

# TOURISM, a medium of economic development in the Mediterranean

semaine économique de la  
**méditerranée**  
MARSEILLE  
du 5 au 8 nov. 2014

8<sup>ème</sup>  
édition

MÉDITERRANÉE

TOURISME

MOBILITÉ

ÉCONOMIE



**"Save the date" press release**  
**Tuesday 24 June 2014**

## 8th edition of the Mediterranean Economic Week

### 2014 THEME:

**"Tourism, a medium of economic development in the Mediterranean"**

**From Wednesday 5 to Saturday 8 November, 2014**  
**at the Villa Méditerranée**  
**(Esplanade du J4 - Marseille)**

### PRESENTATION

This new edition aims to promote and encourage meetings between entrepreneurs, institutional investors and representatives of civil society, by allowing them to exchange opinions and debate for four days on the development of tourism and its economic issues in Mediterranean and Eastern countries.

The impact of tourism on the economy is important since it represents 9% of the World's GDP.

It is a source of economic development for countries of the Mediterranean territory, the world's number one destination.

The economic, ecological and political crises, having occurred in recent years in the world, do indeed impact on Mediterranean countries, particularly affected by the disruptions of the "Arab Spring".

New tourism strategies must be implemented in order to adapt to the new requirements in terms of quality, competitiveness and sustainable development.

### OBJECTIVES OF THIS 8<sup>TH</sup> EDITION

- ⇒ offer a space for meetings, exchanges and debates on the development of tourism in the Mediterranean Basin and on the resulting economic impact;
- ⇒ promote and initiate partnerships between key business and tourism players from the different sides;
- ⇒ highlight the obstacles to the development of the Mediterranean tourism and the solutions which could be provided;
- ⇒ develop the initiatives in terms of tourism and encourage synergies between the different projects.



► [www.semaine-eco-med.com](http://www.semaine-eco-med.com)

ORGANISÉ PAR : Région



Provence-Alpes-Côte d'Azur



COORDONNÉ PAR :



ACCUEILLI PAR :





## TOPICS ADDRESSED

For four days, conferences, debates, roundtables, meetings of experts and B-to-B meetings will be organised around various topics linked to the theme and notably:

- the different forms of tourism (business, marine, solidarity, participatory, eco-tourism...);
- issues surrounding tourism for the territories and their economic development;
- new tourism demands and the offerings which respond to them;
- the (political, security, environmental...) issues linked to tourism in the Mediterranean zone.

**Each year nearly 3,000 people come to assist and take part in the debates.**

**The presence of French and foreign political representatives, the contributions of recognised experts and key business players, guarantee the utmost quality of the debates and drawing power of the Economic Week.**

## THE COUNTRIES INVOLVED

The Mediterranean Economic Week is open to the following 10 Mediterranean countries:

*France, Spain, Morocco, Algeria, Tunisia, Egypt, Lebanon, Turkey and Greece, Italy.*



## THE ORGANISERS

The Mediterranean Economic Week is organised by:

- The Provence-Alpes-Côte d'Azur Region
- The City of Marseille
- The Marseille Provence Métropole Urban Community
- The Euro-Mediterranean EPA (Public Development Company)
- The Marseille Provence Chamber of Commerce and Industry
- The Ministry of Foreign Affairs and International Development

The overall and operational co-ordination of the event is provided by the Office of Economic Co-operation for the Mediterranean and the Orient (OCEMO), based in Marseille.

## THE PUBLIC

The events are open to the general public.

More specifically, you will meet at the Mediterranean Economic Week:

- Government-affiliated groups or businesses: local authorities, politicians, developers...
- Entrepreneurs: key players of innovation and the economy.
- Representatives of civil society: academics, researchers, students...
- Economic experts.
- Key players of the social and solidarity economy from all over the Euro-Mediterranean territory.

This year, the event is also open to key tourism players: businesses, organisations, associations...

**For more information: [www.semaine-eco-med.com](http://www.semaine-eco-med.com)**

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