


**January 17th Afternoon**  
**opening of the 6th Euromed Capital Forum**

14:45	<i>Welcome coffee</i>	
15:15 - 15:30	Welcome address: <b>Ahmed Abdelkefi</b> , Vice Chairman of Euromed Capital, Founder and non-executive Chairman, AfricInvest	
15:30 - 15:45	Opening address: <b>Nicolas Dufourcq</b> , CEO, Bpifrance	
15:45 - 16:45	<b>Panel 1: "Digital Big Bang", changing times and opportunities</b> Moderator: <b>Emmanuelle Duten</b> , Editor in Chief, Capital Finance-Les Echos	
	<b>Aymen Ferchichi</b> , Co-founder & CMO, Datavora	<b>Benoit Denis</b> , Projects Directorate, Digital Division, European Investment Bank
	<b>Francesc Prior Sanz</b> , Professor, University UIC	<b>Neila Benzina</b> , CEO Business & Decision Middle East and Africa, Orange Business & Decision
	<b>Thomas Jeanjean</b> , Executive Vice President, Global Mid Market, Criteo	<b>Ziad Oueslati</b> , Co-Founder and Managing Director, AfricInvest
16:45 - 17:05	"A Mediterranean open innovation model in the making", <b>Josep Ferré i Gavarró</b> , Acting Director General, IEMed	
17:05 - 17:20	Testimonials, <b>Saïd Ibrahimi</b> , CEO Casablanca Finance City Moderator: <b>Jacques Gautrand</b> , Director of Publication, Consulendo.com	
17:20 - 17:45	<i>Coffee break</i>	
17:45 - 19:00	<i>2 thematic workshops in parallel</i>	
<b>Workshop N°1</b>	<b>VC, LP's, GP's, challenges and expectations?</b> Moderator: <b>Paul Tholly</b> , Director, Cairn Point	
	<b>Hafez Hamdy</b> , CEO, ITWorX	<b>Hervé Schricke</b> , Chairman, Afic Club Africa
	<b>Luc Rigouzzo</b> , Co-founder & CEO, Amethis Finance	<b>Marco Gay</b> , CEO, Digital Magics
	<b>Mohamed Salah Frad</b> , CEO, UGFS, Chairman, ATIC	<b>Simon Auquier</b> , Partner, Gide Loyrette Nouel
<b>Workshop N°2</b>	<b>Digital Transformation: how to balance business opportunities and new risks/regulatory and compliance requirements?</b> Moderator and speaker: <b>Adel Bourenane</b> , Partner, IT Advisory, KPMG France	
	<b>Albert Agustinoy</b> , Partner, Cuatrecasas	<b>Antoine Djigbenou</b> , Digital Transformation Director, Compagnie Ivoirienne d'Electricité (Eranove Group)
	<b>Sergi Gil-Lopez</b> , Director of Cybersecurity, KPMG Spain	<b>Zine Seghier</b> , Founder & MD, Issal
19:00 - 19:15	<b>Guest speaker: Flavia Palanza</b> , Director, Neighbouring Countries, European Investment Bank	
19:15 - 19:30	Conclusion of the day by <b>Fathallah Sijilmassi</b> , Secretary General of the Union for the Mediterranean	
20:30 - 23:30	<b>Gala cocktail, 6th Euromed Capital Forum, Sant Pau Recinte Modernista, Barcelona</b>	

**January 18th Morning**  
**continuation of the 6th Euromed Capital Forum**

8:30 - 9:00	<i>Welcome coffee</i>	
9:00 - 9:30	Welcome address: <b>Isabelle Bébéar</b> , International Affairs and Management Programs Director, Bpifrance, Chairman of the Board, Euromed Capital  Opening address: <b>Yves Saint-Geours</b> , French Ambassador in Spain	
9:30 - 10:30	<b>Panel 2: SMEs, how to invent/reinvent your Business Model in a digital environment</b> Moderator: <b>Emmanuelle Duten</b> , Editor in Chief, Capital Finance-Les Echos	
	<b>Bertrand Dufour</b> , Partner, RSM	<b>Hatim Ben Ahmed</b> , Board Member, Cash Plus, Mediterranean
	<b>Nicolas Eschermann</b> , Member of the Executive Committee, Siparex	<b>Timo Buetefisch</b> , CEO, Cooltra Central
10:30 - 10:50	Study: "How to succeed in digital transformation? SMEs and Mid-Caps leaders facing digital transformation". <b>Elise Tissier</b> , Head of Bpifrance Le Lab, Bpifrance	
10:50 - 11:00	<b>Guest speaker: Juan Alvarez de Lara</b> CEO & Founder, Seed&Click, Vice President AEBAN (Asociación Española de Business Angels)	
11:00 - 11:30	<i>Coffee break, networking</i>	
11:30 - 11:45	<b>Guest speaker: Anwar Zibaoui</b> , General Coordinator, ASCAME	
11:45 - 13:00	<i>2 thematic workshops in parallel</i>	
<b>Workshop N°3</b>	<b>Fintech and Open Innovation</b> Moderator and speaker: <b>Ben Marrel</b> , Co-founder & Managing Partner, Breega Capital	
	<b>Franco Gonella</b> , Partner, Primomiglio SGR	<b>Meya Zeghari</b> , Head of Digital Transformation & Smart Up, Attijariwafa Bank
	<b>Nadia Filali</b> , Director of BlockChain Program & LabChain Pilot, Caisse des Dépôts	<b>Quirze Salomó</b> , CEO, Nostrum
	<b>Tono Brusola</b> , Partner, Housers	
<b>Workshop N°4</b>	<b>The winning sectors of digitalisation</b> Moderator: <b>Jacques Reynaud</b> , Global Head of Market Development, Polyglot Group	
	<b>Antoine Baschiera</b> , CEO, Early Metrics	<b>Jean-Luc Bédos</b> , Partner, Dentons
	<b>Mehdi Tekaya</b> , President, Wevioo	<b>Raoul Roverato</b> , COO, Worldensing
	<b>Rubén Agote</b> , Partner, Cuatrecasas	
13:00 - 13:15	<b>Guest speaker: Pablo Zalba Bidegain</b> , Chairman, ICO	

## DIGITAL BIG BANG IN EURO-MEDITERRANEAN COUNTRIES - Previsional program

13:15 - 14:30	<b>Panel 3: Private equity role in the digital revolution</b> Moderator: <b>Alejandro Payá</b> , Partner, Cuatrecasas	
	<b>Albert Alsina</b> , Founder, CEO & Managing Partner, Mediterrania Capital Partners	<b>Anne-Sophie Rakoutz</b> , Head of Private Equity Division, Proparco
	<b>Antonio Bandrés</b> , Head of International Relations, ICO	<b>Hassan Laaziri</b> , Chief Executive Officer, CDG Capital Private Equity, Chairman, AMIC
	<b>Pascal Lagarde</b> , Executive Director, Bpifrance	
14:30 - 14:50	Final conclusion by <b>Mrs Carmen Vela</b> , State Secretary for Research, Development & Innovation, Government of Spain	
15:00 - 16:30	<i>Lunch, networking</i>	
15:30 - 18:30	<b>The IESE internal competition round of IPEC</b>	
	IPEC is a competition that simulates a real-life private equity transaction. Teams from different MBA schools will have the chance to negotiate and present in front of judges from private equity firms and the managers and bankers who actually participated in the case deal.	
	 IESE Business School University of Navarra	

