

Federation Of the Syrian Chambers Of Commerce



اتحاد غرف التجارة السورية

Our Ref: .....

الرقم: ١٦/٤٨٥

Date: .....

التاريخ: ٢٠٢٥/٥/٢١

السيد الزميل رئيس الغرفة المحترم

السلام عليكم ورحمة الله وبركاته

لاحقاً لكتابنا رقم ٦/١٩٨٠ تاريخ ٦/١٢/٢٢ بـ ٢٠٢٤/١٢/٢٢ بخصوص الدعوة للمشاركة في معرض عالم السياحة ٢٠٢٥ الذي سيقام يومي ٣٠ و ٣١ ايار ٢٠٢٥ في مدينة تورنتو بكندا بتنظيم من الأمانة العامة لجمعية غرف التجارة والصناعة للبحر الأبيض المتوسط Ascame. نرفق لكم طياً البريد الالكتروني الوارد من الجمعية المذكورة أعلاه بتاريخ ٢٠٢٥/٥/١٤ المتضمن إعلامنا عن إمكانية المشاركة في المعرض افتراضياً، بالإضافة إلى إرفاق جدول الأعمال المحدث.

يرجى التفضل بالاطلاع والتعميم على السادة منتسبي غرفتكم الموقرة.

لمزيد من المعلومات التواصل عبر:

الرقم: ١٣٧ ٢٦٥ ٦٩٦ ٣٤+

البريد الالكتروني: [secretariat@ascame.org](mailto:secretariat@ascame.org)

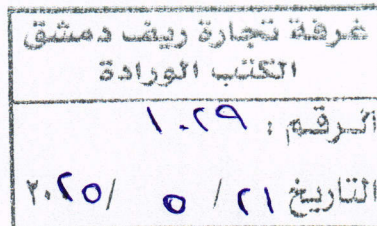
شاكرين كريم تعاونكم

والله ولي التوفيق

رئيس اتحاد غرف التجارة السورية

المكلف بتسيير الأعمال

علاء عمر العلي



ملاحظة: المرفقات مرسلة على الايميل والواتساب الخاص بالسادة المدراء



**From:** Paola Bucero <pbucero@ascame.org>  
**Sent:** Wednesday, May 14, 12:10 2025 PM  
**To:** Andrea Mullerat; ASCAME Secretariat  
**Subject:** Final Call for Participation – Mediterranean Pavilion | WTTT Expo – Toronto, May 30 & 31, 2025  
**Attachments:** Mediterranean Pavilion - Toronto 2025.pdf

Dear ASCAME members,

We're sending a **final call for participation** to you – chambers of commerce, institutional members and businesses – for the **Mediterranean Pavilion**, organized by ASCAME during the World of Travel, Trade & Taste Expo 2025 in Toronto on **May 30–31**.

- **Can't travel?** Remote participation is available!
- **Want to speak?** We're confident that **one of our sessions matches your profile**.
- **Want to represent your country or sector?** This is a key moment to **make your voice heard**.

Over **10 Mediterranean countries** are already confirmed, along with high-level government officials, CEOs, and institutional leaders from **three continents**. We would be delighted to **include your presence** and highlight your work.

*Please find attached the updated conference programme.*

This Pavilion will be a key Mediterranean platform for dialogue and visibility during the Expo.

**Join us and help represent the region in Toronto.**

Feel free to reach out with any questions or needs.

Warm regards,

**Paola Bucero Lanzi**

**Membership & Partnership Officer**

ASCAME Secrétariat Général/ General Secretariat  
الأمانة العامة لأسكامي  
Avda. Diagonal 452 - 08006 Barcelona



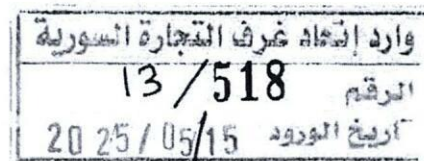
Association des Chambres de Commerce et d'industrie de la Méditerranée  
Association of the Mediterranean Chambers of Commerce and Industry  
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط

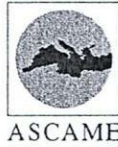
**Association of the Mediterranean Chambers of Commerce and Industry**

Tel: (+34) 696 265 137

[www.ascame.org](http://www.ascame.org)

Share the Mediterranean with us in:





ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE  
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY  
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط

## **Mediterranean Pavilion Conference Agenda**

*World of Travel Expo (WTT) – Toronto | May 30th & 31st, 2025*

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### **Day 1: Unlocking the Mediterranean's Economic & Cultural Potential**

#### **10:30 - 11:00 | Official Opening Ceremony**

##### **Speakers:**

- Representative from ASCAME
- Ambassador of the Republic of Tunisia in Canada
- \* Turkish Consul General in Toronto
- Consulate General of Spain in Toronto
- \*Italian Senate
- Parliamentary Assembly of the Mediterranean

#### **11:05 - 11:35 | Dialogue on Regional Integration: Governments, Parliaments & Entrepreneurs in Action**

- Canadian Chamber in Italy
- Parliamentary Assembly of the Mediterranean (PAM)

#### **11:40 – 12:10 : Tunisian tourism: towards new Canadian-Mediterranean horizons**

- Canadian Chamber in Tunisia

#### **12:10 – 13:00 Francophonie Across Three Continents: Building Bridges for Economic Growth & Youth Empowerment**

- Africa Chamber of Commerce in Canada
- Government of Quebec
- \*Région de France

#### **13:00 - 14:00 | Networking Lunch & B2B Meetings**

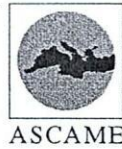
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##### **Presidency**

31 Street Chamber of Commerce - Alexandria - Egypt

##### **General Secretariat and Headquarters**

Av. Diagonal, 452 - 08006 Barcelona - Spain T. 00 34 934 169 556 E. secretariat@ascame.org



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#### **14:00 - 15:00 | Women in Business & Leadership: Building Inclusive Economies**

- Türkiye Business Council Women's Network (CTBC WoN)
- Turkish Airlines (Toronto)

#### **15:15 - 16:00 | The Future of Regional Cooperation: Mediterranean-Canada Partnerships**

- Canadian Chambers in Italy
- Turkish Foreign Affairs Canada
- Malta Tourism Authority

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### **Day 2: Entrepreneurship, Innovation & Business Growth**

#### **10:30 - 11:15 | Women-Led Tourism Entrepreneurship: Cyprus & Inclusive Growth**

- Tourism PhD Candidate & Founder/CEO of Ghanson Consult Ltd.
- Associate Professor at City Unity College Nicosia, with expertise in Entrepreneurship Development, SMEs, Economic Development, and International Business
- Senior Lecturer at Bournemouth University, with a Ph.D. in Tourism Management and expertise in Strategic Management, Destination Branding, CSR, and Leadership in Tourism and Hospitality.

#### **11:30 - 12:15 | Greece at the Heart of the Mediterranean: Trade, Heritage & Investment**

- \*Ilia Chamber of Commerce (Greece)
- Hellenic Canadian Board of Trade

#### **12:30 - 13:15 | Empowering Regional and Global Entrepreneurship**

- ISM Strategic Management

#### **13:30 - 14:00 | Canada & the Mediterranean: Rethinking Tourism Flows and Opportunities**

- Nova Scola Education Consulting Inc

#### **14:00 - 15:00 | Networking Lunch & B2B Sessions**

#### **15:00 - 15:30 | Closing Panel: The Next Decade – The Mediterranean as a Global Powerhouse**

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