

**MEMORANDUM OF UNDERSTANDING (MoU)**

Between

The Union of Mediterranean Confederations of Enterprises  
(BUSINESSMED)

And

The Association of Organisations of Mediterranean Businesswomen  
(AFAEMME)

Establishing a framework for cooperation with the aim to contribute to the integration and the social and economic development of the Euro-Mediterranean region

26, February, 2021

This Memorandum of Understanding (MoU) is made by and between the Association of Organisations of Mediterranean Businesswomen "AFAEMME" and the Union of Mediterranean Confederations of Enterprises "BUSINESSMED".

**WHEREAS:**

1. The role required from the Mediterranean business community and its representative associations is essential to support public and private initiatives for economic development, bilateral and economic cooperation in the region.
2. The Union of Mediterranean Confederations of Enterprises (BUSINESSMED hereinafter) is a regional professional organization, created in January 2002, gathering the Confederations of employers from Members States of the Union for the Mediterranean. Its aim is to foster multilateral cooperation with the goal of promoting foreign direct investment, socio-economic integration and dialogue within the Mediterranean basin.
3. The Association of Organisations of Mediterranean Businesswomen (AFAEMME hereinafter) is the largest federation of businesswomen associations in the mediterranean area, is a networking platform for businesswomen and women entrepreneurs from all over the Mediterranean and a Euro-Mediterranean lobby for strengthening gender equality and facilitating the access of women to decision-making positions in the economy. AFAEMME is a coordinator of European and Mediterranean Business and gender projects and ground-breaking research. AFAEMME has an important "expertise" in supporting, training advising, mentoring young women to create their own start-ups and motivating and coaching talented women entrepreneurs along the mediterranean area.
4. Through this MoU, BUSINESSMED and AFAEMME (the Parties hereinafter) express their willingness to enhance and intensify their cooperation in the areas of mutual concern. To that effect, both parties agree on the following CLAUSES:

**IT IS HEREBY AGREED AS FOLLOWS:**

**1. Principles, purpose and scope:**

The present MoU has been established with the purpose to enhance the Euro-Mediterranean business ecosystem and support the social and economic development of the economic stakeholders.

In this sense, the Parties will cooperate where and when feasible and appropriate, aiming at maximizing bilateral and multilateral Euro-Mediterranean cooperation.

The enhanced collaboration among the Parties shall also commit to develop an investment-friendly environment and thus foster private sector initiatives in the Mediterranean region in order to establish a stable, sustainable and long-lasting economic growth, by highlighting the added value of the WEE in all economic initiatives and actions.

## 2. Programmes of activities:

This MoU presents a number of initiatives to be undertaken by the Parties. This list is neither exhaustive nor final but reflects the intention of the Parties at the time of signing this document. Thus, it might be updated accordingly, as experience is gained, and by mutual agreement of the Parties.

The Parties will participate in the implementation of the action programme within the limits of their statutes, their institutional mandate and their strategic priorities:

This action programme includes by now:

- **The exchange of knowledge and best practices.** The Parties agree to be involved in exchange programs of research and to collectively develop joint innovative researches and business support projects.
- Besides other initiatives that would be approved on case by case basis, AFAEMME and BUSINESSMED shall cooperate by **contributing to potential joint projects** as well as outreach by giving visibility to each other actions, publications and other initiatives considered suitable by both Parties
- Such initiatives and programs shall encompass exhibitions and conferences, information, training, awareness, provision of technical assistance, and other business support activities, where when appropriate, each party shall promote the activities of the other party within its first and second line membership base. To implement such programs and initiatives, both parties shall rely on self-resources as well as various eligible bilateral and regional programs and projects of bilateral and multilateral donors.

## 3. Administrative nature of the agreement:

This MoU is not intended to create legal relations between the Parties or to impose formal obligations on them. In keeping with the administrative nature of these arrangements, no provision of this MoU will be construed to interfere in any way with the independent decision making autonomy of the Parties with regard to their respective affairs and operations. In particular, nothing in this MoU is

intended to run counter to or modify the terms of each party's specific mandates or their statutory rules and provisions.

**4. Duration:**

This MoU shall have a term of 4 years from its date of signature and can be renewed automatically subject to an exchange of letters between the two parties.

However the MoU might be terminated by either Party by giving three months advance written notice to the other Party. In this case, the Parties shall take any necessary action to ensure that such termination will not be prejudicial to any activity in progress pursuant to this MoU.

**5. Extension of the MoU to other Parties:**

Should both Parties agree, this MoU might be extended to other institutions willing to enhance collaboration and accept the principles, objectives and action program which have inspired this agreement.

**6. Focal points:**

Communicating among the parties regarding the activities pursued under this MoU should be channeled through the following units:

BUSINESSMED - Union of Mediterranean Confederations of Enterprises

BUSINESSMED

Rue des Emeraudes Immeuble Zarrad 2, Appartement A2.1

Les Berges du Lac 2, 1053 Tunis, Tunisie

Phone : +216.99.908.551

E-mail: [j.boutiba@businessmed-umce.org](mailto:j.boutiba@businessmed-umce.org)

AFAEMME-The Association of Organisations of Mediterranean Businesswomen

AFAEMME

C/ Provença 301, Bajos, 08037 Barcelona, Spain

Phone: +34 93 200 58 51/+34 65 896 00 03

E-mail: [hdefelipe@afaemme.org](mailto:hdefelipe@afaemme.org)

**NOW THEREFORE**, in consideration of the premises contained herein, **THIS MEMORANDUM OF UNDERSTANDING IS EXECUTED** by the Parties and **EFFECTIVE** as of the date of its signature.

Date: 26/February/2021

Signed for and of behalf of the Union of Mediterranean Confederations of Enterprises

  
Barbara Beltrame Giacomello  
President  
BUSINESSMED

Signed for and of behalf of the Association of Organisations of Mediterranean Businesswomen



Maria Helena De Felipe Lehtonen  
President  
AFAEMME