

PRESS RELEASE

Cagliari ospita MedaCity 2026: città e imprese del Mediterraneo protagoniste del dialogo per innovazione, coesione e pace

Cagliari Hosts MedaCity 2026: Mediterranean Cities and Businesses at the Forefront of Dialogue for Innovation, Cohesion, and Peace. On October 2nd, the Cagliari Fair Congress Centre will welcome institutions, businesses, Chambers of Commerce, and international experts for a new edition of the Euro-Mediterranean forum promoted by the Cagliari-Oristano Chamber of Commerce with ASCAME and UNIONCAMERE.

The Mediterranean region gathers once again in Cagliari for MedaCity 2026—"Businesses and Cities of the Mediterranean: Engines of Innovation, Cohesion, and Peace"—an international forum dedicated to the role of cities and businesses in the economic and social development of the Euro-Mediterranean area, held at the Cagliari Fair Congress Centre.

Key Participants

Promoted by the Cagliari-Oristano Chamber of Commerce with ASCAME (the Association of the Mediterranean Chambers of Commerce and Industry) and UNIONCAMERE, the meeting will bring together institutional representatives, local administrators, international bodies, Chambers of Commerce, universities, businesses, and stakeholders from numerous Mediterranean countries. They will discuss major challenges facing the region, including cooperation, investment, urban sustainability, tourism, port operations, and territorial development.

The 2026 edition will be preceded by a day of preparatory activities, featuring a meeting of the ASCAME Executive Committee (an association representing over 150 chambers of commerce across 18 Mediterranean countries) and a discussion on key Euro-Mediterranean cooperation programs, with a particular focus on the future prospects of strategic instruments such as Interreg NEXT MED and PRIMA.

New opportunities for economic growth, territorial cooperation, and access to strategic programs and partnerships are opening up for European Mediterranean regions. Against this backdrop, Sardinia—thanks to its central location in the Mediterranean and its established experience in Euro-Mediterranean relations—is well-positioned to play a leading role as a hub for dialogue, innovation, and collaboration between Europe, North Africa, and the Middle East. The Theme

At the heart of the event is the new Pact for the Mediterranean, an initiative aimed at strengthening cooperation between the European Union and countries on the southern shore through concrete development and investment tools. In this context, MedaCity will provide a forum for dialogue between institutions and the business sector to identify actionable proposals capable of translating the

strategic goals of the Euro-Mediterranean partnership into real opportunities for territories, businesses, and citizens.

The Proceedings

The event will be structured around three thematic sessions focusing on key issues for the future of Mediterranean cities. The first will address the role of financial instruments and investments in supporting cooperation and sustainable development. The second will explore the relationship between tourism and urban identity, examining strategies to manage tourist flows while preserving the cultural and social heritage of local communities. The third session will analyze the role of ports as drivers of urban transformation, economic competitiveness, and territorial integration.

Central to these discussions are dialogue and cooperation as tools for peace, based on the conviction that cities and businesses can play an increasingly important role in building stable, lasting relationships across the Mediterranean region.

Cagliari

With MedaCity 2026, Cagliari once again establishes itself as a key hub for international dialogue on the future of the Mediterranean and a prime meeting point for institutions, businesses, and communities committed to building a future founded on innovation, inclusion, and cooperation.

For more information:

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