



EMA
Euro-Mediterranean Association
for Cooperation and Development e.V.
المنظمة الأوروبية للتعاون والتنمية

The Hamburg Environment Forum for the EMA-Region Report

- With innovation into a common future -

June 7th 2011, Hamburg

Haus der Wirtschaft
Kapstadtring 10
22297 Hamburg

June 8th, Hamburg Fair & Ministry of Environment

Kooperationspartner:



The Environmental Forum for the EMA region

report

„In the end of this forum, we do not leave Hamburg with new ideas and business contacts only, but also with new friends.“

These were the concluding words of Dr. Omar Rifai, director of the West Asia - North Africa (WANA) Forum and President of the Jordan Institute of Diplomacy, at a pleasant and friendly dinner atmosphere that summed up the complete success of the Environmental Forum.

In line with the newly earned title by Hamburg as the European Green Capital of 2011, the Hamburg Environmental Forum for the EMA region was organized on the 7th and 8th of June . Following the success of the Water Forum in March 2010, EMA provides once again its valuable contribution in deepening the German-Arab relations, with a professional forum on environmental issues.

In fact, Environmental challenges play a very central role in the 21st Century. Most countries in the EMA region (Middle East and North Africa) are subject to face serious and existential problems due to the emerging effects of global climate change and the rapid population growth. The fact that German companies are seen to be pioneers in the field of environmental technology, renewable energy and climate protection, create a strong basis for cooperation with the Arab world in these important fields.

A very pleasant fact was the dual patronage that the forum won, that of the Prince of the Hashemite Kingdom of Jordan, HRH Prince El Hassan bin Talal, and the recently appointed Senator for Urban Development and Environment in Hamburg, Jutta Blankau.

The environmental forum was held at the “Haus der Wirtschaft” in Hamburg, the seat of NORDMETALL, one of the leading employers' associations in northern Germany. In his opening speech, the EMA president Prof. Dr. Siedentopf highlighted in particular the climate neutrality of the Environment Forum, which was accessible thanks to EMA’s new partner the “KlimaInvest Green Concepts GmbH”.

On behalf of the Ministry of Urban Development and Environment, Mr. Holger Lange started his speech by congratulating EMA for the initiative of organizing the environmental forum, which is an event that sets the basis for a cooperation built on dialogue.

The speech of the Prince of Jordan, HRH El Hassan Bin Talal illustrates the change that the Arab revolution will bring concerning environmental issues. "I want to emphasize that the change will also open up better opportunities to liberate our societies from the weak guidance, monopoly and tolerated corruption practices. The Arab countries are rich - not only as a permanent source of concentrated solar power (CSP), but also as a source of young, dynamic, educated people who are looking for work and also for opportunities to create a better world. To invest in the Arab shift, so to speak, to draw a benefit from this moment, could quickly bring about a win-win situation".

These clear words were followed by exciting presentations on the different issues related to climate protection, renewable energies, water management and waste management. Distinguished speakers and moderators as well as a highly interested audience contributed to make from this forum a rich and a highly successful event with approximately 150 participants.

The EMA region offers certainly numerous opportunities for investment in renewable energies, even though certain bureaucratic, technical and human barriers do exist. Despite these difficulties, the speakers agreed that efforts to create means of mutual cooperation are necessary. They strongly advocated investment in environment and energy sectors for a better future.

In this forum the role of EMA in advocating cooperation was once again highlighted. For instance, the signing of the Memoranda of Understanding between the EMA and the Jordan Investment Board and between the EMA and the Arab Countries Water Utilities Association ACWUA both located in Jordan, is another stepping-stone for a future-oriented cooperation. The honorary membership of the Prince of Jordan shows as well the good relations with the Hashemite Kingdom.

The Forum provided as well an opportunity for networking and B2B talks. In the gallery of the event, there were experts and representatives from the various countries and sectors, who took the opportunity to learn about each others' activities.

The new edition of the EMA magazine "Mediterranes", which was printed according to climate protection measures, is a landmark that demonstrates EMA's interest concerning environmental and renewable energy. The edition contains reports and exclusive interviews with experts from the EMA region.

On the second day of the forum, the participants visited the Ministry of Urban Development and Environment, where they had the opportunity to closely monitor the projects of the European Green Capital Hamburg in matters related to environmental protection. After lunch, the participants visited H2Expo, where they had a guided tour followed a by test-drive of electric vehicles manufactured according to the latest technology.

With this successful event, EMA demonstrates again its competence to provide a regular platform, which perceives the upheaval in the Arab world as an opportunity for a joint and sustainable future work.