of the launch of the Barcelona process showcased

the importance of continuing to believe in the Mediterranean as a pole of excellence and engine for the recovery. The main lines of action, supporting strategic value chains, promoting industrial clusters, social economy and innovation along with the skills for Industry, Internationalisation and Digitalisation are the main components of our future vision for the employers in the region.

We need to move from guidelines to guidance!

While we look ahead, it is of essence that we remember the importance of the Mediterranean basin,

with its enormous potential. Nevertheless, the Mediterranean business community cannot act alone, we have to take into account the role of other upcoming actors and expand our vision to include the entirety of the African continent.

Taking on our role in the recovery process and taking stock of the changes within the markets, we have revised our long-term strategy focusing on 4 main areas of expertise: Business, Regional Integration, Dialogue, Policy, and Institutional Reforms. Through our expertise, I firmly believe that our organization will continue to support our Members, BSOs and SMEs in adapting through this new phase of our economies.

We need to share best practices in the region through a multi-dimensional and multi-stakeholder approach,

digitalized platforms for dialogue providing a marketplace for all the economic and social operators. It's time to do more and better for public and private partnerships. The use of digital tools and learning culture as a continuous process will be crucial also in the promoting of a strong social dialogue in small and medium sized enterprises to cope with the current needs and changes in the labour market.

Resiliency, adapted business models and organizational set up with a strong demand on social perception are factors at play in fostering sustainable businesses.

It's now time for Employers to reflect, reconnect, re-engage, rethink and reboot by embracing a long-term view to respond and recover our region.

And this task can be possible if it is accomplished by state and non-state actors, involving every major player including youth and women in the economic and social life of the countries of our region, not just in listening to which are the priorities, but in the very definition of them.

Let's keep up the momentum for our region!

**Barbara BELTRAME GIACOMELLO**  
PRESIDENT



# Message from the **SECRETARIAT**

At the start of 2020, we looked hopeful to the start of the new decade, nevertheless, the COVID 19 outbreak has challenged the Mediterranean business ecosystem and has led it to rethink the way business has been led. We saw a rise in restrictions to trade and travel bans which have deeply affected our economies and currently while we keep an eye on the soon-to-start recovery, we need more than ever to continue to promote the importance and opportunities of the Mediterranean basin. Employers organizations' role in promoting a strong and sustainable recovery will be key, this is why the work done so far by BUSINESSMED and its' Members is of central importance.

Similarly to many companies, 2020 has led us, here at Businessmed, to quickly refocus the way we worked and has reshaped our view for the year. We have digitalized most of our services and activities, while at the same time ensuring that our commitment and priorities of a stronger, more inclusive, and sustainable Euro-Mediterranean business ecosystem were met and new challenges for BSOs and SMEs addressed.

Our strong portfolio has been enriched with three new projects. SOLiD's contribution in strengthening social dialogue within the Southern Mediterranean has been recognized and expanded to include further countries. We have also expanded our reach to include Cultural and Creative industries (CREACT4MED), which contribute up to 10% of the GDP in the MENA Region, and the essential role of start-ups in leading innovation (INVESTMED). The inclusion of additional sectors, as well as vulnerable groups, allowed us to hold up to our promise to advance a more inclusive and sustainable growth model for the Mediterranean region that responds to the Employers' needs, while at the same time aligning itself with the UN Sustainable Development Goals.

The development of the Business Country Desk digital platform has allowed us to find ourselves at the forefront of digitalization. Providing our Members, SMEs and BSOs with the opportunity to find partners and hold B2Bs virtually, avoiding the restrictions imposed by the stringent legislation and the pandemic.

It is with great hope that we look at the challenges and opportunities ahead. 2020 has provided us with the necessary time to reflect on our offering and present an updated portfolio of expertise and tools to look ahead to the future. Herein forward our activities will be centered around our four domains of expertise, Business, Regional Synergies, Dialogue, and Policies and Institutional Reforms. We believe that through these domains we touch upon all the necessary components to build a sustainable and strong recovery, where the Mediterranean leads from a position of excellence and plays a central role in the new geopolitical and economic scenario.

We invite you with great pride to look back at the past year and ensure you that we will continue to strive to provide our Members with the tools and skills necessary to address the challenges ahead

**BUSINESSMED**  
Secretariat



**BUSINESS**

Mediterranean Confederation

# BUSINESSMED Presentation

The Union of Mediterranean Confederations of Enterprises is a regional organization that gathers Confederations of Employers Organizations from 18 Countries of the Euro-Mediterranean region.

Created in 2002, BUSINESSMED has become the main representative of the private sector in the Euromed region and a privileged platform for multilateral cooperation for the benefit of the employers' confederations and more than 1'200'000 public and private affiliated companies by promoting foreign direct investments and socio-economic integration in the region.

As one of the main Business support organizations dedicated to multilateral cooperation in the Mediterranean, BUSINESSMED'S mission is to enhance exchanges and strengthen the Mediterranean business ecosystem by reinforcing regional cooperation, social dialogue, and policymaking.

## Our Expertise

BUSINESSMED'S long-medium term strategy is focused on 4 areas of Expertise: Business, Regional Integration, Dialogue and Policy & Institutional Reforms.

Through our Business expertise, we touch upon different themes of relevance for Employers Organizations, and SMEs such as the latest industrial revolution, digitalization, internationalization, Green Deal, Public and Private Partnerships, and Cultural and Creative Industries. The second domain of expertise underlines the importance of Regional Integration as a booster for prosperity. Our third expertise focuses on the importance of Dialogue as a driver for stable socio-economic societies. For our last domain, we underline the importance of Policy and Institutional reforms as drivers to influence and shape the business climate of tomorrow.



# EXECUTIVE BOARD



**Barbara BELTRAME GIACOMELLO**

PRESIDENT



**Tarek TAWFIK**

1<sup>ST</sup> VICE-PRESIDENT



**Bedii Can YUCAOGLU**

2<sup>ND</sup> VICE-PRESIDENT



**Dolores SAMMUT BONNICI**

EXECUTIVE BOARD  
MEMBER - NORTH



**Daniel ABBOUD**  
EXECUTIVE BOARD  
MEMBER - SOUTH



**Anis YAICHE**

TREASURER

GIACOMELLO



**Jihen BOUTIBA**

SECRETARY GENERAL



# MEMBERS



**Association of Industry Portuguese**

Prça das Indústrias  
1300-307 Lisbonne,  
Portugal



**Association of Lebanese Industrialists**

Sanayeh, Justenian Street - CCIAB Bldg, 5th Floor, Beyrouth, Lebanon



**Confédération Générale des Entreprises Algériennes**

Benhaddadi, Dar Eddiaf - CHERAGA - Alger, Algeria.



**Parc d'Activités Economiques de Bizerte**

Adresse : 241-243, Av. Habib Bourguiba 7000 Bizerte - Tunisia



**Turkish Industrialists' & Businessmen's Association**

Mesrutiyet Caddesi 74 TR-80050 Tepebasi, Istanbul, Turquie



**Malta Employers' Association**

35/1, South Street, Valletta VLT 1100, Malta



**Confédération Générale des Entreprises du Maroc**

23 Boulevard Mohamed Abdou, Quartier Palmier, Casablanca, Morocco



**Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat**

Rue Ferjani Bel Haj Ammar, N° 4, Cite el Khadhra, 1003Tunis - Tunisia



**CONFINDUSTRIA**

Viale dell'Astronomia, 30 - 00144 ROMA Italy



**Greek International Business Association (SEVE)**

1, Morihovu Square 54625 THESSALONIKI, MAKEDONIA CENTRAL, Greece



**MEDEF International**

55 Avenue Bosquet, 75330 Paris - Cedex 07 - France




**Turkish Confederation of Employers' Associations**

Ayrancı Mahallesi, Reşat Nuri Caddesi No:108, Çankaya, Ankara, Turquie



**Federation of Egyptian Industries**

1195 Corniche El Nil, RamletBoulak Cairo, Egypt



**Jordan Chamber of Industry**

P.O.Box 811986 Amman 11181 Jordan




**Cyprus Employers & Industrialists Federation**

2 Acropoleos Ave. & Glafkou, 2000 Nicosie, Chypre



**Union Nationale du Patronat Mauritanien**

BP: 383 Nouakchott-Mauritania



**International Chamber of Commerce**

P.O.Box 2908 Damascus - Syria



**Palestinian Federation of Industry**

Industrial Zone, West Bank, P.O.Box 1410, Ramallah - Palestine



**Lebanese Exhibitions & Conferences Association**

Biel - Beirut Central District - Normandie Street, Beyrouth, Lebanon



**Confederation of German Employers' Association**

BDA | DIE ARBEITGEBER Breite Straße 29, 10178 Berlin, Deutschland



**Chamber of Commerce, Industry & Agriculture of Beirut & Mount Lebanon**

CCIA-BML Building, 1 justinien street, Sanayeh, POBox:11 1801 Beirut, Lebanon



**Confederación Española de Organizaciones Empresariales**

C/Diego De Leon, 50 - 28006 Madrid - Spain

# PARTNERS



Union pour la Méditerranée  
Union for the Mediterranean  
الإتحاد من أجل المتوسط



International  
Labour  
Organization



ASCAME  
Association of Chambers of Commerce and Industry of the Arab States  
اتحاد غرف التجارة والصناعة في الدول العربية  
جمعية غرف التجارة والصناعة في الدول العربية



CAWTAR  
Center of Arab Women for  
Training and Research



AHK  
Deutsch-Arabische  
Industrie- und Handelskammer  
German-Arab  
Chamber of Industry and Commerce  
الغرفة الألمانية العربية للصناعة والتجارة



EUROCHAMBRES



الاتحاد العربي للتقنيات  
ARAB TRADE UNION CONFEDERATION



ANIMA  
INVESTMENT NETWORK



annd

Arab NGO Network for Development  
شبكة المنظمات العربية غير الحكومية للتنمية



ITUC CSI IGB



NAR  
Nationale Arbeidsraad



PROGETTO sud  
Istituto Sindacale per la  
Cooperazione Internazionale  
promosso dalla UIL



ISCOS  
promosso dalla CISL



IPEMED



OCDE



Ceba  
The Confederation of Egyptian  
European Business Associations



Comité économique  
et social européen



University  
EMUNI



EU NEIGHBOURS  
south



welcomeeurope  
CONSEIL EN FINANCEMENT PUBLIC



ITC  
International Training Centre



RMEI  
Mediterranean  
Schools of Engineers  
and Management



IOE



KONRAD  
ADENAUER  
STIFTUNG



MDF  
Training & Consultancy



COSPE  
TOGETHER FOR CHANGE



ADE



FIPA  
TUNISIA



AUB  
American University of Beirut  
الجامعة الأمريكية في بيروت



ISPI  
ITALIAN INSTITUTE FOR  
MIDDLE EASTERN STUDIES



RES AFRICA  
FOUNDATION



THE GLOBAL COMPACT



GOPA  
WORLDWIDE CONSULTANTS



MedCités  
MedCities



cmi  
CENTER for MEDITERRANEAN  
INTEGRATION | CENTRE pour  
l'INTEGRATION de MÉDITERRANÉE  
مركز التفاعل المتوسطي



AVSI  
People for development



afaemme



PROJECTS

## EBSOMED

The ultimate goal of the project is to promote the Mediterranean Business Ecosystem by boosting investment and job creation in the region with a view to economic growth. This will be done through the strengthening of the capacity building of Business Support Organisations (BSOs) in the Southern Neighbourhood Countries. More specifically, EBSOMED intends to increase the overall capacity management of Business Support Organisations (BSOs) in the Euro-Mediterranean region by improving the services offered to SMEs. At the entrepreneurial level, EBSOMED is designed to stimulate trade and investment flows by supporting the internationalization of Euro-Mediterranean SMEs. EBSOMED will give a new dimension to regional integration through the establishment of a sustainable hub and the development of win-win business partnerships in the Euro-Mediterranean region.

**Duration:** 48 month **Budget:** 6,25 Million Euro **Countries involved:** 10 southern neighbourhood countries

**Partners:** BUSINESSMED, ASCAME, GACIC, EUROCHAMBRES, ANIMA, CAWTAR



The INVESTMED project aims at addressing both economic and environmental challenges in terms of competitiveness, sustainability, internationalization and capacity to innovate, supporting new, sustainable business opportunities for young people and women in three Mediterranean Partner Countries: Egypt, Lebanon and Tunisia. The project will support the development of new, sustainable entrepreneurship and business

initiatives, by creating a backing environment and facilitating access to new markets with the final goal of generating new economic opportunities and jobs. INVESTMED benefits Mediterranean Business Support Organisations (BSOs) and their network of enterprises. They will benefit from training, coaching and sub-granting to grow and to become sustainable. Markets and clusters of companies aiming to introduce sustainable and creative services in their value chain, can also benefit from this project.

**Duration:** 30 month (2020-2022) **Budget:** 38 Million Euro **Countries involved:** Tunisia, Spain, Lebanon, Greece, Italy, Egypt

**Partners:** BUSINESSMED, EMEA, Beyond group, IED, Rumundu, CEEBA, Spanish Chamber of Commerce

## SOLID

SOLID II is the continuation of the program of the same name launched in 2016 on three pilot countries (Tunisia, Morocco, Jordan) and aims to promote social dialogue in the Mediterranean region. The SOLID II project will extend to three new countries (Algeria, Palestine, Lebanon) besides continuing the actions of the project in the three pilot countries. The overall objective of the SOLID II program is to build resilient societies through enhanced social dialogue and partnerships, promotion of decent work to foster social inclusion and access to social justice for all in the southern neighbourhood. The aim is to strengthen the consultative role of economic and social partners, including civil society in the Euro-Mediterranean region; to promote a dynamic, inclusive and strengthened institutionalized social dialogue and to promote social inclusion through social dialogue tools and organized tripartite institutions.

**Duration:** 42 month (2021-2024) **Budget:** 33 Million Euro **Countries involved:** Algeria, Lebanon, Palestine, Jordan, Morocco and

Tunisia



HOMERe is an intra-Mediterranean Internship Mobility scheme offering companies in search of new business perspectives a unique opportunity for sourcing young talents from the Euro-Mediterranean region to become their interns.

HOMERe improves the crosscutting skills and increases the employability of Mediterranean high-profile students. The project aims to tackle youth unemployment and underemployment and help those taking part in the project to secure a graduate position that is relevant to their qualifications and is in their own country. Through its extended network of high-level academic institutions on both sides of the Mediterranean, HOMERe aims to attract transnational private companies that operate in the Mediterranean region and are searching for brilliant profiles. The programme provides help in the identification, preparation and mentoring of appropriately qualified students.

**Duration:** 24 month **Budget:** 26 Million Euro **Countries involved:** Algeria, Egypt, France, Greece, Italy, Lebanon, Spain, Morocco and Tunisia

**Partners:** RMEI, ASCAME, IESMED, UNIMED, Réseau Euromed, FCM, CNCCEF, CMUNGO, BUSINESSMED

## CREACT4MED

The overall objective of CREAT4MED is to enhance the role of culture and creativity as a vector for employment and resilience in eight SNCs through untapping the potential of the cultural and creative industry (CCI) to create economic value, enhance growth, and foster social inclusion.

Among the missions of this project is to boost the cultural and creative industry (CCI) in the Southern Neighbourhood of the European Union attracting investment and creating jobs and Support CCI business models led by youth and women entrepreneurs giving them access to a training & coaching program and access to funding for the development of their projects.

**Duration:** 36 month (2020-2023) **Budget:** 22 Million Euro **Countries involved:** 8 southern neighbourhood countries



BUSINESS



Our Expertise in Business encompasses a variety of areas that are of essential importance for Employers Federations, Business Support Organizations and SME, and respond to concrete needs of the market.

Our know-how expands from the latest industrial revolution and the increased role that digitalization it is taking up in our economies, the development of actions and tools to foster Internationalization, to upcoming trends and goals for our economies such as the promotion of Cultural and Creative industries, Public and Private Partnerships and the inclusion of a greener vision for our economies.

## BUSINESSMED - Business Continuity Plan Following Covid-19

1 May 2020



Following the economic and social repercussions of the crisis of COVID 19, the secretariat of BUSINESSMED has launched a campaign with its media partners to renew its commitment to economic recovery through concrete actions to support business continuity during this period of disruption as the organisation believes that impacts of the Covid-19 pandemic on different ecosystems require a global response.

BUSINESSMED, in collaboration with renowned international consulting organisations, is committed to managing change and building a structured and comprehensive approach to crisis management and business recovery. In recent months, the organisation has been fully engaged in the implementation of the COVID-19 preparedness and response plan.

## UfM initiative "Innovation & Employability Nexus in the Mediterranean"

5 May 2020



The initiative was launched by the UfM together with the GIZ and was shaped through several Steering Committee meetings.

BUSINESSMED was invited to share its expertise and discuss the proposals to be implemented. The first meeting, focused on how to promote employability and digitalization and BUSINESSMED stated that beyond projects specifically targeting education, innovation and employment, it is important to review some cross-cutting priorities in business-related programmes and projects, exploring other layers that could enrich research. The second meeting focused on ways of promoting the entrepreneurial spirit and the creation of start-ups in the field of research and innovation, where the organisation recalled the major role played by BSOs in the process of consolidating the competitiveness, productivity, and resilience of SMEs in the Southern Mediterranean.

## MENA- OECD Business Advisory Board's webinar on COVID-19 Pandemic Crisis Response

14 May 2020



BUSINESSMED and some of its members took part in the MENA-OECD Business Advisory Board's webinar on COVID-19 Pandemic Crisis Response where the participants shared views, concerns, best practices and solutions.

During a session moderated by Mr El Sayed TORKY, Senior Advisor to the Federation of Egyptian Industries (FEI), member of BUSINESSMED, highlighted the role of businesses and business support organisation in promoting social cohesion during the crisis, as many companies in the region committed on paying salaries and social security contributions. Companies have also developed innovative solutions to cope with the negative impact of the pandemic on their activities.

## World Environment Day: BUSINESSMED presents the INVESTMED project

4 June 2020



BUSINESSMED took part in the webinar entitled "Green entrepreneurs: Taking challenges as opportunities" organized by DG NEAR and the EU Neighbours South project as part of the celebrations of the World Environment Day.

BUSINESSMED discussed the recently approved strategic project "INVESTMED" (InNoVativE Sustainable sTart-ups for the MEDiterranean). The EU funded project, gathering 9 partners from various countries, aims to support the development of new, sustainable entrepreneurship and business opportunities and jobs for young people and women via specific supporting measures such as capacity building, financial support, access to finance and intellectual property rights. BUSINESSMED has stressed the need to promote synergies between projects with similar vocation in order to achieve more effectively the objectives and reach the largest possible number of beneficiaries.



**Barbara BELTRAME GIACOMELLO**  
PRESIDENT

*" The consequences of Covid-19 have brought the Mediterranean into a new era marked by the return of multilateralism and geopolitics to serve the current challenges and opportunities of the 21st century. It is important to emphasize resilience, appropriate business models, and an organizational structure that requires a strong social perception, all of which play a role in promoting sustainable economic activities and are integral to the G20's commitment to advancing international economic cooperation "*

## Participation of BUSINESSMED to the "B-Blue" project kick-off

30 September 2020



BUSINESSMED as an associated partner to the project "B-Blue - Building the blue biotechnology community in the Mediterranean" took part to the kick off meeting that was held online with the presence of more than 40 operators of the biotechnology sector in the Euro-Mediterranean region.

The B-Blue project aims to create a multilateral coordination framework, based on a five-pronged inclusive approach, always including the socio-economic aspects of the environment in the decision-making process and drawing on a field of knowledge selected based on its potential to address GDSs at a medium level. The work of B-Blue aims to facilitate the design and implementation in the Euro-Mediterranean area of common and integrated plans, initiatives, programmes and policies to stimulate this sector.

## BUSINESSMED Online BSO Management Academy on “Digitalisation of Services” 12 October 2020 to 17 December 2020



In the framework of BUSINESSMED’s strategy for business continuity of its members, a cycle of training webinars was organized, focusing mainly on how organizations can adapt their business models to take full advantage of the digital transformation. The aim was to train participating organizations on how to develop an effective and reliable digital strategy and gain guidance on integrating digital throughout all the steps of the business chain.

By the end of the training, participants were able to sketch their organization baseline concerning quality design and delivery of training services and to identify gaps and mitigating measures for successful digitalization of training services with the ability to design a plan to digitalize a training product and expand their professional network.

## Participation of BUSINESSMED in the UfM Forum on trade and investment 12 November 2020



BUSINESSMED took part in the “UfM Forum on Trade and Investment: Creating Employment Opportunities in the Context of COVID-19”, an event bringing together policy makers and representatives from the private sector, civil society and academia to discuss the importance of trade and investment promotion for employment and economic development in the Mediterranean region.

Through his intervention, the representative of BUSINESSMED addressed the framework conditions necessary for investments to lead to job creation and sustainable economic development in the southern Mediterranean region. He called for filling gaps in the ecosystem and strengthening local coordination, identifying reinvestment projects in foreign-owned subsidiaries. He also emphasized the development strategy of BUSINESSMED, which focuses on entrepreneurship, investment and innovation. This involves, among others, the creation of the Business Country Desk (BCD) platform, which provides free services to investors and SMEs in the Mediterranean.

**EMPLOYERS THEMATIC COMMITTEE**  
«Gender mainstreaming & women empowerment»

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## BUSINESSMED presents its projects best practices of during the MEDAWEEK 2020 19 November 2020



During his speech, the representative of BUSINESSMED highlighted the strengths of the EBSOMED project and its specific and concrete actions to contribute to the post-Covid-19 recovery. He also announced the upcoming launch of the Business Country Desk (BCD), a platform particularly useful in these special times for the Mediterranean region, offering digital services through three main features: Partnerships, Business Helpdesk section and a business Matching tool.

The two-day event brought together the region’s business community and decision-makers for in-depth capacity building and dynamic networking of different stakeholders and aimed at exchanging best practices, creating synergies and developing a fruitful cooperation between EU partners and the South Mediterranean region.



## BUSINESSMED part of CREAT4MED Project CCI Technical Expert Group Meeting 21 December 2020



During the meeting, the structure of the questionnaire to assess the skills and needs of the CCI players was presented and discussed. The major CCI stakeholders were identified including governmental, non-governmental, BSOs and incubators, vocational training institutions and private entities.

The meeting also highlighted the concept, methodology and use of the "Kultursystema" platform, which is a mapping tool for the cultural and creative industries. The overall objective of CREAT4MED project in which BUSINESSMED is an active partner, is to enhance the role of culture and creativity as a vector for employment and resilience through untapping the potential of the cultural and creative industry (CCI) to create economic value, enhance growth, and create decent jobs and foster social inclusion.



**Tarek TAWFIK**  
1ST VICE-PRESIDENT



« Correcting Labour market imbalances  
& promoting employment  
& employability through social dialogue »



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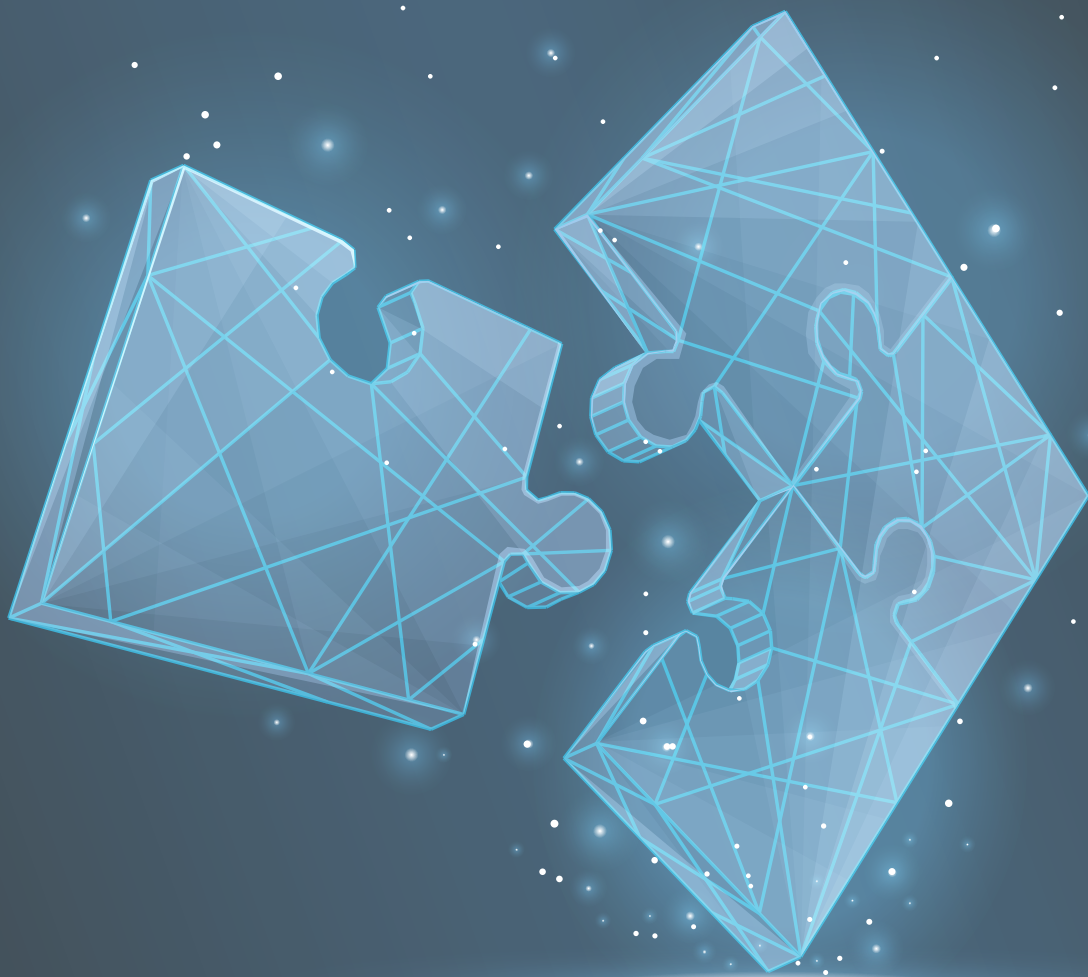
*" In this challenging post COVID era, the world is witnessing a new normal. Challenges and opportunities arise, disparity between haves and have nots pose a serious threat to world stability and equality. All the good reasons that cooperation and collaboration on addressing these new norms becomes a top priority of communication between north and south, east and west. BUSINESSMED is a platform that could and must address this dialogue and venues of collaboration. It should foster a Euro-Mediterranean value chain perspective, an industry-centric vision of economic integration that encourages links between economic actors in the Euro-Mediterranean region and across the members of the organization "*



# Promoting the Euro-Mediterranean Business Ecosystem

[www.bcdesk.eu](http://www.bcdesk.eu)





REGIONAL INTEGRATION

# REGIONAL INTEGRATION

At BUSINESSMED we perceive Regional Integration as a booster for prosperity for Mediterranean Countries.

Our expertise focuses on the establishment and promotion of Business Network, regional synergies with international and regional actors in the region, the facilitation and attraction of trade and investments using tools such as the BCD, and the strengthening of supply chains.

## **BUSINESSMED attended a webinar on the EU budgetary Process for the period [2021-2027]** 29 April 2020



The webinar presented the EU budget process, the multiannual financial framework (MFF) and outlined the EU's programming for the next 7 years (2021-2027). The speakers also presented the new Neighbourhood, Development Cooperation and International Cooperation Instrument (NDICI) which will be launched in 2021 and which aims to enhance and position the EU in the world. This is a unique instrument which will be based on four main lines of action: geographical programmes, thematic programmes, rapid response actions and reserve funds which can be used in needed cases. The webinar also explained how to dialogue effectively with EU delegations during the programming process.

## **Online workshop "The design of a solid EU Project Proposal: The Logical Framework approach"** 29 June - 3 July 2020



In the framework of the EBSOMED project, BUSINESSMED, in cooperation with MDF Brussels, organised an Online Workshop on Support to Project Development "The design of a solid EU Project Proposal: The Logical Framework approach" About 20 participants from different BUSINESSMED member organisations took part in this 4-day training where each session was an opportunity to deepen the aspects and steps of designing a project proposal. The participants enriched the exchanges by sharing their personal experiences and the concrete cases they worked on that are specific to their environment and type of organization. The training ended with a virtual ceremony for the distribution of certificates of participation.

## BUSINESSMED part of the webinar "The Blue Transition Scenario 2050 for the Mediterranean" 8 JULY 2020



The webinar brought together researchers, UfM experts, and representatives of regional initiatives & organisms like GIZ, in order to reflect and share views on key challenges that need to be tackled in the region in order to advance towards new models of social inclusion, job creation, sustainable development and regional integration.

During her intervention, Mrs Jihen Boutiba, General Secretary of BUSINESSMED, mentioned that in order to benefit from the digital switchover, the Mediterranean region has to move to a total digitalisation of the whole area whereas currently digitalisation only concerns certain areas and domains.

**BUSINESSMED**  
PERIODICAL SURVEY  
EMPLOYERS THEMATIC COMMITTEES  
«Education & R&D on Energy Technologies»  
Volume 1

**EMPLOYERS THEMATIC COMMITTEES**  
«Education & R&D  
on Energy Technologies»

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## Participation of BUSINESSMED in the OECD webinar "Building Resilience to Counter Unexpected Shocks" 9 September 2020



The impact of the COVID-19 pandemic on gender equality in the region and the measures and initiatives taken by governments, the private sector and civil society to mitigate the impact of the crisis on women were at the heart of this webinar's exchanges.

Speakers discussed the findings of the report "COVID-19: Gender Impact and Policy Responses" published by the OECD in June 2020 and stressed that both AIWF and OECD are guided by the principle that it is essential to enable women to compete in today's global economy by facilitating women's access to employment in the private sector, opening up access to finance, innovation and technology, and eliminating stereotypes that are quite common in male-dominated sectors.

## BUSINESSMED, the voice of employers during the "UfM Med4Jobs Stakeholders' Dialogue & Advisory Board" meeting 29 October 2020



The Dialogue brought together representatives from a broad spectrum of partners and stakeholders in order to discuss their respective experiences in the wake of the pandemic, share lessons learned and conceive actions for the future, producing an Outcome Document of Recommendations that should guide the regional efforts in tackling the economic aftermath of the crisis and contributing to the post-pandemic recovery.

Stakeholders underlined that the Private Sector has a key role in contributing to the building of more resilient economies in the aftermath of the pandemic towards a sustainable, inclusive and responsible recovery. The meeting was an opportunity to highlight BUSINESSMED projects, namely SOLID and HOMERe

## BUSINESSMED launches the INVESTMED project to support youth and women entrepreneurship in Egypt, Lebanon & Tunisia

24 November 2020



Mrs. Barbara Beltrame Giacomello, President of BUSINESSMED, launched the kick-off meeting of the project with the participation of high-level profiles, among which the UfM, the Tunisian Ministry of Investment and International Cooperation and consortium members coming from 6 Euromed countries. The INVESTMED project aims at supporting new, sustainable business opportunities for young people and women in three Mediterranean Partner Countries: Egypt, Lebanon and Tunisia. INVESTMED will impact MSMEs, start-ups and recently established MSMEs where staff will be trained and coached to become more sustainable, competitive and financially supported via an open competition. Specific business incubation services will be established for sustainable start-ups while relevant public authorities will benefit from capacity building and exchange of best practices to facilitate access and protect the intellectual property right for MSMEs.



**FACT SHEET**  
Skills development  
&  
vocational training



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## BUSINESSMED invited to a webinar on global value chains and their role in the development of the member states of the Agadir Agreement

10 December 2020



The symposium aimed to introduce the importance of value chains in the regional and global economy, and how to integrate Agadir member states in value chains, so that the outcomes of this symposium would be a future step for further contribution to achieving the sustainable development goals and promoting the integration of Agadir countries into the global economy and developing their exports. The participants referred to the importance of integrating Agadir countries into global value chains to achieve higher growth rates and help increase productivity and reduce poverty and unemployment rates and the importance of enhancing the contribution of companies from the four countries in global value chains with the aim of diversifying production and achieving sustainable development.



**Jihen BOUTIBA**  
SECRETARY GENERAL

*" Planning for long-term recovery is a challenge for MENA, made harder by pressures to prioritise short-term emergency spending. Thus, we need to shift to inclusive economic reforms, including informal sector integration in the mainstream economy. We also need to strengthen and promote inclusive and effective Social Dialogue among all stakeholders "*



DIALOGUE



# DIALOGUE

Dialogue is perceived as a driver for stable socio-economic societies. Therefore, our expertise is well anchored in the promotion of multi stakeholder social dialogue, responsible business conduct and promotion of the Sustainable Development Goals, with the aim to continue to build strong and inclusive societies, that respond to the future developments of work environment.

## UfM online workshop “Social economy and the post-pandemic recovery: challenges and prospects”

26 June 2020



The Workshop brought together over 60 stakeholders and practitioners from both shores of the Euro-Mediterranean Region and focused on the role that the Social Economy should play in the social and economic post-pandemic recovery and the measures to promote its contribution to a sustainable growth path and reduction of inequalities. The Workshop also addressed the challenges faced by Social Economy and the innovative solutions provided by this enterprise model based on values of democracy, solidarity and social responsibility to the most immediate effects of the crisis through creating jobs, supporting small enterprises and tackling social and economic injustices. The participants stated that in light of the urgency to address the recovery, it is evidently crucial to facilitate the social economy with the necessary financial instruments for Micro, Small, and Medium Sized Enterprises, to strengthen incubators and encourage the adoption of legal framework.



**FACT SHEET**  
Education & R&D on  
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## BUSINESSMED, strategic partner of the UfM 4th Social Dialogue Forum

7 October 2020



During the two working days, 117 participants discussed the main challenges of the Euro-Mediterranean labour market during the Covid-19 period, the role of social dialogue in migration and brain drain issues, multilateral cooperation as an engine for growth prospects, and the progress of Social Dialogue in and between the two shores of the Mediterranean. The employers' session started with the presentation of the results of the first phase of the SOLiD and the introduction of the second phase of the project by Jihen Boutiba, General Secretary of BUSINESSMED since this project has the potential to strengthen the role of the social partners of the South through the promotion of social dialogue.



USER MAUAL  
BUSINESS COUNTRY DESK



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## BUSINESSMED webinar: "Transforming the Private Sector engagement through SDGs"

22 October 2020



The event, organized with the implication of the UFM, called representatives of the private sector to get involved in the debates on how organisations and SMEs can take full advantage of the crisis and improve their services using the opportunities offered by technologies. The webinar was also an opportunity to explore how COVID-19 has disrupted businesses across the Mediterranean and focused on the way organisations can connect their sustainable initiatives to respond to the crisis. Recommendations were formulated focusing on the role of the involved institutions in addressing the unfamiliar challenges that have come with the pandemic with a focus on the private sector's response to crisis in a way that aligns with the SDGs.

## BUSINESMED participates in the webinar "CFO TASKFORCE For the SDGs"

10 November 2020



Organized by the United Nations Global Compact, with the aim of presenting the "CFO Principles" on the Sustainable Development Goals (SDGs) integrated into Investment and Finance to highlight the role that companies and CFOs can play in financing the SDGs. Investors and governments collectively recognize that businesses are uniquely positioned to reshape the future of corporate finance and investment as a catalyst for growth, value creation and social impact. The webinar was the first in a series of actions to promote interaction among peers, investors, financial institutions, and the United Nations, foster the sharing of ideas, develop new concepts and frameworks, and provide recommendations for unlocking private capital and creating a market for integrating investments in the SDGs.

## Webinar "Correcting Labour Market Imbalances and Promoting Employment and Employability through Social Dialogue "

16 November 2020



The Workshop brought together over 60 stakeholders and practitioners from both shores of the Euro-Mediterranean Region and focused on the role that the Social Economy should play in the social and economic post-pandemic recovery and the measures to promote its contribution to a sustainable growth path and reduction of inequalities. The Workshop also addressed the challenges faced by Social Economy and the innovative solutions provided by this enterprise model based on values of democracy, solidarity and social responsibility to the most immediate effects of the crisis through creating jobs, supporting small enterprises and tackling social and economic injustices. The participants stated that in light of the urgency to address the recovery, it is evidently crucial to facilitate the social economy with the necessary financial instruments for Micro, Small, and Medium Sized Enterprises, to strengthen incubators and encourage the adoption of legal framework.



*«The Sanitarian Crisis as an accelerator of the digitalisation path of the Mediterranean Business Ecosystem»*



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## BUSINESSMED invited to the EuroMed 2020 Summit of Economic & Social Councils & similar institutions

26 November 2020



The event had the participation of representatives of employers' organizations, trade unions, civil society, economic and social councils and other relevant stakeholders from the member countries of the Union for the Mediterranean. The meeting was an opportunity to highlight the orientations and missions of BUSINESSMED, which is a regional platform involving all stakeholders and based on a multi-level approach to advocate for economic development, effective social dialogue, and gender mainstreaming in national policies in the Mediterranean region. The General Secretary also highlighted the organization's approach to respond to the consequences of COVID-19, including through innovative tools such as the Business Country Desk (BCD) platform, which will be launched in few months.

## Participation of BUSINESSMED in the Forum "MED Rome Mediterranean Dialogues 2020

30 November 2020



During her intervention, Ms. Barbara Beltrame, President of BUSINESSMED and Vice President of Confindustria in charge of internationalization, recalled the consequences of the Covid-19, which brought the Mediterranean into a new era marked by the return of multilateralism and geopolitics in the service of the current challenges and opportunities of the 21st century. She also emphasized the resilience, appropriate business models and an organizational structure that requires a strong social perception, all of which play a role in promoting sustainable economic activities and this is an integral part of the commitment that the G20 has made to advance international economic cooperation.



**Bedii Can YUCAOGLU**  
2ND VICE-PRESIDENT

*" For Europe to achieve its recovery strategies objectives in trade and industry , it needs Mediterranean partners cooperation as an essential element to overcome the crisis and to avoid future ones. On the other hand, the Mediterranean region needs Europe to achieve sustainable growth with a new inclusive development model. BUSINESSMED has a key role in serving as a platform where both sides of the Mediterranean business actors collaborate together in attaining common goals formulated through common interests. We will work to do our best in getting out of this global crisis stronger with our partners in BUSINESSMED "*

## BUSINESSMED participation at the “Skills for Enterprise Development” webinar

8 July 2020



During the different sessions, the results from global surveys and research on the impact of COVID-19 on Enterprises were delivered as well as presentations on three key areas for the competitiveness of companies: the green economy, the inclusion and the innovation. The webinar helped providing opportunities to review the type, targeting and effectiveness of active labour market measures, implemented in the crisis context, with a focus on the skills development dimension. It also was an occasion to share experiences on how skills are a priority for companies' survival strategies during the crisis and future development, with a focus on inclusion, innovation, and greening to foster competitiveness, resilience and social fairness. The event focused on priorities to build up and strengthen the resilience of people, companies and education and employment systems and explore solutions for a fair and inclusive recovery.



« Connecting business initiatives response to COVID19: transforming the private sector engagement through SDGs »



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## BUSINESSMED webinar "The Upskilling Imperative: Vocational Training and the New Offer of BSOs' Services"

29 June -31 July 2020



Through different interventions and testimonials, the webinar focused on how SMEs should reconsider the skills to remain competitive. Formulated recommendations on providing access to additional up-skilling opportunities for economic operators across the Mediterranean were expressed by the panellists. The debates highlighted the way covid19 accentuated the need of digital skills in many aspects for business continuity and how gaining new skills is key for sustainable competitiveness and resilience for Businesses as they need workers with the right skills to master the challenges defined by the current transition. The conclusion was that today's context makes it more urgent than ever for SMEs to get the right education and training to thrive and keep maintaining their position in the market and continue growing. This requires providing access to additional up-skilling opportunities for economic operators across the Mediterranean.



POLICY & INSTITUTIONAL REFORMS



# POLICY & INSTITUTIONAL REFORMS

Our action is based within a strong expertise in Policy and Institutional reforms, directly shaped by Mediterranean Employers via our Thematic Committees. The policy recommendations and subsequent action issued out of our committees, is built on research, executed by our experts, and based on rigorous standards of objectivity.

Our policy actions and recommendations are then spread through our large network members and partners and presented during high level meetings, making us a reliable and recognized partner within the region, and helping us shape the business climate of tomorrow.

## Participation of BUSINESSMED in the First Virtual Regional Meeting of the Policy Forum for Development (PFD)

17 July 2020



The meeting, whose objective was to collect and highlight the contributions of stakeholders in Africa, presented the EU Programming exercise (2021-2027) following questions raised by the participants. PFD members then gave their recommendations and assessments of this new process and its implementation, focusing on key themes. The discussions will essentially serve to set the framework for the debate and will be complemented by written contributions from participants. BUSINESSMED will share its proposals with its members and include their comments and proposals and all contributions collected will be processed and structured around a set of PFD recommendations for EU programming that will take into account the unique aspects of each region.



« The upskilling imperative:  
vocational training  
& the new offer of BSOs' services »



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## Working meeting for the Committee "Gender Mainstreaming and Women and Youth Empowerment 20 July 2020



The meeting took place with the presence of Mrs Leila Belkhiria Jaber, President of the Committee, Mrs Nedra Razgallah, the mandated expert, as well as the BUSINESSMED team and reviewed the first deliverable of the instrument giving emphasis to the necessity to include some national and regional priorities by incorporating a gender perspective across different sectors in the target countries. The action plan has been defined as well as the main topics of the survey and the methodological approach; that includes the definition of different practical tools that can be used to help integrate a gender perspective into all stages of policymaking and strategic planning of the committee's work. The final report along with interventions from the committee members and the expert will be presented during a live webinar to be held in December 2020.



**Dolores SAMMUT BONNICI**  
EXECUTIVE BOARD  
MEMBER - NORTH

*" BUSINESSMED should continue striving to strengthen relations and trade deals between North and South Mediterranean countries. The infusion of know-how and evolving cultures should help members in promoting identities while empowering businesses to invest in the Med. Collaboration between industry and academia will assist BSOs in strengthening social dialogue and being part of the policy-making processes at national and international level "*

## BUSINESSMED part of ILO' "Activation for Recovery" webinar 25 September 2020



This event was part of a series of webinars that are organised to exchange knowledge and discuss policy options for a sustained recovery and reintegration of workers in decent employment. Bringing together social partners, government policymakers, academia and representatives of the public and private sectors, the webinar provided an opportunity to exchange about strategic options for a sustainable recovery and reintegration of workers into decent work following the Covid-19 crisis. The discussion helped addressing the impact of the pandemic on employment, employment services and social protection, presenting responses, initiatives and lessons learned that could inspire the road to recovery. The outcomes of the discussions will inform support actions to the constituency of regional organizations and promote further collaboration between them and other business associations.

## BUSINESSMED part of OECD's "Roundtable on Investment and Sustainable Development 2020" 30 September & 1 October 2020

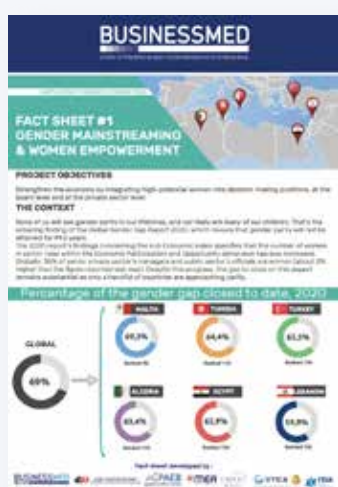


High-level participants explored what coordinated action of investment, policy and development cooperation during the post-Covid recovery should be taken and how the OECD can best support and guide such action. The focus was on how the Covid-19 pandemic and associated social and economic crisis is severely affecting all sources of financing for both OECD and developing countries, including private investment. The participant highlighted that existing and reduced new investment must be squared with sustainable development ambitions to help build a sustainable and resilient recovery. Participants discussed opportunities and risks associated with private investment in health-related industries and how the OECD could work towards policy guidance in this regard. The second day session explored the main opportunities and risks associated with private – particularly foreign – investment in health-related industries.

## BUSINESSMED sharing its good practices during the UFM event “Reinforcing the Innovation-Employability Nexus in the Mediterranean” 2 December 2020



Having already worked on this topic in the framework of its Thematic Commission for Employers “Vocational Training and Skills Development” BUSINESSMED shared, through the intervention of the expert of this commission, policy tools and good practices to improve the employability of students and researchers while highlighting the role of research and innovation as vectors for the development of sustainable economies in the Mediterranean region. During the event, a Handbook for universities, business and decision makers was presented. The publication aimed at enhancing career development among students and researchers, at fostering entrepreneurship and start-ups, and at supporting universities in carrying out their ‘third mission’ towards society.



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*FACT SHEET*  
*Gender mainstreaming*  
*& women empowerment*

## BUSINESSMED presents the priorities of the private sector during the last BAB meeting in 2020 10 December 2020



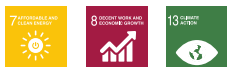
The strategic discussions focused on the impact of and recovery from the COVID-19 pandemic for the business community in the Middle East and North Africa, looking to the future to set priorities.

The webinar gathered business associations and chambers of commerce representing 9 MENA economies and 10 OECD countries and regional and international institutions took part in the discussions along with BUSINESSMED. The 2020 annual meeting launched a reflection on the future work of the BAB in the context of recovery from the COVID-19 pandemic and the new mandate of the MENA-OECD Competitiveness Programme (2021-2025). The discussions covered three thematic main priorities: the impact of the COVID-19 pandemic on the MENA business community, the role of Public-Private Dialogue for crisis recovery and the strategic priorities for the BAB within the new mandate of the Competitiveness Programme.



## BUSINESSMED attends the closing meeting of the Policy Forum on Development

10 December 2020



Between October and November 2020 PFD organized a series of thematic webinars as part of a broader consultation process among PFD members, to provide input into EU programming and complement the results of the PFD regional meetings organised between July and September 2020. In each webinar, thematic experts of the European Commission were present to give a short overview of the respective topic and to answer PFD members' questions. The closing event received feedback from the membership of the PFD on the key recommendations for EU programming that have emerged from the different regional and thematic meetings between July and October 2020.



Barbara BELTRAME GIACOMELLO  
PRESIDENT

*" It is our duty to support youth by creating a supportive environment and facilitating access to new markets with an ultimate goal of generating new economic opportunities and jobs where no one is left behind. We have to look at the future; and what lies ahead will be even more challenging since we will continue promoting gender diversity by empowering women entrepreneurs and unlocking their potential in the sustainable Industries "*

## BUSINESSMED presents the first results of its Thematic Committee on "Education and R&D on Energy Technologies"

29 June - 3 JULY 2020



The online meeting, which brought together members of the thematic Committee and experts in renewable energy, was an opportunity to clarify the objectives of the Committee and the methodology adopted to produce its regional thematic paper. It was also the occasion to present its first Factsheet on "Education and R&D in Energy Technologies" with the aim to inform employers' organizations and SMEs affiliated to the energy sector in partner countries (Egypt, Jordan, Malta, Tunisia), with special emphasis on their strategies, action plans and achievements in renewable energy. The panellists stated that with the outbreak of COVID-19, many opportunities appeared to rebuild with climate change as a major concern. The 2030 climate target will help to focus the Mediterranean economic recovery from the coronavirus pandemic. It will stimulate investments in a resource-efficient economy, promoting innovation in clean technology, fostering competitiveness and creating green jobs.



EMPLOYERS THEMATIC COMMITTEE  
«Vocational training & skills development»



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## BUSINESSMED presents the first results of its Thematic Committee on “Vocational Training and Skills Development”

15 December 2020



The discussions during the online event provided an opportunity to exchange information on how different TVET stakeholders are coping with the impact of the socio-economic consequences of the COVID-19 pandemic on TVET provision in the Euro-Mediterranean region and to share employers' experiences on approaches to respond to the crisis and strengthen recovery while ensuring equity in TVET. It was also the occasion to present the first fact sheet and the first report developed by the expert. The committee gathered Employers' Organisations from the EuroMed Region, believing that today's economy requires advanced, flexible and fungible skills and that VET can boost organizational performance, competitiveness, research and innovation which is a central aspect of successful employment and social policy.



**Daniel ABBOUD**  
EXECUTIVE BOARD MEMBER - SOUTH

*" At a time where the planet thinks and acts with a global perspective, Businessmed must represent a much-needed global approach to business support and advocacy "*

## BUSINESSMED presents the first results of its Thematic Committee on “Gender Mainstreaming and Women Empowerment”

18 December 2020



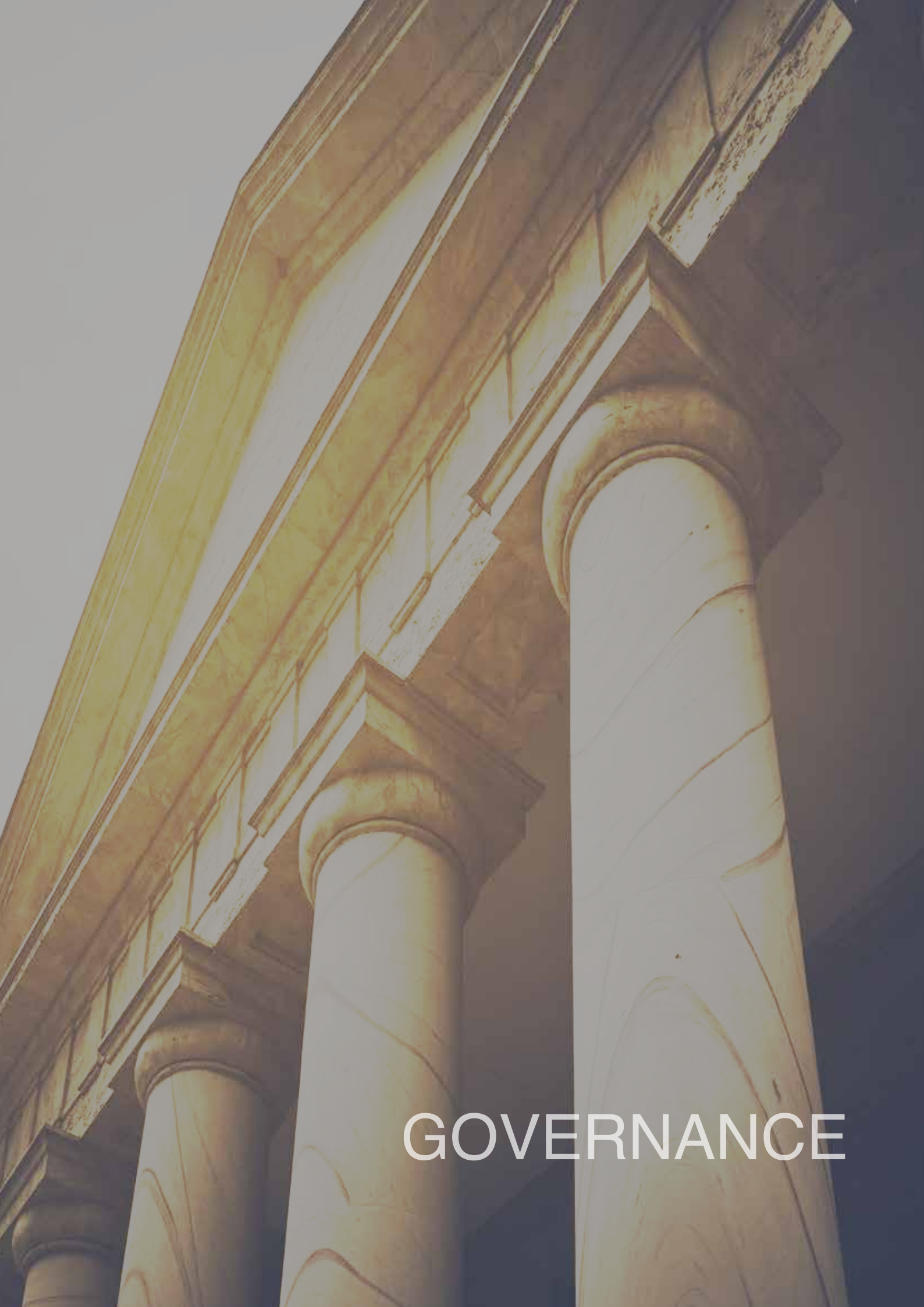
During the webinar, the committee president presented the commission's mission and the purpose of the study by giving insights into the gender mainstreaming process in the target countries and challenges ahead. The different discussions highlighted gender equality policies and role of women in the post-Covid-19 recovery in the Mediterranean and presented good practices favouring gender diversity and measuring gender diversity across industries in the region. It was also the occasion to present the first results of the study and the factsheet elaborated following the research phase of the committee who's objective is to join the forces to promote gender diversity in the Euro-Mediterranean Region with a special focus on women in board as it's a growing necessity for companies to thrive and grow in today's environment.



**BCD BROCHURE**



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GOVERNANCE

## First meeting of BUSINESSMED Board of Directors for 2020

9 July 2020

With the presence of the majority of representatives of the Employers' Organisations of the Euro-Mediterranean Region, the meeting was held online due to COVID 19 restrictions and was an opportunity for the members of the Organisation to deal with some general and institutional issues and to address urgent questions related to the smooth running of the organisation's action plan and the preparation of the next General Assembly.

The members of the Board of Directors also exchanged ideas for actions and proposals on the future orientations of the organisation for the coming years, the committee members also suggested that the organisation should focus more strongly in terms of actions and strategy on the sectors of digitalisation, education and vocational training, corporate social responsibility, culture as a vector for job creation, and triangular cooperation between Europe, the African continent and the Mediterranean region.

## BUSINESSMED elective general assembly

20 October 2020

The Union of Mediterranean Confederations of Enterprises BUSINESSMED held an Extraordinary Elective General Assembly online with the majority of its members. After the assessment of three past years of activity, the General Assembly appointed Ms. Barbara Beltrame GIACOMELLO from CONFINDUSTRIA as new President of BUSINESSMED, for a term of three years. The Extraordinary Elective General Assembly voted for its new executive board composed of Ms. Beltrame (CONFINDUSTRIA, Italy) the first vice-president (FEI, Egypt), the second Vice-President (TUSAID-TISK, Turkey), an executive board member from the North (MEA, Malta) and an executive board member from the South (ALI-CCIA BML, Lebanon).

## Second online BUSINESSMED Board of Directors Meeting

8 September 2020

BUSINESSMED held the second meeting of its Board of Directors for the year 2020, in the presence of the majority of the representatives of the Employers' Organisations of the Euro-Mediterranean region and members of the organisation.

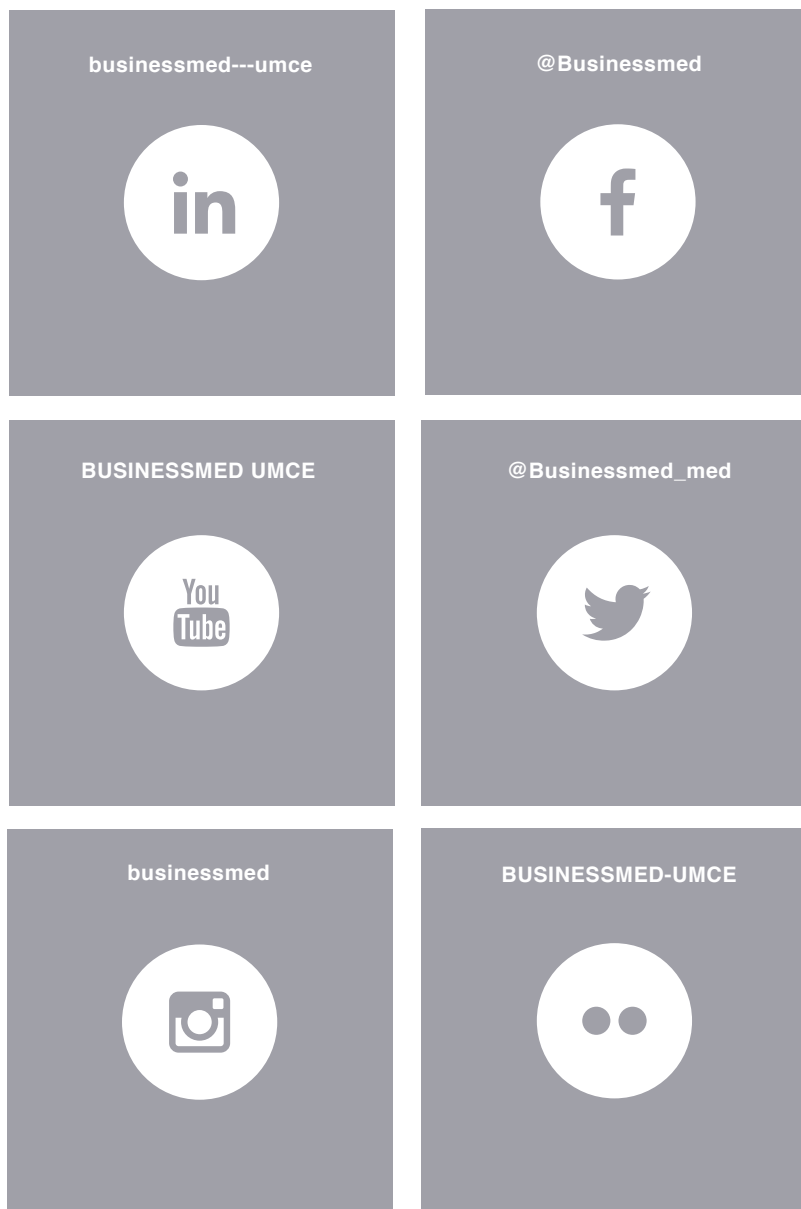
Two months after the first meeting, the Board worked on finalizing operational issues by producing relevant suggestions for the organisation's next Extraordinary General Assembly.

The meeting was also an opportunity for the Secretariat to present to the Board the progress made on the Business Country desk and to outline the communication strategy that the organisation will adopt during the coming months.



Jihen BOUTIBA  
SECRETARY GENERAL

*" In order to benefit from the digital switchover, the Mediterranean region has to move to a total digitalisation of the whole area whereas currently digitalisation only concerns certain areas and domains. For that reason, BUSINESSMED is developing the Business Country Desk platform, a new digital tool that will enable SMEs and investors to easily access potential markets, trade goods and services at the international level. All these actions have no value if we do not imperatively implement concrete actions on the ground. This process can only be designed if based on a concrete model of social policies that integrates the values of all stakeholders (employers, trade unions, civil society, universities) and thus makes everyone's voice heard, as was the case with the SOLiD project "*



# BUSINESSMED

Union of Mediterranean Confederations of Enterprises

[www.businessmed-umce.org](http://www.businessmed-umce.org)

