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INVEST



## **EUROMED Invest Academy in Belgium**

**“Get to know and work with the EU and its  
institutions to develop investments and  
SMEs in the Mediterranean”**

**16-17 June 2015**

**Chamber of Commerce of Brussels  
Brussels, Belgium**



**Draft Program**

Project financed by the European Union, the MedAlliance and the local authorities of Marseille - PACA



## EUROMED Invest Academy Belgium – Program

### Monday 15 June

Arrival of the participants

14.00 – 16.00

*Visit of the European Parliament (TBC)*

19.30 – 21.30

*Welcome cocktail*

### Tuesday 16 June

Venue: Chamber of Commerce of Brussels, Louise Avenue 500, 1050 Brussels

8.30 – 9.00

Registration of participants

9.00 – 10.00

**Welcome session:**

Olivier Willocx, CEO, Chamber of Commerce of Brussels (TBC)  
Johannes Hahn, European Commissioner for Neighbourhood Policy & Enlargement Negotiations (TBC), European Commission (TBC)

10.00 – 11.30

*Presentation of the EUROMED Invest project* – Emmanuel Noutary, General Delegate, ANIMA Investment Network

**Session 1**

**Get to know and work with the EU institutions**

**European Parliament activities on the Mediterranean region**

MEP member of the Delegation to the UfM Parliamentary Assembly (TBC)

**Advocating the EU: channels and institutions**

Arnaldo Abruzzini (EUROCHAMBRES's Secretary General) (TBC)

11.30 – 11.45

*Coffee break*

11.45 – 13.00

**Session 2**

**Shaping the new European Neighbourhood Policy: priorities for the private sector**

Bernard Brunet (Head of Unit, DG NEAR, Unit on Thematic Support, Monitoring and Evaluation) (TBC)

Anna Maria Madeleine Majorenko (EEAS, Unit on European Neighbourhood Policy) (TBC)

BSO representative (TBC)

13.00 – 14.00

*Lunch*

### EU policies and programmes supporting private sector development in the Mediterranean

14.00 – 15.30

**Session 3**

**EU funding opportunities to Southern Mediterranean business organisations and SMEs from DG NEAR**

Ingrid Schwaiger (Deputy Head of Unit, DG NEAR, Unit on Regional Programmes Neighbourhood South) (TBC)

Michael Voegelé (Deputy Head of Unit, DG NEAR, Unit on Institution building, TAIEX, twinning) (TBC)

Representative of DG NEAR responsible for CBC projects (TBC)

15.30 – 15.45

*Coffee break*

15.45 – 17.00

**Session 4**

**Current and Potential new EU funding opportunities open to Southern Mediterranean business organisations and SMEs from other EC Directorate Generals**

E. Lippiatou (Head of Unit, DG RESEARCH, Unit European Neighbourhood, Africa and Gulf) (TBC)

Representative of DG GROW responsible for COSME (TBC)

Karel Bartak (Head of Unit, DG EAC, Unit on Creative Europe)

19.30 – 21.30

*Dinner with networking activities*

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Wednesday 17 June

Venue: Chamber of Commerce of Brussels, Louise Avenue 500, 1050 Brussels

9.00 – 10.00

**Session 5**

**EU trade policy and market access in the Southern Mediterranean**

Sofia Munoz Albarran (Head of Unit DG Trade, Unit on South Mediterranean and Middle East) (TBC) + BSO representative

10.00 – 10.45

**Session 6**

**EU – Mediterranean Industrial cooperation**

Marie Corman (DG GROW, Unit on International Affairs and Missions for Growth) (TBC)

10.45 – 11.00

*Coffee break*

11.00 – 12.00

**Session 7**

**European technical standards/legislation and implications for business**

Representative from DG GROW (TBC)+ BSO representative

12.00 – 13.00

*Lunch*

13.00 – 14.00

**Session 8**

**Impact of the Pan-euromed rules of origin**

Peter Kovacs (Head of Unit, DG TAXUD, Unit on Trade facilitation, rules of origin and international coordination) (TBC) + Agadir technical unit (TBC) + BSO representative

Departure of participants

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