

Mediterranean cities will converge in Cagliari for MedaCity 2025 to address shared urban challenges

- The Chamber of Commerce of Cagliari-Oristano and the Municipality of Cagliari, in collaboration with the Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME) and Unioncamere, will host MedaCity 2025, the Mediterranean Cities Economic Forum, on 19 September.
- This consolidated ASCAME's event will have three objectives: addressing pressing urban challenges in the Mediterranean, analysing the key role of cities as drivers of sustainable and economic development and peaceful relations in the region, and becoming a key platform for fostering partnerships among Mediterranean cities, businesses, and institutions.

Cagliari, 15th of July 2025. After successful editions in key Mediterranean cities such as Barcelona (Spain), Marseille (France), and Alexandria (Egypt), [the Mediterranean Cities Economic Forum – MedaCity 2025–](#) will take place this year in **Cagliari (Sardinia, Italy)** on **September 19**, at the Congress Centre – Cagliari Fair. This flagship ASCAME's event, organized by the [Chamber of Commerce of Cagliari-Oristano](#) and the **Municipality of Cagliari**, with the support of [ASCAME](#) and [Unioncamere](#), stands as **the leading summit for fostering economic cooperation, urban innovation, and sustainable development among Mediterranean cities.**

MedaCity 2025 has been designed around three core objectives, with a primary focus on **addressing the most pressing urban challenges facing Mediterranean cities today.** The forum's thematic sessions will explore shared priorities such as the green transition, sustainable mobility, affordable housing, digital transformation, and social inclusion. Key topics on the agenda include sustainable tourism, port and transport infrastructure, urban regeneration, youth engagement, and innovative financing for local development. To inspire action and exchange, the forum will showcase successful case studies and pioneering practices from cities including Barcelona, Marseille, Beirut, Tangier, Valencia, Mersin, and of course, Cagliari.

Secondly, MedaCity 2025 will bring together experts from across sectors and countries **to explore the vital role of cities as engines of sustainable development, economic opportunity, social cohesion, and peace in the Mediterranean.** Sessions will highlight how urban centers serve as hubs for green infrastructure, renewable energy, and sustainable mobility, while also driving innovation and job creation —particularly in technology, tourism, and the creative industries. Cities will also be recognized for their role in promoting inclusive governance through participatory policies that reflect local needs, and for delivering essential public services, such as education, healthcare, housing, and cultural access, that enhance quality of life and foster community well-being.

Thirdly, MedaCity 2025 will serve as a **strategic platform for building partnerships among Mediterranean cities, businesses, and institutions**. The forum will offer a unique opportunity to connect with public and private sector leaders, startups, and organizations shaping the urban future of the region. A highlight of the event will be the **MedaCity Talks**, where young entrepreneurs and changemakers will pitch bold ideas for greener, smarter, and more inclusive cities. By fostering dialogue and collaboration, the forum aims to generate new opportunities for economic cooperation and joint initiatives across the Mediterranean.

According to Mr. **Maurizio De Pascale**, President of the Chamber of Commerce of Cagliari-Oristano and Vice President of ASCAME, “the MedaCity Forum was born out of the need to strengthen the strategic role of cities and Chambers of Commerce in fostering development through cooperation, innovation, and peace”. In this sense, he adds, “Cagliari is ready to serve as a meeting point for ideas, expertise, and concrete initiatives—at a time when building bridges across the Mediterranean is more urgent than ever”.

In this context, **Mr. Anwar Zibaoui**, General Coordinator of ASCAME, emphasizes the urgency of a coordinated urban transformation across the Mediterranean: “Sustainable urban transition is one of the region’s top priorities”. According to him, “to achieve this, we need targeted investments, innovative financing models, and a shared strategy that unites public institutions, private sector actors, and civil society”. Mr. Zibaoui adds: “The Mediterranean cities of tomorrow—already taking shape today—are those investing in innovation and entrepreneurship. In an increasingly interconnected world, it will be cities, more than nation-states, that lead the way in creating prosperity and well-being across the region”.

MedaCity 2025 will also highlight the leading role of the Mediterranean Chambers of Commerce as key players in Euro-Mediterranean cooperation, building on the solid partnership between **ASCAME** and the **Cagliari-Oristano Chamber of Commerce**, which has been actively involved in managing and promoting numerous European projects.

Cagliari once again positions itself as a **Mediterranean hub for economic dialogue**, ready to welcome institutional leaders, entrepreneurs, startups, and organizations from across the region to collectively shape the Mediterranean’s future.

About the Chamber of Commerce of Cagliari-Oristano:

The Chamber of Commerce of Cagliari-Oristano is a public institution representing over 102,500 companies across the central-southern area of Sardinia, covering a territory of 10,769.74 km². It plays a strategic role in supporting local businesses, fostering innovation, and promoting internationalization, particularly in key sectors such as commerce, tourism, services, agriculture, and agri-food.

Established in 2020 through the merger of the Chambers of Cagliari and Oristano, the Chamber has quickly become a driver of sustainable economic development in the region. It actively participates in regional, national, and EU-funded projects, with a strong focus on technological and ecological transition.

Its Strategic Plan 2021–2026 emphasizes innovation, digital transformation, and the enhancement of Sardinia’s environmental and cultural heritage. By leveraging regional, national, and European financial

instruments, the Chamber aims to build a more inclusive, sustainable, and technologically advanced economic model for the island.

As a committed partner in Euro-Mediterranean cooperation and a key actor within ASCAME, the Chamber contributes to cross-border initiatives that strengthen economic ties and promote Sardinia as a hub for Mediterranean collaboration.

About ASCAME:

The Association of Mediterranean Chambers of Commerce and Industry (ASCAME) is an international non-profit organization that represents the private sector in the Mediterranean and brings together Chambers of Commerce and Industry and similar entities from 23 countries on both shores of the region. ASCAME brings together more than 300 Chambers of Commerce and Industry and defends the interests of millions of companies throughout the Mediterranean region. ASCAME is today considered the most important representative of the Mediterranean private sector.

ASCAME, as an accredited partner of the European Union and international organizations, develops strategic actions aimed at increasing cooperation and economic exchanges between Mediterranean countries, as well as promoting the Mediterranean and its businesses worldwide. ASCAME's work focuses on economic and commercial activities involving companies from Mediterranean countries. For more than 35 years, ASCAME has been actively working to provide tools capable of providing effective responses to the challenges and opportunities that both Chambers of Commerce and Mediterranean SMEs have to face in a global competitive environment.

For further information:

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