



## Med Business Days, 2 objectives:

**A political objective: make the voice of business heard.** A common declaration on the importance of economic integration and competitiveness in the Euro-Mediterranean region will be issued, as propositions for the Union for the Mediterranean Head of States Summit on 13th of July.

**An economic objective:** promote cooperation and encourage the economies of the region to work together to take up the challenges of globalisation.

## Med Business Days, 2 days to:

- Meet business leaders from the European Union and the Mediterranean region, develop partnerships, create business networks for your company
- Acquire information on Mediterranean markets and their specificities
- Identify business and investment opportunities
- Exchange and share with those companies who have succeeded their development in the Euro-Mediterranean region

Information and registration at [www.medbusinessdays.com](http://www.medbusinessdays.com)

Rendez-vous Thursday 3<sup>rd</sup>  
and Friday 4<sup>th</sup> July 2008

Le Palais du Pharo

58 boulevard Charles Livon -13007 Marseille

Pharo Parking : Impasse Cerville -13007 Marseille

### Information

Paris: +33 (0)1 53 59 16 23

Marseille: +33 (0)4 91 57 71 58

Information and registration at [www.medbusinessdays.com](http://www.medbusinessdays.com)  
Obligatory registration

A special thanks to all our partners



With the support of the French Presidency of the European Union,



With the participation of :

ADECI, CLUB WTC-APEX, COFACE, CRICI PACAC, DRCE PACAC, ONUDI, UBIFRANCE, MEDEF PACA, UPV

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MARSEILLE  
Palais du Pharo  
3<sup>rd</sup> and 4<sup>th</sup> July 2008

INVITATION

**MED**  
**Business Days**  
Companies, Boosting the Mediterranean Region



**BUSINESSMED**  
Union of Mediterranean Confederations of Entreprises  
Union Méditerranéenne des Confédérations d'Entreprises



MARSEILLE PROVENCE  
CHAMBRE COMMERCE ET INDUSTRIE



On 1<sup>st</sup> July 2008

France takes over the Presidency of the European Union, providing a great opportunity to strengthen relations between European companies and companies of the Mediterranean region

On 2<sup>nd</sup> July 2008

Marseille hosts the 7<sup>th</sup> Euromed Council of Trade Ministers

*Business has made Europe.  
It will make the Union for the Mediterranean!*

3rd and 4th July 2008

### A significant event:

Med Business Days – Companies, Boosting the Mediterranean region

3,000 business leaders from the European Union and the Mediterranean region  
1,000 business meetings  
50 prestigious speakers  
39 countries represented  
National and international media coverage

An event organised by MEDEF, BusinessMed, BUSINESSEUROPE, MEDEF International, CCI Marseille Provence and UPE 13  
In association with ACFCI



Laurence PARISOT, *President of MEDEF*  
Jacques-Jean SARRAF, *President of BusinessMed*  
Ernest-Antoine SEILLIÈRE, *President of BUSINESSEUROPE*  
Jean-François BERNARDIN, *President of l'ACFCI*  
Jacques PFISTER, *President of the CCI Marseille Provence*  
Stéphan BROUSSE, *President of the UPE 13*

# PROGRAMME

Simultaneous translation of the debates and workshops

## THURSDAY 3rd JULY 2008

**9.00** Official opening by the Mayor of Marseille, the President of the MPM Urban Community, the Mayor of Aix en Provence, the President of the General Council and the President of the Regional Council

**9.30** Great debate "EURO-MEDITERRANEAN INTEGRATION, WHERE IS IT GOING?..."

Benita FERRERO-WALDNER, European Commissioner for External Relations and Neighbourhood Policy  
Philippe de FONTAINE VIVE, Vice-President of the European Investment Bank (EIB)  
Christine LAGARDE, French Minister of Economy, Industry and Employment  
Peter MANDELSON, European Commissioner for External Trade  
Laurence PARISOT, President of MEDEF (French Business Confederation)  
Jacques PFISTER, President of the Marseille Provence Chamber of Commerce and Industry (CCIMP)  
Jacques-Jean SARRAF, President of BusinessMed  
Ernest-Antoine SEILLIÈRE, President of BUSINESSEUROPE

**12.30** Luncheon

**14.30** "EUROMED: An opportunity in the globalising world"

### 4 simultaneous workshops

- The Mediterranean : What Projects Strengthen Competitiveness?
- Towards the Creation of a Single Mediterranean Market?
- Companies Partnerships : Keys to Success
- Innovation: Sharing Experiences to be Stronger Together

With business leaders, economic and political experts from the European Union and the South Mediterranean region.

**18.00** Speech by Nicolas SARKOZY, President of the French Republic (tbc)

**18.30** The Great Business Show with the UPE 13  
"We're all Euro-Mediterraneans!"  
How to improve competitiveness of the Euro-Mediterranean countries and win new markets together. Success stories.

**20.00** Cocktail and buffet dinner

## FRIDAY 4th JULY 2008

**9.00** Simultaneous thematic workshops:

- Transport and logistics
- Environment and sustainable development
- Agrofood-industries
- Education and employment, in association with the Union for the Mediterranean Mission of the Elysée
- New towns in the Mediterranean, in association with Ubifrance

or Guided tour of the Euroméditerranée site

**12.00** Closing session of the MED BUSINESS DAYS followed by a luncheon

### The Business Lounge



Thursday 3rd July afternoon  
Friday 4th July morning

- Personalised and pre-organised appointments, adapted to your requirements providing a concrete and effective approach to Euro-Mediterranean markets.
- 2 half days of one to one meetings for all the entrepreneurs and export managers.

*A space organised by the CCI Marseille Provence*

### Throughout these days, The "Euro-Mediterranean Village"



with the companies, the institutions, the business federations and the investment promotion agencies.

Register now at [www.medbusinessdays.com](http://www.medbusinessdays.com)

### Obligatory registration

Participation at the lunch on Thursday 3rd July 2008: 25 € (including VAT)