



Private sector involvement in the ministerial conference

Mobilising the Mediterranean business world is a critical issue in the Barcelona Process. However, there is currently not enough private sector involvement in the Euro-Mediterranean dialogue to deepen cooperation and to strengthen both discussions and investments.

This is why, at France's initiative, The Ministerial Conference in Marseilles will emphasize dialogue with various economic stakeholders through various means, including:

- The symbolic decision to hold the conference in the Palais de la Bourse, headquarters of the Marseilles Chamber of Commerce and Industry, the oldest such chamber in the Mediterranean
- Inviting heads of companies and employer representatives to lunch and dine with the Ministers
- The decision to hold the conference just prior to the Med Business Days event, which will be held in Marseilles on 3 and 4 July. Organised by Business Europe in partnership with MEDEF (French Business Federation) and the UMCE (Union of Mediterranean Confederations of Enterprise), the theme of the event will be "Companies Boosting the Mediterranean Region".
- The decision to open, for the first time, part of the conference to five heads of companies involved in the Mediterranean area, allowing them to share their visions of Mediterranean economic and trade integration with both the Ministers and the press. France has invited the following key figures:

- **Mustapha Bakkoury** was appointed Managing Director of Morocco's Caisse de Dépôt et de Gestion in 2001. The CDG's mission, size and type of projects it supports make it a key player in Morocco's development.
- **Pekin Baran** is the chairman of the Turkish group Denizcilik S.A. The group's main activity is in the area of maritime transport, specifically of international merchandise. Pekin BARAN is also vice-president of TUSIAD, the Turkish Industrialists' and Businessmen's Association.
- **Antonio Hernandez Callejas** was appointed President of the Spanish group Ebro Puleva in 2005. The result of the 2001 merger between Azucarera Ebro Agrícolas SA and Puleva SA, Ebro Puleva is the leading group in the Spanish agri-food sector. Its 60 brands are present in 22 countries in Europe, the Americas, North Africa and Asia.
- **Issad Rebrab** is Chairman and CEO of the Cevital group, which he founded in 1998. Originally specialising in the agri-food sector, Cevital has diversified under REBRAB's leadership into agriculture, petrochemicals and steelmaking. Today, it is the largest private firm in Algeria.
- **Jacques R. Saade** is the founder and President of the Executive Board of the French CMA CGM group. With 16,000 employees worldwide (4,200 of whom are in France), CMA CGM is the number one French shipping company, and number three in the world. Its 377 ships (101 of which are fully-owned) navigate 150 shipping routes and serve 403 ports of call.