

B2B Networking Event

Promoting Euro-Middle Eastern Business Partnerships!

The aim of this event is to promote business partnerships between European and Middle Eastern companies active in the logistics and transport sectors that are key contributors to achieving an industrial competitiveness and economic growth. The event is organised in the framework of the "Conference on Euro-Mediterranean business opportunities for innovation in logistics" in cooperation with the Mersin Chamber of Commerce and four world class European cluster.

Why participate?

This B2B networking event will create the chance to explore new opportunities for cooperation with high level companies to foster collaboration and achieve common competitive advantages. The event will be a unique opportunity for companies to:

- Reach the European and Middle East market and its key industrial players
- Examine business and investment opportunities in Europe and Middle Eastern countries
- Establish cross-border contacts.

For further information and registration: www.mersinevent.com

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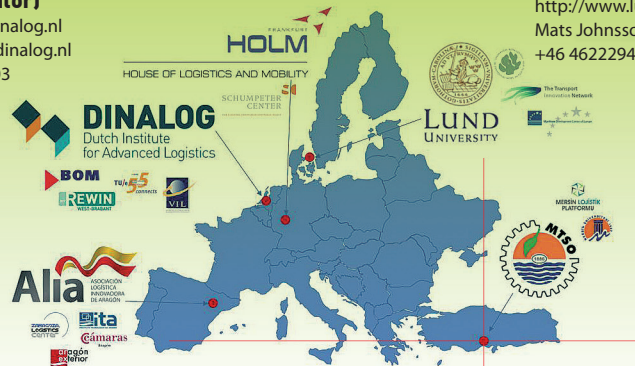
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International Conference on: Euro-Mediterranean business opportunities for innovative logistics

Date: October 10th, 2013

Location: Mersin, Turkey

Registration fee: Free of charge



SoCool@EU
www.socool-logistics.eu



Description

Turkey has a noticeable economic power as its foreign trade is in a steady and rapid rise and the domestic consumption has grown up to an appreciable extent. Due to these facts, Turkey has become highly attractive for foreign investments. Located on the Mediterranean Coast of Turkey, Mersin has become a vigorous centre of trade and commerce in the Mediterranean Region. In this respect, it has become a focal point of trade-related investments and has gained an exceptional fame as trade and logistics hub due to its logistics infrastructures and geographical location at the intersection of the East-West and North-South axes.

This international logistics conference is organised by the EU-funded project SoCool@EU, the Mersin Logistics Cluster and the Mersin Province. It aims at promoting the business partnerships between Europe and the Middle East in the area of logistics and supply chain management. The event will bring together high-level speakers who will share their knowledge and experience, as well as their views on the future trends for the logistics and transport sectors in the European and Middle Eastern countries. Our speakers were carefully selected based on their experience and contributions to the industry to date. Real life case studies from global and well-known companies and cluster representatives will allow you to learn from their successes. You will leave the conference with information from the key industrial players in the European and Middle Eastern markets and cross-border contacts that can provide you with future business and investment opportunities.



Conference programme

Moderator: Mr. Josef Attat, President of Mersin Logistics Platform

Opening Speeches and Keynote Speakers

- 09:30 Opening and welcome speeches
Mr. Şerafettin AŞUT, President of the Mersin Chamber of Commerce and Industry
Mr. Hasan Basri GÜZELOĞLU, Governor of Mersin
Mr. Zafer ÇAĞLAYAN, Minister of Economic Affairs of Turkey

Euro-Mediterranean logistics business opportunities

- 10:00 "Euro-Mediterranean trade partnership"
10:30 "Logistics business opportunities between Europe and the Eastern part of the Mediterranean seen from a company perspective"
11:00 Coffee break
11:30 "Logistics at the Port of Mersin"
12:00 "Example of best practices from Danish Shipping Company"
12:30 Lunch

Logistics Clusters and experiences from Europe

- 14:30 "The Dutch logistics cluster policy"
14:50 "The SoCool@EU project and the mentoring activities towards Mersin Meng Lu, Dutch Institute for Advanced Logistics (Dinalog), The Netherlands"
15:00 "Presentation of European logistics clusters and experiences from Holland/Belgium, Germany, Spain and Sweden/Denmark By SoCool@EU partners"

B2B Matchmaking

- 15:30 "Introduction to B2B Matchmaking" by Jan Boyesen, Maritime Development Center of Europe
"Matchmaking event. Business to Business and cluster cooperation"
"Bilateral sessions between companies from Europe and the middle east"
18:00 "Visit to Mersin International Port (mandatory confirmation of attendance)"
20:00 Dinner for all participant

