



Official Participant

# **EXPO MILAN 2015**

## **Euro-Mediterranean Days: joint cooperation to enhance business and investment opportunities**

**6 - 7 May 2015**

**Sala Volta, Palazzo delle Stelline, Corso Magenta, 61 – Milan**

**6 May 2015 – morning**

**08:45 Registration**

**09:30 Welcome and introduction**

Mr Fabrizio SPADA, Head of the EC Milan Representation

Mr Fabrizio SALA, Assessor in charge for Expo 2015 and Internationalization of Enterprises, Lombardy Region

Mr Giancarlo ARAGONA, President and Ambassador, Euro-Mediterranean Development Centre for Micro, Small and Medium Enterprises (EMDC) Foundation

**09.50 Keynote speech - Euro-Mediterranean economic integration**

Mr Sandro GOZI, Undersecretary of State for European Affairs, Italian Government

Mr Antonio TAJANI, Vice-President of the European Parliament

**10:30 Euro-Mediterranean industrial cooperation**

Ms Hana URAIDI, Acting CEO and Director, Jordan Enterprise Development Corporation (JEDCO)

**10.45 Business opportunities in the Euro-Mediterranean area**

**Introduction and chair**, Ms Joanna DRAKE, Director, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

- **Accessing finance**

Ms Marion HOENICKE, Head of the Division, European Investment Bank (EIB),

Ms Renata IKSAR, Advisor to Managing Director, European Bank for Reconstruction and Development (EBRD)

- **Accessing markets**, Mr Peter YOUNG, Deputy Head of Unit, Directorate General for Trade, European Commission

- **Helping SMEs to grow and go international**, Mr Dirk VANTYGHM, Director for International Affairs, Eurochambres

- **Walking the talk: trade and industry as drivers for co-shared growth**, Mr Alaa EZZ, Secretary General, Confederation of Egyptian European Business Associations (CEEBA)

#### **Questions and Answers**

#### 12:10 **Linking SMEs across the Euro-Mediterranean area: networks, partnerships, clusters**

**Introduction and chair**, Ms Marie CORMAN, Policy Officer, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

- **Enterprise Europe Network (EEN)**, Mr Patrick DE SMEDT, Deputy Head of Unit, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission
- **EUROMED Invest project**, Mr Khalil LAABIDI, President of ANIMA Investment Network
- **Clusters in creative industries**, Mr Gerardo PATACCONI, Chief, Clusters and Business Linkages, United Nations Industrial Development Organisation (UNIDO)
- **Business synergies between the EU, Turkey and the South Mediterranean region**, Ms Guneş AŞIK, Project Manager, The Economic Policy Research Foundation of Turkey (TEPAV)

#### **Questions and Answers**

#### 13:20 **Conclusions**

Ms Joanna DRAKE, Director, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

#### 13:30 **Networking lunch buffet**

### **6 May 2015 – afternoon**

- 14:20 **Opening and introduction**, Mr Francesco PARETI, Union Camere Veneto – EEN, and Mr Guido DOMINONI, Finlombarda S.p.A. – EEN, "corridor" area, Palazzo delle Stelline
- 14:30-19:00 **Business-to-Business meetings**, "corridor" area, Palazzo delle Stelline
- 14:45-18:30 **In parallel - Cluster introduction and Cluster-to-Cluster meetings**, European Commission Representation, Sala Blu, 3rd floor, Corso Magenta 59, Milano
- 15:00-18:00 **In parallel - Technical meeting of Charter/SBA coordinators in Mediterranean neighbour countries**, Sala Volta, Palazzo delle Stelline
- 20:00-21:00 **Cocktail offered by Lombardy Region**

### **7 May 2015**

- 9:30-13:00 **Continuation of the Business-to-Business meetings** "corridor" area, Palazzo delle Stelline

**Continuation of the Cluster-to-Cluster meetings**, European Commission Representation, Sala Blu, 3rd floor, Corso Magenta 59, Milano

13:00-14:00 **Networking lunch buffet**, Palazzo delle Stelline

14:00-16:00 **Continuation of the Business-to-Business and Cluster-to-Cluster meetings**

15.15-16.00 **Cluster debriefing session**, European Commission Representation, Sala Blu, 3rd floor, Corso Magenta 59, Milano

16:15 **Departure of buses** from Palazzo delle Stelline to EXPO site for guided visit

17:00-20:00 **Guided visit of EXPO site** including Italian Pavilion (Lombardy Region corner) and EU Pavilion

**8 May 2015**

10:00 all day **Visit to companies of the Parma area and business-to-business meetings hosted and organised by Parma Alimentare**



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**For more information on Euro-Mediterranean Days:**

[www.b2match.eu/expo2015-agrofood/registration](http://www.b2match.eu/expo2015-agrofood/registration)

**For more information on EU-Third countries events at EXPO 2015:**

[www.euexpo2015.talkb2b.net/](http://www.euexpo2015.talkb2b.net/)