MED BUSINESS DAYS 2022

CONNECTING THE MEDITERRANEAN FOR A SUSTAINABLE & RESILIENT FUTURE

Northern Edition
14-15 September 2022 Malta

BUSINESSMED
Union of Mediterranean Confederations of Enterprises
ABOUT MED BUSINESS DAYS 2022, Northern Edition:

“CONNECTING THE MEDITERRANEAN FOR A SUSTAINABLE AND RESILIENT FUTURE”

In the setting of beautiful Malta, conveniently located in the middle of our beloved Mediterranean Sea, Maltese, European and Mediterranean Economic operators, SMEs and BSO representatives will meet to engage, discuss and foster the future of the Mediterranean business ecosystem tackling key trends within central sectors such as Tourism and Hospitality, ITC solutions, Manufacturing and the Transport and Logistic sector within the blue economy.

The event will take place in Sliema, Malta on the 14th and 15th of September 2022 and will feature different sessions ranging from keynotes, panels, and Sectoral workshops, B2B meetings and networking opportunities, and will also be the occasion to celebrate the 20th anniversary of BUSINESSMED.

The Roadshow and launch of the Business Country Desk under the theme “Connecting The Mediterranean For A Sustainable And Resilient Future” and following B2B session is organized by BUSINESSMED in partnership with its Member, the Maltese Employer Association, MEA, within the framework of the EBSOMED project.

The event will tackle key sector for the future of the Mediterranean and its integration with the Euro-Med African value chains, Manufacturing, Transport and Logistic sector within the blue economy, Tourism & Hospitality and ITC technology sectors. Within the various panels and industry sector workshops we will tackle upcoming challenges, solutions and present best practices of the 4 sectors. This will be an opportunity to engage with Euro-Mediterranean decision makers, experts and industry leaders. Following each session, recommendations will be formulated and shared.

The Med Business Days, will also be the occasion to celebrate the launch of the BUSINESS Country Desk platform, which will be utilized to set B2B meetings during the event, and form concrete partnerships across the Mediterranean. The BCD platform combines a vibrant marketplace with space for networking and brokerage, as well as interactive sessions on the services offered.
EVENT BACKGROUND
PANEL DISCUSSIONS:

THE ROLE OF DIGITAL TECHNOLOGIES IN MANUFACTURING: BEST PRACTICES AND RECOMMENDATIONS

As the digital transformation, boosted by the pandemic continues to move forward across the two shores. This shift towards more digitalized and digitized economies is also taking place within the Southern Mediterranean Countries, where strategies are being developed to drive digitalization across all sectors of economy, including governance, business, and value chains.

Specifically, this shift in innovation and digital technologies has opened the door for new opportunities for the Manufacturing sector, who with the advent of greater network capabilities of 5 G, Industry 4.0, and data driven predictive analytics, is continuing to advance towards the new concept of SMART Factories, driven by efficiency and sustainability. The Panel composed by industry representatives, BSOs and Institutional organization will be the occasion to discuss this transition, by presenting concrete examples of implementation of digital technologies to the manufacturing sector, highlighting best practices and put forward recommendation to further shape this transition within the Mediterranean region.
PROMOTING ENTREPRENEURSHIP AND SUSTAINABILITY IN THE TOURISM AND HOSPITALITY SECTOR

As it is universally known, the Tourism and Hospitality sector has been one of the sectors that has been more deeply affected by the Pandemic and subsequent lockdowns. This is of particularly importance for the Mediterranean who represents one of the leading destinations for tourism, and where tourism contributes to 333.2 billion US$ in the Mediterranean countries. The Tourism and hospitality sector also represents important employment opportunities for women and youth, who suffered greatly from the effects of the Pandemic.

Currently with the travel restrictions lifting and rekindling of travel we are currently seeing the sector reviving to its former glory. It is of course of importance to explore how the sector has been and is evolving and adapting to a more digitized and sustainable form. The Panel will explore opportunities, solutions, best practices and recommendations to ensure the sector becomes more resilient to future shocks.
BRIDGING THE SKILLS GAP - THE TRANSPORT AND LOGISTIC SECTOR IN THE BLUE ECONOMY

The past two years have forced businesses to reconsider their business models and shift towards digital technologies and invest in innovation to promote business continuity. This shift towards new technologies and remote working, has highlighted vulnerabilities across the Euro Med region, and more specifically the skill mismatch between jobs and jobs seekers qualification. The bridging of this gap is of particular importance for the Southern Mediterranean, where unemployment rate reaches 30%, and where the skill mismatch is listed as one of the main causes by employers. (UFM 2020).

The pre-existing gap along with the recent fast-paced changes in our economies has put VET and Skills development at the forefront of institutions and government agendas. The European Union through its “European Skills agenda for sustainable competitiveness, social fairness and resilience” showcases the importance put on the VET sector, more specifically within the digital and green economy field. These increased efforts are and will not only be located on European soil, within its “Renewed partnership with the Southern Neighbourhood - A new agenda for the Mediterranean” the EU also shows and increased focus on skills development for Southern Mediterranean Countries especially in the area of digitalization and green economy.

Within this panel we will take a closer look at the new and upcoming skills in the Transport and logistic sector with a focus on the blue economy. Private sector representatives, along with Institutional representatives, along with companies and BSO will exchange their views and experience on what are the key skills for tomorrow and how the private sector can further contribute to the shaping and definition of the VET curricula for the blue economy sector.
A smart city goes beyond the use of information and communication technologies for better resource use and less emissions. Going smarter is linked with urban transport networks, upgraded water supply and waste disposal facilities and more efficient ways to light and heat buildings. It also means a more interactive and responsive city administration, safer public spaces and meeting the needs of an ageing population.

Med Business Days 2022 will tackle the technologies as key enablers and means rather than an end for the digital transformation of our cities. It will be addressed as the combination of the most advanced technologies and the simplest solutions that make our cities smarter.

Digital technologies are a critical enabler for attaining the sustainability goals of the green deal of the EU in many different sectors dealing with mobility, climate change and the new opportunities for buildings.

The event will be an opportunity to join EU forces and reinforce the Digital Transition Partnership of the Urban Agenda.

How successful companies are inventing their Business Models and rethinking its ecosystem? What cities need in term of investments to realize their smart city goals?
HOW DO NEW PRACTICES, IDEAS IMPACT THE FUTURE OF THE TRANSPORT AND LOGISTIC SECTOR WITHIN THE MARITIME INDUSTRY?

The Mediterranean with its 450 ports and terminal represents 30% of the world maritime trade by volume, nevertheless the Participation within the Maritime Transport and Logistic sector is not equally distributed between the two shores, where European countries hold on to most of it.

With the effects of the pandemic on value chains, the transport and logistic sector and its essential role in the distribution chains has come to the forefront, when establishing nearshoring and reshoring opportunities for Mediterranean countries. It is essential that interconnections is promoted to enhance the resilience of the two shores.

The Transport and logistic sector, which was already undergoing a wave of transformation to adapt to the climate change priorities before the pandemic, also, received a boost towards modernization of its processes via a boost of innovation, digitalization to increase its competitiveness.

During this industry workshop we will exchange with leaders in the sector on solutions, practices and trends that are influencing and impacting the future of the sector with the aim of improving its resilience and positioning the Mediterranean as a central logistic platform across the continents.

FIND AND BE FOUND BY PARTNERS:

- Grow your existing business network in Europe and Southern Countries.
- Acquire new cross-border contacts and expand your international business opportunities.
- Initiate networks, collaboration, and new business models.
- Build quality partnerships to do business together.
- Develop your business contacts and benefit from the multisectoral and cross-sectoral networking opportunities.