

ANIMA Annual Conference

November, 26, 2021 in Marseille

Hybrid format

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.