



## EU -Med Connect to Business

### EUROMED BUSINESS ROADSHOW IN MOROCCO

4<sup>th</sup> – 5<sup>th</sup> May 2017

Exhibition Park Road to El Jadida,  
Casablanca, Morocco

Are you a Company, a Cluster or a R&D Center active in agro-industry, environmental technologies, energy & renewables, green building, infrastructures, health, tourism, services?

Looking for new business partnerships, willing to access new markets and aiming to boost your business with innovative solutions?



## Participate in EUROMED Business Roadshow in Morocco Green Solutions in Med

Euromed Roadshow in Morocco is a special initiative held in **Casablanca on 4th – 5th May 2017**. It will be a unique opportunity to meet business & technology players, discuss cooperation proposals, participate in technical workshops and share views with market and sector experts.

The event is organised under the framework of EUROMED Invest [www.euromedinvest.eu](http://www.euromedinvest.eu) a project co-funded by the European Commission aiming to strengthen cooperation relationships between EU and South-Eni counterparts.

The **2-day program** will include:

- Participation at the **Workshop “Doing business with”** introducing the cooperation opportunities between EU and South-Eni countries in the frame of the **“Water Expo & Forum 2017”**, the International Exhibition of Water, Environment, Technology, Health, Irrigation, 4-6 May, Casablanca
- Participation at the Business to Business event
- Participation at **B2B** with Morocco entrepreneurs
- **Visit** to the the “Water Expo & Forum 2017”, the 1st platform for meetings and North- South trade and South-South of water professionals in Morocco.
- Sharing **best practices** with representatives of the Country Help Desks and Business Support Institutions

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#### Target sectors

- **Technology:** production – distribution, transport, treatment and recycling, sanitation, softening, desalination, distillery, purification, extraction, pumping, drilling, construction for stations, piping, monitoring warning, analysis-control-detection, prevention-protection-safety, cleaning-flushing, dry cleaning, evacuation;
- **Environment:** water conservation;
- **Irrigation:** automatic watering, recovery of rainwater, pumping, dropwise, aspersion, drilling wells, spray, micro irrigation, adduction, systems and means
- **Health:** drinking water, water & wellness;
- **EnR:** photovoltaic, wind turbine;
- **Climate:** actions and technical struggling, against global warming;
- **Eco construction:** actions, materials and techniques for better water saving.
- **Services:** banks, insurance, informatics, training-research, study-engineering-council, quality-audit

EUROMED Invest is a project co- financed by the European Commission and by ANIMA Investment Network, in the frame of the consortium MedAlliance. For further more information: [www.euromedinvest.eu](http://www.euromedinvest.eu)

#### Registration

Please fill in the Registration Form. If you need an invitation letter to request a visa, please contact us.  
**DEADLINE TO SUBSCRIBE 20<sup>th</sup> April 2017**

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#### Coverage

EU SMEs and Clusters/BSOs – Business Support Organizations are entitled to receive a reimbursement of the actual costs incurred for travel expenses up to maximum **€ 500** net per company/cluster/organization. The reimbursement will be made once the event is completed and upon presentation and check of a payment request with supporting documents including: ticket (only economy class fare is eligible), boarding passes. Companies/organizations having confirmed and then canceling their participation for any reason will not be entitled to any reimbursement. This contribution is granted to up to **20** SMEs and **8** clusters/organizations and will be allocated according to the arrival order and upon examination of profiles.

#### Travel and accommodation

Ceipiemonte [www.centroestero.org](http://www.centroestero.org) main organizer of the event will negotiate special tariffs in Casablanca / Morocco for the participating companies.

#### Working Language

French. Interpretation French - English will be available during the workshop

#### Contact Information

CEIPIEMONTE – Piemonte Agency for Investments, Export and Tourism Annalisa Gamba – Paola Telera,  
☎ +39 011 6700511 – 639 – 650 ; mail: [fundraising@centroestero.org](mailto:fundraising@centroestero.org)

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Leading sectors in Morocco are infrastructure, social housing, agriculture (in the frame of the project Maroc Vert, financed also by the African Development Bank) and fishing (Programme Halieutis).

The Government has also made the development of **green energies** its **top priority** in order to reduce the country's dependence on energy imports. It is committed to achieving a production capacity of 6,000 MW by 2020 increasing the proportion of renewable energies. To develop this potential the Kingdom launched with the support of UNDP and of the Global Environmental Facility of the World Bank several programmes like: Solar Energy, Wind / Hydro and Rural Electrification Programmes.

Important challenges are the management of several projects linked with: **energy efficiency**; **water management** (in rural and urban supply, in agriculture modern irrigation systems, in tourism water efficient devices, protection of water resources); **waste management** (sustainable demographic and industrial growth, protection of the environment, household waste management); **public transportation** (improvement of urban transport services and infrastructure, environmental and social sustainability).

The **renewable energies and energy efficiency market** in Morocco is expanding, thus providing more opportunities for national and international companies operating in the sector.

## Programme

Day 1 – Thursday 4th May 2017

### Workshop: Morocco, challenges and opportunities for business to business and innovation to business cooperation

- 09:30 Registration of participants and Welcome Coffee
- 10:00 Opening Session
- 10:30 **EUROMED Invest: a new challenge to strengthen EU-South-Mediterranean cooperation in target sectors: agro-industry, environmental technologies,**

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The Levant Chamber  
of Commerce and  
Industry



CENTRO ESTERO INTERNAZIONALIZZAZIONI  
PIEMONTE Agency for Investments, Export and Tourism  
Promoted by Regione Piemonte and Chambers of Commerce

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**energy & renewables, green building, infrastructures, health, tourism, services**

Speaker: *Oussama Dahmani*, Project Manager Euromed Invest - ANIMA Investment Network

10:45

**Morocco: priority sectors, business perspectives and cooperation opportunities**

Speaker: *Representative* of Chamber of Commerce, Industry and Services of Casablanca

11:10

**Doing business with Morocco**

Speaker: *lecturer to be defined*

11:30

**EBRD support to the private in the Med Countries**

Speaker: *Representative* of European Bank for Reconstruction and Development (tbc)

11:45

**Presentation of the European Institutional and Business Delegation**

Speaker: *Representatives of European partner organizations and participating SMEs and BSOs.*

12:30

**Questions & Answers**

13:00

**Closing session**

13:15

**Networking Lunch**

14:30 – 18:00 **Individual B2B and Institutional Meetings session**

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Day 2 – Friday 5th May 2017

09:30 -13:00 **B2B and Institutional Meetings**

13:00 - 14:00 **Networking Lunch**

14:00 – 18:00 **Continuation of B2B and institutional meetings**

**Visit to the the “Water Expo & Forum 2017”, International Exhibition of Water Environment, Technology, Health, Irrigation**

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