




**EUROMED**  
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**EUROMED Invest**  
Doing Business with the  
South-Mediterranean Area

Turin, 13/11/2014



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EUROPEAN UNION



**EUROMED Invest**  
Project presentation

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## Overall objectives

- **Boost private business and investments** within the **Euromed area**
- **Contribute to an inclusive economic development** of the region



## Specific objectives

- **Position the Mediterranean in 5 key global sectors for future creation of jobs and value:**  
*Agriculture and Food, New energies and water, Transport & logistics, Tourism, Cultural and creative industries*
- **Support the development of MSMEs in these regions through the empowerment of Euro-Med business and investment networks.**



## Key Features

- **Capitalising** on existing experiences **and maximising synergies** with other initiatives
- **Implementing a framed decentralized process** for its activities (79 affiliate partners in 28 countries)
- **Emphasising the visibility of European investments** and of the European Union
- **An opened, transversal and integrating project for new players**
- **A project focused on inclusive benefits for South ENI countries**

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## Action lines

### Promotion and business intelligence

#### Actions

Sector strategies  
Online **business matchmaking platform**  
Intelligence **web portal**

#### Objectives

Renewed interest for Euromed markets  
Mobilisation of SMEs in key sectors  
Strategic **guidance** for market access

#### Operators

Consortium

### Networking and capacity building

#### Actions

Euromed Invest **Academy**  
BSO **mentoring**  
Annual **conferences**  
Cooperation **engineering**

#### Objectives

Strong EU-MED business networks in key sectors (Alliances)  
Improved services for SME and new entrepreneurs  
Improved investment promotion strategies

#### Operators

Consortium & Affiliate partners

### Business and investors matchmaking

#### Actions

**Business roadshows** in MED countries regions  
MED delegations + workshops in **EU trade fairs**  
Young entrepreneurs **master classes**  
**Entrepreneurs mentoring programme**

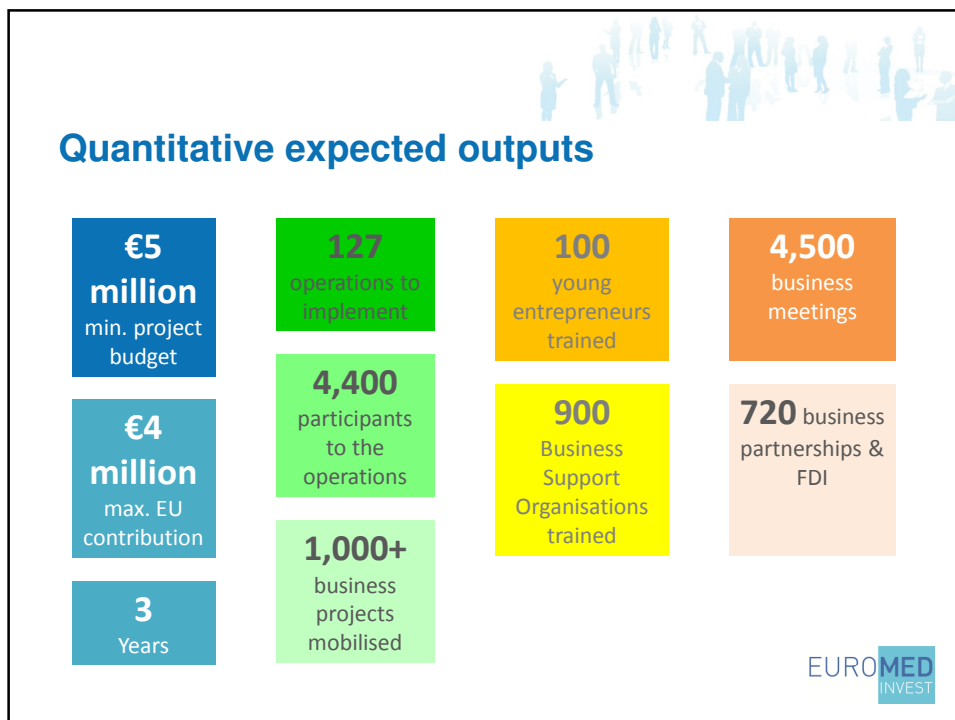
#### Objectives


Increased flow of FDI and business partnership  
Contribute to sub-national development

#### Operators

Affiliate partners

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## 1. Euro-Med Business Roadshows (in south ENI)

### Objectives

- **Increase the flows of business partnerships between Europe and the South ENI countries**, as well as **South-South business and FDI**,
- **Improve the image of the South ENI countries** to EU and other South ENI companies
- **Increase the visibility of the EU efforts towards economic integration in the region**, and in particular of the EEN network in the South ENI countries

### Expected outputs

- **12 Business roadshows**, 150 participants per roadshow, including 30 foreign companies, clusters, BSOs, 250+ business meetings organized per event.

### Planned Operations

- **8 roadshows**: Algeria (2), Egypt (1), Morocco (3), Tunisia (2).




## 2. EU Mediterranean Roadshows (in EU)

### Objectives

- **Promote the South ENI countries together in major sectorial EU trade fairs** to position the region in these selected fields.
- **Inform EU companies about the economic context** and **promote opportunities for investment and business partnerships**.
- Present a coordinated promotion of these countries in world class fairs.

### Expected outputs

- 9 Mediterranean Pavilions to be organized, 9 workshops with 60+ EU participants attending each workshop

### Planned Operations

- **7 Mediterranean Pavilions**: (Italy 3), Spain (2), Poland (1), France (1).





### 3. Young Entrepreneurs Master classes

#### Objectives

- **Develop the entrepreneurship culture in the South ENI** countries within young project promoters.
- **Increase the capacity of young promoters to formulate and develop their business project** by giving them theoretical and practical learning.
- **Promote the South ENI infrastructures for innovation and entrepreneurship** towards business leaders. **Innovation poles, incubators and accelerators recently developed in the region.**

#### Expected outputs

- 10 Master classes (1 per South ENPI country) leading to: 30 Entrepreneurs Success stories presentation, 100+ entrepreneurs trained

#### Planned Operations

- **6 Master Classes:** Jordan, Lebanon, Morocco, Algeria, Egypt, Palestine.




### 4&5. Entrepreneurs & BSOs Mentoring Programme

#### Objectives

- Develop **sustainable partnerships** for the cooperation between the two enterprises/BSOs.
- **Share of value between the associated enterprises**
- Establishment of a **bilateral cooperation leading to the improvement of business services** (for internationalisation, for FDI promotion, for new entrepreneurs).

#### Expected outputs

- 20 mentoring missions conducted between SMEs and new entrepreneurs
- 20 mentoring missions conducted between BSOs

#### Planned Operations

- **9 mentoring missions between BSOs:** (Algeria 2), Tunisia (2), Egypt (1), Lebanon (2), Palestine (1).





## 6. EUROMED Invest Academy

### Objectives

- Organize critical size Academies (**experience sharing and training seminars between business support organisations**).
- Allow a **large BSO networking, maximize exchanges** between the organizations serving SMEs.
- **Improve the quality of business support services in the three domains of focus** (services for startups, services for SMEs, FDI promotion)

### Expected outputs

- 9 Academies in Europe and Mediterranean: 27 seminars, 100 participants per academy, 900 over the project.

### Planned Operations

- **6 Academies:** Jordan, Greece, Serbia, Belgium, Italy, Spain.




## The Mediterranean Pavillon in Smart Mobility Expo 2014

- EUROMED Invest participates today in Smart Mobility Expo with the Mediterranean Pavillon hosting some of the major **Agencies for investment promotion and business support organisation of South Mediterranean Countries:**

*Algeria : CCI Dahra, CCI de Tlemcem, MedafCO*

*Egypt: General Authority for Investments*

*Jordan : Aqaba Special Economic Zone Authority*

*Israel : Israel Institute of Technology, Investement promotion Centre*

*Morocco : CRI de l'Oriental*

*Tunisia : Agency for the Promotion of Industry and Innovation*





Thank You  
The Coordination Team

Oussama Dahmani  
Project Coordinator  
[oussama.dahmani@anima.coop](mailto:oussama.dahmani@anima.coop)

Monica Airoidi  
Deputy Coordinator  
[monica.airoidi@anima.coop](mailto:monica.airoidi@anima.coop)

ANIMA Investment Network  
11bis rue Saint Férreol  
13001 Marseille  
France

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