

**EMCC**  
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Euro-Mediterranean Competitiveness Confederation  
**La voix des entreprises en Méditerranée**

## CONTEXT

In the North America region (NAFTA), a business leader initiative called the North American Competitiveness Council (NACC) gave company directors the opportunity to speak out in a single voice and convey their expectations to three heads of state. The NACC was launched in 2006, and comprised private-sector leaders interested in regional integration. Its representatives met regularly with government figures from the three NAFTA countries throughout the year and made recommendations on issues like facilitating trade, standardizing norms and regulations, and energy integration.

In the East Asia region, business leaders were at the origin of the productive integration that has taken hold since the 1960s, initially involving Japan and the Asian Tigers, then the “Tiger Cubs” and, for the last fifteen years, China. This productive integration is accompanied by meetings with the executive governments of the region. “ASEAN + 3” (South Korea, Japan and China) since 2001, which is now “ASEAN + 5” (including New Zealand and Australia), provides a framework for cooperation in the financial and monetary fields, as well as standardizing production norms and securing energy supplies and maritime transport.

If the Arab revolutions are to swiftly result in democracy and development, it is time for European countries to facilitate the economic integration of these countries into Europe via production, just as Germany and the EU did with East Germany and the Central East European Countries (CEECs) after the fall of the Berlin Wall.

Economic players in the major Euro-Mediterranean region – which will total a billion citizens by 2050 (500 million Europeans and 500 million in the South East Mediterranean Countries – SEMCs) – do not possess a tool of this kind for cooperating and interchanging with public authorities. It is time for this region to have its own business leaders’ initiative, speaking in a single voice and campaigning to bring the two sides of the Mediterranean closer together through economics. Numerous initiatives already exist in all of the countries concerned, but because of the lack of regional cooperation they remain scattered, which limits their scope and puts them at a disadvantage. The General Secretariat in Barcelona has an institutional role to play here, but a federation of private stakeholders is vital to facilitate public-private dialogue.

If Europe is to avoid falling into prolonged economic decline and embark on the Third Industrial Revolution – by conjoining internet communication technology and renewable energies – it is vital to consider the Euro-Mediterranean area as the pertinent area underpinning Europe’s growth drivers throughout the 21st century. Similarly, if SEMCs are to avoid remaining on the outskirts of Europe and instead become pivots between Europe and Africa, it is again vital to consider the Euro-Mediterranean area as the pertinent area underpinning SEMCs’ growth drivers throughout the 21st century.

The economic interdependence, scientific complexity, and geographical and cultural proximity between Europe and SEMCs create opportunities that neither can afford to ignore. In 2009, IPEMED launched a major Euro-Mediterranean business leaders’ initiative, EMCC. It is time for this movement to develop, and act as a powerful confederation capable of accelerating history.

## OBJECTIVES

### Accelerate the economic integration of both sides of the Mediterranean for the benefit of all inhabitants

- ❖ Create a large-scale international initiative, a network balanced between North and South that mobilizes the highest possible number of economic leaders from both sides who share the same conception of development: productive, durable, socially responsible; and the same ethical requirement for social and environmental corporate responsibility.
- ❖ Establish dialogue on the major economic issues facing the region with the best think tanks, professional organizations and competent international, regional and European institutions.
- ❖ Make this network of economic leaders a privileged contact point for authorities and political powers to suggest a legal and regulatory framework specific to regional integration.
- ❖ Put forward recommendations by sector, region or country so as to accelerate reforms beneficial to regional integration, both North-South and South-South.
- ❖ Focus coordination and lobbying efforts on several flagship projects in the region's key economic sectors (i.e. development funding, access to water and sanitation, agriculture, food security and rural development, energy transition, ICT, transport and logistics, health, etc.).
- ❖ Reinforce the notion of a general Mediterranean interest and the shared management of common goods (i.e. water quality, adapting to climate change, shared prosperity, etc.).
- ❖ Make long-term "general security" a guiding principle adapted to each sector: long-term investment security, energy security, food security, water supply security, security for the movement of people.

## MEMBERSHIP

Membership is open to representatives from all countries interested in the Mediterranean region, from western Europe to eastern Europe, including non-Mediterranean European countries.

Membership is open to:

- ❖ Companies;
- ❖ National employers' associations;
- ❖ Institutional and multilateral members.

Members are asked to make a financial contribution of €1000 deposited into a fund managed by KPMG, and sign an ethical charter. IPEMED founder members automatically become EMCC members.

## BENEFITS FOR MEMBERS

EMCC members enjoy five advantages corresponding to the confederation's principle missions:

- ❖ Work for new North-South relations – general interest mission;
- ❖ Promote a sustainable economic environment in the Mediterranean – development and employment mission;
- ❖ Benefit from work done by IPEMED and other think-tanks and specialist centres of expertise – information mission;
- ❖ Exchange with peers to prepare common projects – utility for inhabitants mission;
- ❖ Participate in an international initiative of business leaders that share the same convictions to influence the region's policies and common future – influence mission.

## GOVERNANCE

EMCC is an autonomous entity whose vocation is to bolster the impact of existing stakeholders. Governance will be lightweight to facilitate take-off during the first few years:

- ❖ A general assembly will gather members; it will result in an annual Forum alternating between North and South;
- ❖ A bureau of elected presidents – one per country – will meet on the eve of the annual Forum;
- ❖ IPEMED will assure basic secretariat in relation with other partner organizations;
- ❖ Themed committees (e.g. water, energy, finance, etc.) will be run by members.

### CONTACT MEMBERSHIP

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