



Invest in Med celebrates the MedAlliance Board and a Conference in Barcelona

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On April 24th, the Invest in Med Programme held in Barcelona the second MedAlliance Board and the Conference of the Union for the Mediterranean on the subject "The Mediterranean countries and the global economic crisis", in the headquarters of the Chamber of Commerce of Barcelona, the Casa Llotja del Mar.

The MedAlliance Board is the Steering Committee of the Invest in Med programme, which brings together ANIMA, BUSINESSMED, ASCAME, EUROCHAMBRES and the special partners GTZ, UNIDO and EUROMEDITERRANEE and is co-financed by the European Commission. The Board was chaired by Mr. Galal El Zorba, President of BUSINESSMED and during this event the «MedAlliance Declaration» was also presented and signed.

The Conference had as main subject the importance of economic collaboration between Mediterranean countries, in order to create long lasting strategic alliances and partnerships between SMEs from the North and South of the Mediterranean, to facilitate their development and attract Foreign Direct Investment and trade flows towards the Mediterranean region.

During these events, Mrs. M^a Helena de Felipe Lehtonen, President of AFAEMME met Mrs. Marta Turk, President of the Chamber of Commerce of Ljubljana, to discuss the development of the project "Med Franchise", which both organisations are carrying out together. Mrs. Felipe Lehtonen also had the opportunity to speak and exchange views with Mr. Galal El Zorba, President of BUSINESSMED and with Mrs. Shéhérazade Berrehouma, BUSINESSMED's General Secretary.

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