Programme  Time zone Europe/Paris

Friday 26 November – Hôtel de Région
Address | 27 Place Jules Guesde, 13481 Marseille
Open to ANIMA members and regional partners
9:00 CET - Reception of participants - Please present your COVID Certificate on arrival
The conference will be held in a hybrid format on the Zoom platform with simultaneous translation. You will therefore need a computer or mobile phone and headphones to hear the translation.

9h15 CET – Opening remarks
Opening remarks by the President of the Committee on Economic and Digital Development, Industry, Export and Attractiveness, Mr Bernard Kleynhoff
Opening remarks by the President of ANIMA, Mr Tarak Chérif

9:30-10:00 CET - Dialogue with UNCTAD on the recomposition of global production after the health crisis and the impact for the Mediterranean countries
Speakers: Mr. James Zhan, Director UNCTAD

10:00-10:45 CET - Dialogue with the Center for Mediterranean Integration on the sectors of the future in the Mediterranean
The need for a Regional reform agenda for better integrating in Global Value Chains and attracting FDI – Ms. Blanca Moreno-Dodson, Director, CMI
Potential of Digitalization in improving Education and Health systems – Ms. Giulia Marchesini & Mr. Constantin Tsakas, CMI

Networking break

11:15-12:00 CET - Dialogue with THE NEXT SOCIETY experts on the impact of Covid 19 on innovation capacities in the Mediterranean
Innovation in the South Med: scoreboard, common challenges and way forward - Ms Maryse Louis, General Delegate Femise
Innovating in the context of Covid crisis, new products, services and business models - Mr Mohab Anis, Professor American University Cairo

12:00-13:00 CET - Good practices: Promoting green economic sectors that contribute to the Sustainable Development Goals
Promoting and structuring business ecosystems for a green transition in Region Sud – Mr. Bernard Kleynhoff, President Rising Sud (or his substitute)
Promoting Green FDI in Catalonia – Ms. Mireia López, FDI Team Leader, ACCIO
Empowering a new generation of Water Entrepreneurs – Ms. Ines GASMI, CMI
Cooperating on Green Hydrogen and Renewables for an effective Energy Transition – Ms. Silvia Pariente-David, World Bank

13:00-14:30 CET - Cocktail offered by the Region.