

**"BRIDGING THE MEDITERRANEAN: The Athens Business Forum"**  
Athens, July 8<sup>th</sup>-10<sup>th</sup> 2009 DIVANI APOLLON PALACE & SPA, Kavouri

Wednesday, July 8<sup>th</sup>

**15.00 – 20.30**

Scheduled Individual Business Meetings

**21.00**

Welcome Reception

Mythos Restaurant, Divani Apollon Palace & Spa

Thursday, July 9<sup>th</sup>

*1<sup>st</sup> Session*

**09.00**

*Moderator: Mr Ulysses KYRIACOPOULOS,*

*Former President of SEV & Special Representative of BUSINESSEUROPE for Euro-Mediterranean Affairs*

*Welcome*

Dr Athanase LAVIDAS, Vice-Chairman & Head of International Affairs of SEV

*Opening*

Mr Dimitris DASKALOPOULOS, Chairman of SEV

**Key-note speeches**

**Progress made so far in the Union for the Mediterranean**

Mrs Dora BAKOYANNIS, Minister of Foreign Affairs, Greece

Mr Rachid Mohamed RACHID, Minister of Industry & Trade, Egypt

Mr Serge TELLE, Ambassador for the Union for the Mediterranean, France

*Addresses*

Mr Galal EI ZORBA, President of BUSINESSMED

Mr Murat YALCINTAS, President of ASCAME

Mr Georgios KASSIMATIS, Deputy President of EUROCHAMBRES

**New Investment Opportunities and Locations in Mediterranean Countries**

Mrs Laila SBITI, President of ANIMA Investment Network

Mr Panagiotis ROUMELIOTIS, President of IPEMED

Mr Mohamed HORANI, President of CGEM, Morocco

**10.40** Coffee break / Press conference

*2<sup>nd</sup> Session*

**11.00 Positioning of South-Mediterranean countries: current & post-crisis prospects**

*Moderator: Mr Dimitrios KATSOUADAS,*

*Secretary General for European Affairs, Ministry of Foreign Affairs, Greece*

*"Prospects to enhance cooperation in South-Mediterranean markets"*

Mr Miltiadis VARVITSIOTIS, Deputy Minister of Foreign Affairs, Greece

Mr Ioannis KOFINIS, President of the Hellenic Organisation of Tourism – EOT, Greece

"The role of tourism in the Euro-Mediterranean region"

Mr Assem RAGAB, Chairman of GAFI, Egypt

Mr Hassan ABOUYOUB, Ambassador at large, Morocco

*"Ambitions, requirements, plans of private sector"*

Mr Constantinos ANTONOPOULOS, CEO of INTRALOT S.A., Greece

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Mr Denis SIMONNEAU, Diplomatic Adviser, GDF SUEZ, France

Mr Giovanni OTTATI, President of Assafrica and Mediterraneo, CONFININDUSTRIA, Italy

Mr Jacques-Jean SARRAF, President of Malia Holding, Lebanon

Mrs Ayse KOLAT, Managing Director of Raiffeisen Investment Turkey, Turkey

*3<sup>rd</sup> Session*

**12.40 Making use of financial tools: "Financing investments in South-Med"**

*Moderator: Mr George MANTAKAS, Ast. General Manager of Piraeus Bank, Greece*

Mr Philippe de FONTAINE VIVE, Vice President of European Investment Bank (EIB)

Mr Sami HADDAD, Chairman & General Manager of Byblos Invest Bank and Former Minister of Economy & Trade, Lebanon

Mr Romen MATHIEU, Managing Director of Capital Trust Group, Lebanon

Mr Jean-Louis GUIGOU, General Delegate of IPEMED, France

Mrs Valerija PESEC, Mediterranean Bank Network, Malta

Mr José María MARTIN RIGUEIRO, Director of the International Department of the Caja Mediterráneo, Spain

**13.45 – 15.00** Lunch

**Key-note address**

Mr Georgios PAPANDREOU, President of PASOK, Greece

*4<sup>th</sup> Session*

**15.00 – 16.30 Key sectors for investments in South-Med**

*Moderator: Mr Alaa EZZ, Secretary General of the Confederation of Egyptian European Business Associations & Federation of Egyptian Chambers*

*Public investment projects and opportunities in key sectors"*

*Presentations by Investment Promotion Agencies:*

Invest in Greece Agency,

Mr Elias ELIADIS, Investment Manager, Greece

"Invest in Greece's Strategic Location"

Cyprus Investment Promotion Agency – CIPA

Mr Sotirios SOTIRIOU, Director General, Cyprus

"Cyprus, an Attractive Investment Destination and International Business Center?"

General Authority for Free Zones and Investment – GAFI

Mr Ahmed SHAMA, Head of Europe Region – Investment Promotion & Facilitation Department, Egypt

Investment Promotion Center,

Mrs Rachel ROEI, Director, Israel

"Invest in Israel – Where Breakthroughs Happen"

Jordan Investment Board – JIB,

Mr Hamad AL JAZI, Senior Investment Specialist, Jordan

Investment Development Authority of Lebanon – IDAL

Mr Nabil ITANI, Chairman-General Manager, Lebanon

Invest in Spain

Mr Antonio HERNANDEZ, Executive Director of Information & Strategy, Spain

"Spain: Main Business Opportunities"

Foreign Investment Promotion Agency - FIPA

Mrs Mongia KHEMIRI, General Manager, Tunisia

"Invest in Tunisia, Invest in the Future"

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Foreign Economic Relations Board – DEIK  
Mr Selim EGELI, Turkish-Greek Business Council Chairman, Turkey

Damascus Chamber of Commerce  
Mr Mazen HAMMOUR, Board Member, Syria  
"How and why to Invest in Syria"  
**16.30 – 16.45** Coffee break

**16.45 – 18.00** *"Private investment projects and opportunities in key sectors"*  
*Moderator: Mrs Angéline FOURNIER, International Partner- Law&Innovation  
Director-International Investments & Business Section*

Centre for European Policy Studies, EU - Mrs Rym AYADI, Senior Research Fellow, EU  
"Business Development in the MEDA Region: Opportunities & Challenges"

Environmental Protection Engineering SA - Mrs Eleni POLYCHRONOPOULOU, Executive Vice President, Greece  
"Opportunities and Challenges for Environmental Protection Investments in Mediterranean Countries"

OTE Academy - Mrs Litsa PANAYOTOPoulos, Managing Director, Greece  
"Differences in Company Cultures among Countries and how they can be Bridged through Continuous Professional Training"

Eleftheriou Associates – Consultants - Mr George ELEFTHERIOU, Managing Director, Greece  
"Egypt is open for business"

Leptos Group - Mr Pantelis SOLOMIS, Director, Cyprus  
"Neapolis – A New Planned City in SE Med puts Cyprus on the Map for International Service Centers"

Foundation for Mediterranean Studies - Mr Christos PAPAGEORGIOU, Greece  
"Investing in desert solar electricity"

Benchmark Capital Corporation, SAE - Mr Ahmed BAHGAT, Chairman & Managing Director, Egypt  
"BPI 750 MW Combined Cycle Merchant Power Plant"

Ets Essalam Import Export Mauritania - Mr Ghary OULD YAHA, General Manager, Mauritania  
"Private Investment Opportunities in the Sector of Health"

LDK Consultants - Mr Stavros DAMIANDIS, Head of Environment, Greece  
"Corporate Presentation of LDK Consultants"

CEI HALFAOUI - Mr Lofti HALFAOUI, CEO, Algeria  
"Business Environment in Algeria: New Approaches and Opportunities"

**15.00 – 20.30** Scheduled Individual Business Meetings (in parallel)

**16.45 – 18.30** Invest In Med Annual Conference match making session  
Individual meetings / round tables on priority sectors

*5<sup>th</sup> Session*

**18.00 – 20.00** The Developmental Perspective of Migration in the Southeast Mediterranean Countries  
Mr Prokopis PAVLOPOULOS, Greek Minister of Interior  
Dr Platon TINIOS, Professor, University of Piraeus  
Dr Demetrios PAPADEMETRIOU, President of the Migration Policy Institute  
Mr Harry KYRIAZIS, VicePresident of SEV – Hellenic Federation of Enterprises

**21.00** Gala Dinner

**"The Athens Declaration for the Future of the Euro-Mediterranean Business Partnership"**  
Dr Athanase LAVIDAS, Vice-Chairman & Head of International Affairs of SEV

Signing of the "Athens Declaration for the Future of the Euro-Mediterranean Business Partnership" by  
Mr Galal EL ZORBA, President of BUSINESSMED and Dr Athanase LAVIDAS, Vice-Chairman & Head of International Affairs of SEV  
on behalf of BUSINESSEUROPE

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Signing of the AIP Agreement of Accession to BUSINESSMED by  
Mr Galal EL ZORBA, President of BUSINESSMED and Mr Jorge ROCHA DE MATOS, President of AIP

**Key-note speech**

Mr Yannis PAPATHANASIOU, Minister of Economy and Finance  
representing H.E. The Prime Minister of the Hellenic Republic, Mr Costas KARAMANLIS

**Friday, July 10<sup>th</sup>**

**08.15 – 20.30**

Networking cruise to the islands of Poros, Hydra, Aegina

Continuation of business meetings

**Saturday, July 11<sup>th</sup>**

**09.30 – 13.30**

Athens guided tour (*optional*)