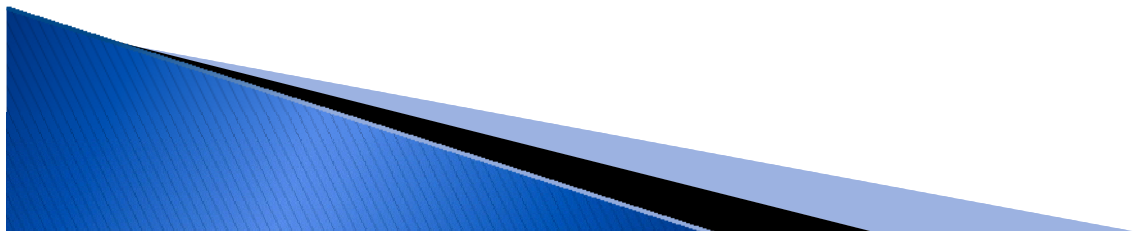




ASCAME

**Association of the Mediterranean Chambers of  
Commerce and Industry**  
Corfu, 10th June, 2014

**Fearghus Roche**  
Head of Projects Department



# Introduction



- ❑ **ASCAME was founded in 1982 as an initiative of the Chamber of Commerce of Barcelona and thanks to the support of five Mediterranean Chambers of Commerce.**
- ❑ **ASCAME has become the most important representative of the Mediterranean private sector** and a reference in the regional economic cooperation of the region, with over 200 chambers of commerce and other organizations associated with the 23 countries of the Mediterranean.
- ❑ **ASCAME is the only regional organization that brings together North-South private sector institutions in the Mediterranean**, belonging to three continents: Europe, Africa and Asia, and representing more than 25 million companies.



## Introduction



- ❑ In 1982, ASCAME showed a **strategic vision of North-South partnership and integration**, which was subsequently confirmed by the implementation of the Euro-Mediterranean Partnership in 1995, and today by the Process of Barcelona : Union for the Mediterranean.
- ❑ Nowadays ASCAME works with the most important organizations and international institutions, aimed to the social and economic development of the Mediterranean region, among others, the EU, the UfM, the EIB, the World Bank, the Arab League etc., also being present in multiple high level workgroups.

## Mission



- ❑ To be the **representative of the private sector in front of the policy makers. Promoting companies, we contribute to the development of the Mediterranean.**
- ❑ To be an outlet for **international cooperation** of private sector representative actors, building **collaborative projects** and **sharing knowledge, experience and tools** in support of economic development.
- ❑ **Strengthen the role of the chambers of commerce in the Mediterranean** as representatives of all businesses, whatever their size is, regardless of the sector and in the general interest of the economy, and also as a main agent for the economic and industrial development in the countries of the Mediterranean region.



## Mission



- ❑ To **gather the stakeholders of the private sector** of the Mediterranean region, contributing to the **cooperation** and to the **development** of the private sector in the Mediterranean region.
- ❑ To **promote the Mediterranean** and its companies **worldwide** to face competition from other economic areas.
- ❑ To defend the **economic integration of the Mediterranean** with an area of **free trade exchange**



# Action Plan



- ❑ Barcelona is the social headquarter and the General Secretariat of ASCAME, responsible for developing and executing the strategic plan and the annual action plan.
- ❑ The Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon is currently of President of ASCAME (2012 – 2016).
- ❑ Commissions within ASCAME, presided by relevant Chambers of Commerce lead sector-specific activities across 13 sectors.
- ❑ ASCAME launches every year a number of initiatives, which encourage economic, institutional and commercial contacts throughout the Mediterranean region and other parts of the world (Projects of economic regional cooperation, training programs, business forums, etc).
- ❑ Thousands of companies, representatives of the public and private sector have participated in activities of our network.



## Action Plan



ASCAME

- ❑ MEDAFinance (Cairo – 9<sup>th</sup> February 2014)
- ❑ Energy Exchange and Economic Integration (Tangiers – 3<sup>rd</sup> May, 2014)
- ❑ MEDALogistics (Barcelona – 2<sup>nd</sup>, 3<sup>rd</sup> June 2014)
- ❑ Meditour (Beirut – 14<sup>th</sup>, 15<sup>th</sup> October 2014)
- ❑ Week of Economic Leaders (Barcelona 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup> November 2014)
- ❑ MediTex (Alexandria – December 2014)
- ❑ Mediterranean Business Days on Energy (Istanbul – December 2014)
- ❑ MED Cosmetics (Rabat – April 2015)
- ❑ Mediterranean Economic and Exhibition Week in the Gulf (Jeddah – September 2015)



## Strategic Lines



- ❑ **ASCAME is already consolidated** as an entity that represents the interests of the chambers of commerce and of the **private sector of the Mediterranean**.
- ❑ **ASCAME is certified** as an economic partner of the **EU and of international organizations** in the implementation of **economic cooperation projects**.
- ❑ The organization is **continuously** involved in **developing** various new tools and cooperation projects **that will strengthen economic integration** and the Euro-Mediterranean Association.





**«Fostering Solar Technology in the  
Mediterranean Area»**

Priority 2 – Topic 3: Solar Energy

“To promote and implement innovative technologies supporting solar-energy key players during the phase of study, design and implementation of civil installations”

**Duration:** 36 months

**Partners involved:** 8

**Beneficiary:** UNIVERSITY OF CAGLIARI

**ASCAME's ROLE:** WP3 Leader  
(Capitalisation)

**Project budget :** 4'5M€

**PARTNERS:**

CCI Cagliari, CEEBA, Industrial Research Institute (Lebanon), Royal Scientific Society of Jordan, CCI Tunis, Region of Sardinia



**«The Green MED Initiative»**

Priority 3 – Topic 2: Waste  
Management

“Encourage the involvement of companies in the development of an integrated and environmentally sound waste management system focusing on

~~activities directed to the youth”~~

**Duration:** 36 months

**Partners involved:** 12

**Beneficiary:** CCI BEIRUT MOUNT  
LEBANON

**ASCAME’s ROLE:** WP3 Leader  
(Capitalisation)

**Project budget :** 4’1M€

**PARTNERS:**

Regional Association of the Municipalities of Sardinia, Averda Servus, CCI Marseille Provence, CEEBA, CCI Cagliari, ASCAME, Association of Enterprises for Environmental Conservation, CCI Barcelona, FUNDITEC, CCI of Tunis, SERVICORP



## «Mediterranean Diet and Enhancement of Traditional Foodstuff»

### Priority 1 – Topic 1: Agro-food Industry

“To increase awareness of the Mediterranean diet, as an integral part of our lifestyle and a vehicle for the development, stability and solidarity in the Basin”

**Duration:** 36 months

**Partners involved:** 13

**Beneficiary:** UNIONCAMERE

**ASCAME's ROLE:** WP3 Leader  
(Capitalisation)

**Project budget :** 5M€

### **PARTNERS:**

CCI Cagliari, Olive Oil Towns Association, Mediterranean Diet Foundation, CCI Tunis, The Routes of the Olive Tree, CCI Messina, Forum of the Adriatic and Ionian Chambers, Spanish Association of Olive Cities, ASCAME, CEEBA, National Agriculture Research Institute of Tunisia, CCI Beirut Mount Lebanon



Programme  
funded by the  
**EUROPEAN UNION**



**«Innovative financial instruments to support energy sector SMEs in Med area»**

MED Programme - Targeted call on  
“Innovation for renewable energy and energy efficiency solutions in Mediterranean regions and cities”

**Duration:** 26 months

**Partners involved:** 7

**Beneficiary:** VENETO REGION

**ASCAME's ROLE:** WP2 Leader  
(Communication)

**Project budget** 1,9M€

#### **PARTNERS:**

Veneto Region, CCI Venice, FINLOMBARDA, CCI Marseille Provence, ARDI, IDEA, Regional Council of CCIs Andalusia, Region of Peloponnese, CCI Cyclades, Cyprus CCI, ASCAME, Regional Council CCIs Valencia



Projet cofinancé par le Fonds Européen de Développement Régional (FEDER)

Project cofinanced by the European Regional Development Fund (ERDF)

**«Rationalising Mediterranean Sea-ways: From Southern Eastn to Northern Western Ports»**

**Priority 3 – Topic 2: Transport**

To strengthen connection between ports in the latin arc of the Tyrrhenian Sea and the countries of the southern shores

**Duration:** 24 months

**Partners involved:** 7

**Beneficiary:** REGION OF SARDINIA

**ASCAME's ROLE:** WP7 Leader (Business to business meetings between economic operators)

**Project budget :** 2M€

**PARTNERS:**

University of Cagliari, Port Authority of Olbia and Golfo Aranci, ASCAME, European Short Sea Shipping School, CCI Beirut Mount Lebanon, Ministry of Public Works and transport (Lebanon).

**«EU Support to Business and  
Investment Partnerships in Southern  
Mediterranean»**

EUROPEAID: Boost private business and investment within the Euromed area to contribute to an inclusive economic development of the region

**Duration:** 36 months

**Partners involved:** 6

**Beneficiary:** ANIMA INVESTMENT NETWORK


**ASCAME's ROLE: Coordinator of Transport&Logistics and Tourism Sector, B2B, Formation, Mentoring**  
**Project budget:** 5M€

**PARTNERS:**

ASCAME, EuroChambres, Business Med, EMDC, German Arab Chamber of Industry & Commerce, Euro Arab Business Council.

**AFFILIATED PARTNERS:**

79 BSO from 26 countries

 <http://www.ea-ecoentreprises.com/pd>

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ANALYSIS AND ACCELERATION  
OF THE MEDITERRANEAN  
SOLAR SECTOR



MED-MOBIL



GOALS



E.H.P.P.C. – Med



**FOSTERinMED**  
Fostering Solar Technology in the Mediterranean Area







**Thank you for your attention**

**Fearghus Roche**

Responsable Dept. Projets / Head of Projects Dept.

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