



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 VANTYGHEM, 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 Gunes AŞIK, Project Manager, The Economic Policy Research Foundation of Turkey (TEPAV)

Ouestions 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 In parallel - Technical meeting of Charter/SBA coordinators in 15:00-18:00 Mediterranean neighbour countries, Sala Volta, Palazzo delle Stelline Cocktail offered by Lombardy Region 20:00-21:00 7 May 2015

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

















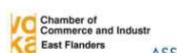




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For more information on Euro-Mediterranean Days:

www.b2match.eu/expo2015-agrofood/registration

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

www.euexpo2015.talkb2b.net/