



**Businesses and Cities
of the Mediterranean**
Engines of Innovation, Cohesion and Peace

October 2nd 2026
Cagliari, Italy

MEDA City Forum 2026

Friday, October 2nd

Centro Congressi – Fiera di Cagliari, Piazza Efisio Puddu, 09126 Cagliari (CA)

() Speakers marked with an asterisk are pending confirmation*

09:00 AM - Registration and Welcome Coffee

Moderator: Barbara Serra (Italian-British Journalist)

09:30 - 10:30 AM - Opening Remarks

Maurizio DE PASCALE, President, Chamber of Commerce of Cagliari-Oristano.
Andrea PRETE, President, Unioncamere
Massimo ZEDDA, Mayor, Municipality of Cagliari *
Alessandra TODDE, President, Autonomous Region of Sardinia *
Josep Santacreu, President, ASCAME and Chamber of Commerce of Barcelona.
Salvatore DEIDDA, President of the 9th Transportation Committee, Chamber of Deputies, Italy.
Raffaele FITTO, Executive Vice-President and Commissioner of the European Commission (video)

10:30 - 11:00 AM - Dialogue on Peace, Reconstruction and Investment in Syria

Gaetano NASTASI, Chamber of Commerce of Cagliari-Oristano
Anas JOUD, President, Latakia Chamber of Commerce and Industry (LCCI).
Issam Zouheir GHREIWATI, President, Damascus Chamber of Commerce (DCC)
Yasser HAMWI, Honorable Mayor of the City of Jableh (video)

11:00 - 11:45 AM - Coffee Break

11:45 AM - 01:30 PM - Panel 1: Financial Instruments and Investment - The New Pact for the Mediterranean

Francisco Joaquín GAZTELU MEZQUIRIZ, Director for North Africa, DG MENA, European Commission. *
Giuseppe LUPO, Member of the European Parliament (on-line)*
Massimiliano SALINI, Member of the European Parliament and shadow Rapporteur of the Report on the Pact for the Mediterranean. *
Giovanna MEDDE, Director General, Managing Authority of the Interreg NEXT MED Programme.
Anna TERRÓN CUSÍ, former Spanish Secretary of State for Immigration and Emigration, Senior Fellow at the Migration Policy Institute and ASCAME Advisor.
Emanuele CABRAS, EuroMed Cooperation Advisor of the Chamber of Commerce of Cagliari-Oristano

01:30 - 02:40 PM - Light Lunch and Networking

02:40 - 03:00 PM - Mediterranean Cities at a Crossroads. Balancing Growth, Identity and Urban Transformation

Keynote address by Dr. Joan Clos, Former Mayor of Barcelona and Former Executive Director of UN-Habitat

03:00 - 04:00 PM - Panel 2: Tourism and Urban Identity - Managing Tourism Growth without Losing the Identity of Cities

Jordi MAS VELASCO, President of Barcelona's La Boqueria Market
Massimo MANETTI, President of the Florence Chamber of Commerce and President of San Lorenzo Market.
Maurizio BATTELLI, President of the Extra Association, Italy.
Moez HASSEN, General Director, Chamber of Commerce of Cap Bon
Saïd DOR, President of the CCIS Souss Massa, Agadir

04:00 - 05:00 PM - Panel 3: Ports and Urban Transformations

Pilar FERNÁNDEZ-FIGARES ESTÉVEZ, Director General of the Port of Málaga Foundation (Spain). *
Michèle RUBIROLA, Deputy Mayor of Marseille. *
Domenico BAGALÀ, President of the Port System Authority of the Sea of Sardinia.
Dimitris Lemonakis, Head of International Relations, Piraeus Chamber of Commerce and Industry
Eman Seif, Deputy Secretary General of the Alexandria Chamber of Commerce
Rabih SABRA, Director General, Beirut-Mount Lebanon Chamber of Commerce
Sara ŠTRLJI PEZELJ, Business Secretary, Rijeka County Chamber.

05:00 PM - Closing Remarks

Josep Santacreu, President, ASCAME and Chamber of Commerce of Barcelona.
Maurizio DE PASCALE, President, Chamber of Commerce of Cagliari-Oristano.