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## **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*

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)  
Michael Köhler, Director, European Commission, DG NEAR, Dir B  
Neighbourhood South (TBC)

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

10.00 – 11.30

**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**

Mary Papaschinopoulou, Director, Association of Northern German  
Chambers of Commerce and Industry, Representation to the EU

11.30 – 11.45

*Coffee break*

11.45 – 13.00

**Session 2**

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

Anna Maria Madeleine Majorenko, Head of division, EEAS, Division  
IV 1 European Neighbourhood Policy (TBC)

Bernard Brunet, Head of Unit, European Commission, DG NEAR,  
Unit A3 Thematic Support, Monitoring and Evaluation (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, European Commission, DG  
NEAR, Unit B2 Regional Programmes Neighbourhood South

Michael Voegelé Deputy Head of Unit, European Commission, DG  
NEAR, Unit C3 Institution building, TAIEX, twinning (TBC)

Representative of DG NEAR responsible for CBC projects (TBC)

15.30 – 15.45

*Coffee break*



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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**

Clément Williamson, Team Leader, European Commission, DG GROW, Unit A1 Enterprise policy and support programmes (TBC)

Karel Bartak Head of Unit, European Commission, DG EAC, Unit D2 Creative Europe (TBC)

19.30 – 21.30

*Dinner with networking activities*

Wednesday 17 June

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

9.00 – 9.30

**Session 4 (continuation)**

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

Elisabeth Lipiatou Head of Unit, European Commission, DG RESEARCH, Unit C3 European Neighbourhood, Africa and Gulf

9.30 – 10.30

**Session 5**

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

Sofia Munoz Albarran, Head of Unit, European Commission, DG Trade, Unit E3 South Mediterranean and Middle East (TBC) + BSO representative

10.30 – 11.00

**Session 6**

**EU – Mediterranean Industrial cooperation**

Marie Corman, European Commission, DG GROW, Unit A2 International Affairs and Missions for Growth

11.00 – 11.30

*Coffee break*

11.30 – 12.30

**Session 7**

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

Silvia Vaccaro, European Commission, DG GROW, Unit J4 Standards for boosting competitiveness+ BSO representative

12.30 – 13.30

*Lunch*

13.30 – 14.30

**Session 8**

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

Jan Vangheluwe, European Commission DG TAXUD, Unit B3 Trade facilitation, rules of origin and international coordination) (TBC) + Agadir technical unit + BSO representative

Departure of participants

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