EUROMED Invest
Doing Business with the South-Mediterranean Area
Turin, 13/11/2014

EUROMED Invest
Project presentation
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

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 partnerships
    - Contribute to sub-national development
  - **Operators**
    - Affiliate partners
Quantitative expected outputs

- **€5 million** min. project budget
- **€4 million** max. EU contribution
- **3 Years**
- **127** operations to implement
- **4,400** participants to the operations
- **1,000+** business projects mobilised
- **100** young entrepreneurs trained
- **4,500** business meetings
- **720** business partnerships & FDI
- **900** Business Support Organisations trained
- **100** young entrepreneurs trained
- **900** Business Support Organisations trained
- **3** Years

EUROMED Invest
Project Instruments
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, Investment promotion Centre
  - **Morocco**: CRI de l’Oriental
  - **Tunisia**: Agency for the Promotion of Industry and Innovation
Thank You
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