



MEDA ADVOCACY SURVEY 2021

FACT SHEET

The Euro-Mediterranean Partnership in 2021: An Assessment by the Business Community



Quarter a century has elapsed since the start of the Barcelona Process that aimed at creating an area of peace, stability and shared prosperity via three pillars, namely:

Partnership:
Definition of a common area of peace & stability

Definition of a common area of peace and stability through the reinforcement of political and security dialogue (Political and Security Basket)

Construction of a zone of shared prosperity

Through an economic and financial partnership and the gradual establishment of a free-trade area (Economic and Financial Basket)

Rapprochement between peoples

Through a social, cultural and human partnership aimed at encouraging understanding between cultures and exchanges between civil societies (Social, Cultural and Human Basket)

Survey Design

SAMPLE STRUCTURE

Type: Simple Random Sample
Original Sample size: 179,587
Response till cutoff date : 56,031 (31.2%)

RESPONSE STRUCTURE

GEOGRAPHIC DISTRIBUTION

Meda headquartered: 41,898 (74.8%)
 EU headquartered: 14,133 (25.2%)

SIZE (MEDA DEFINITION)

Large: 13,786 (28.1%)
SME: 42,245 (71.9%)

SECTOR

- Manufacturing: 23,981 (42.8%)
- Trade (Retailing, Export, Import): 15,324 (27.4%)
- Agro business: 5,003 (8.9%)
- Services: 11,723 (20.9%)

Fact sheet developed by :



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الابيض المتوسط



Survey Results

1. What are the main Strengths and Weaknesses of the Euro-Mediterranean Trade and Investment relations?

A. Strengths



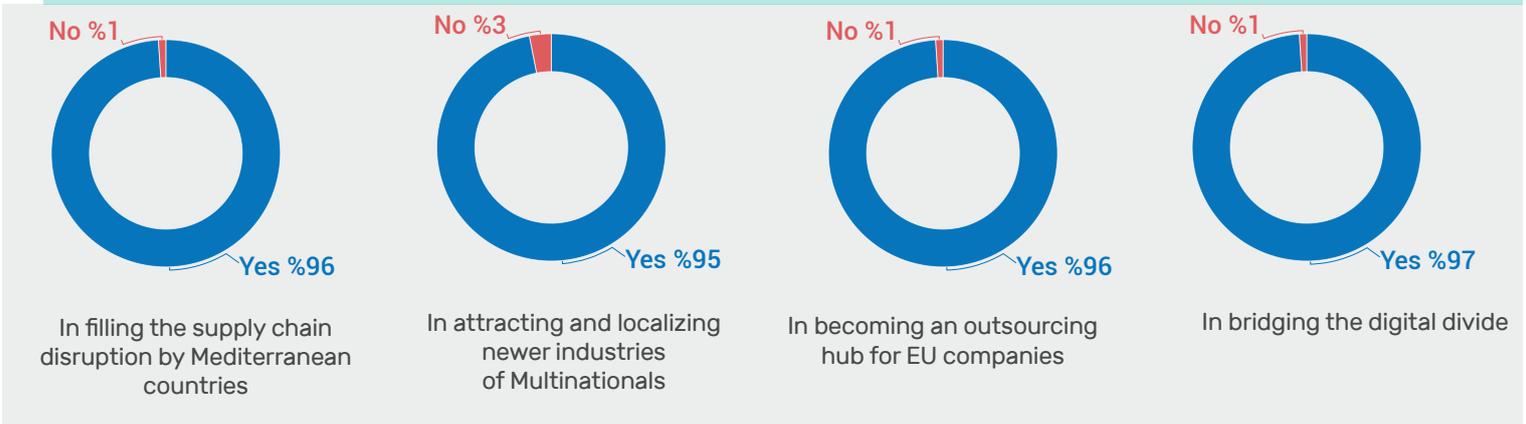
B. Weaknesses & Obstacles for expansion of Investments and Trade in Goods & Services

	YES	NO
Absence of Free movement of Business People (visa)	96%	1%
Absence of Services in the FTA	91%	8%
Replacement of Customs by non-Tariff Barriers	96%	2%
Insufficient regional business support programmes	95%	1%
Insufficient bilateral business support programmes	85%	4%
Insufficient networking/matchmaking instruments	97%	2%
Lack of direct freight routes and just on time logistics	86%	11%
Disharmonized financial and trade regulations	92%	2%
Lack of information regarding the Trade and investment potential	97%	1%
Complicated access to available Technical Assistance instruments	96%	1%
Death of some industries due to removal of protective customs	72%	13%
Lack of targeted MSME support and digitalization	90%	9%
Lack of targeted Gender support	92%	7%
Lack of support to Startups and Innovation	91%	4%
Lack of Access to Finance	96%	2%
Weak south-south dimension	84%	5%

2. Do the present Trade in Good & Services and Investment Flows correspond to the Potential and/or Expectations



3. Does COVID 19 pose an opportunity for Mediterranean Countries:



4. What are the Main Obstacles for increasing European Investments in the Mediterranean



5. How Can Euro-Mediterranean Trade & Investment be expanded and/or diversified

	YES	NO
Free movement of Business People (visa)	96%	1%
More awareness activities regarding the Trade & Investment potential	95%	2%
More awareness regarding standards & specifications	87%	9%
More regional networking/matchmaking instruments	96%	1%
More exhibitions and conferences	92%	4%
Simpler Finance instruments (non banking)	97%	0%
Simplification of Trade Procedures	84%	14%
Direct freight routs and modernization of logistics	94%	3%
Support to digitalization of MSMEs	96%	1%
Creation of a database for offers and requests (exchange platform)	89%	9%
Modernization and harmonization of Trade & Investment laws and regulations	93%	1%
Human resources development	87%	11%
Redefining SMEs according to the reality of Meda countries	89%	3%

6. How Can The Pan-EuroMed System of Cumulation be Used for Industrial Integration between Euro-Mediterranean Industries

	YES	NO
More awareness regarding the cumulation system	95%	2%
More awareness regarding the export potential through cumulation	95%	2%
Harmonization of standards and specifications	97%	2%
A database for available industrial feeding industries in the EuroMed	95%	4%
A database for existing industries in the EuroMed region	94%	4%
More networking/matchmaking instruments	96%	2%
Creation of a database for offers and requests (exchange platform)	96%	2%
More exhibitions and conferences	95%	2%
More trade and investment Finance instruments	95%	1%
More export guarantee instruments	92%	4%
More Direct freight routs	80%	7%
Expansion of Aghadir agreement	92%	3%

7. What New Issues Should be added to the Euro-Mediterranean Trade and Economic Agenda, and What New Instruments and measures should be created to Enhance Access to Euro-Mediterranean Markets and improve conditions for investments

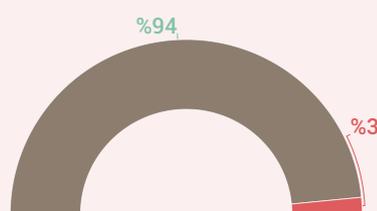
	YES	NO
Increasing the regional business support component of ENI	95%	1%
Expanding and creating Regional Instruments for:		
Harmonization of standards and specifications	92%	2%
Harmonization of financial and trade systems	91%	1%
Creating direct Freight routes	89%	1%
Networking/matchmaking instruments (Like DG Trade Help Desk and EBSOMED Business Country Desk platforms)	96%	1%
Awareness activities (sectorial conferences & workshops)	95%	1%
Support the freight and logistics capacities south-south and southnorth	93%	2%
Increasing business support component in regional and bilateral ENI	94%	1%
Including business associations as a beneficiary in regional and bilateral ENI	95%	1%
Create a Pan Euromed internationally certified training system	91%	2%
Creating a Mediterranean Investment Bank with private sector participation	73%	12%
Linking the Euro-Mediterranean FTA with the proposed Euro-GCC FTA	92%	3%
Expansion of Aghadir agreement to include all MEDA countries	97%	1%
Promote third country cooperation to benefit from free trade agreements	--	--
Inclusion of the business community in Euro Mediterranean process	96%	1%

8. Should the Business Community be involved in the Euro Mediterranean Inter-Governmental Trade & Investment Negotiations

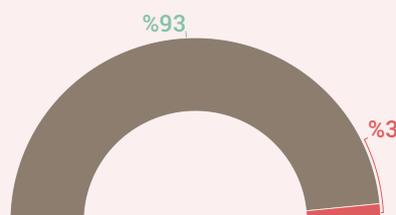


9. How do you propose such involvement of Business Community:

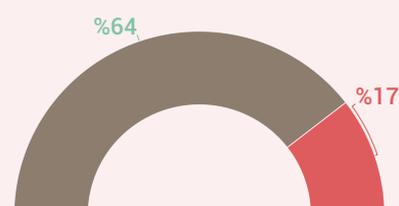
OBTAINING OPINION



Circulation of issues to business associations for feedback

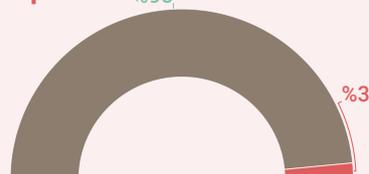


Organization of seminars and workshops for feedback



Creation of an interactive website with issues for feedback

Delivering Opinion



Participation of representatives of the business community in the negotiations



Business associations discuss the issues with members in an interactive conference format and presents its declaration in the negotiations

The way forward

- 1 There is a huge lack of awareness with regards the Euro Mediterranean partnership as a whole, as well as the available instruments.
- 2 The business support component of ENI, both regional and bilateral needs to be increased with programmes catering to the promotion of trade and investment, matchmaking, and technical assistance.
- 3 The Euro Mediterranean FTA needs serious attention with regards to harmonisation of standards, banking, customs and trade regulations; as well as support business networking and the creation of trade routes
- 4 Third country cooperation through joint manufacturing and subcontracting benefiting from various regional FTAs is the ways forwards for increasing trade and investment.
- 5 More attention to digitalization, Gender, start-ups, and MSMEs is required
- 6 Access and not availability of finance needs attention, with more non banking instruments
- 7 Support to professional promotion of investment opportunities is highly needed
- 8 Meda can be a hub for EU companies whose supply chain was disrupted by COVID 19
- 9 The business community should be an active operator rather than a passive spectator with regards to negotiations as well as implementation

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