

## PRESIDENCY TRANSFER AT ANIMA INVESTMENT NETWORK

The network presents its new ambitions for the years to come



**Marseille, 14 November 2018 - ANIMA Investment Network organised on November 12, 2018 in Marseille an extraordinary Board of Directors which was the occasion of a transfer of presidency between Khalil Laabidi (Tunisia) and Abdelkader Betari (Morocco). At this meeting, the network announced the launch of new services, and affirmed its ambition to contribute to the promotion of the Mediterranean as a pilot region for sustainable and inclusive development in the EMEA region (Europe - Middle East - Africa).**

This Board of Directors brought together the administrators of ANIMA Investment Network's current term of office and those newly elected for the period 2019-2021. It was an opportunity to discuss the network's strategy and present the new services that ANIMA is launching at the end of the year.

In 2013, the agency FIPA Tunisia, of which Mr Khalil Laabidi was the Director General, took the presidency of ANIMA while the association had just completed the Invest in Med project co-financed by the European Union and the Seed Fund for Implementation and Guidance (FARO) of the Union for the Mediterranean. At that time, the ANIMA secretariat launched the LACTIMED project and worked on redesigning its project portfolio. This development work under the Tunisian presidency has been a great success with the implementation of [five cooperation projects](#):

- In the field of FDI (Foreign Direct Investment) promotion and internationalisation of enterprises: [EUROMED Invest](#)
- In the area of diaspora investment promotion: [MedGeneration](#)
- About impact investment and inclusive development: [LACTIMED](#), [EDILE](#)
- In the area of Innovation development: [Euromed@Change](#)

These projects had a significant impact on business and investment flows to the Mediterranean countries, and on capacity building for economic development stakeholders in the region, a contribution that has been recognised on many occasions in the EU evaluations.

The network also celebrated its 10th anniversary during the Tunisian presidency through the EMEA Business Forum, a two-day event organised in Marseille with the support of Région SUD Provence-Alpes-Côte d'Azur, the City of Marseille, the Aix-Marseille Provence metropolis and the Agence de l'Oriental development agency (Morocco).

At the same time, ANIMA has launched ANIMA Projects, a shared service for assisting its members in the development of cooperation projects and in the identification of opportunities offered by international donors. This accompaniment is being very successful and contributed to boost members loyalty around the network (80 members in 18 countries in 2018).

Since 2017, ANIMA is leading two major cooperation initiatives for economic development in the Mediterranean, DiafrikInvest (promotion of diaspora investments) and THE NEXT SOCIETY (promotion of innovation ecosystems) and opened new fields of cooperation with 11 countries in sub-Saharan Africa thanks to the agreement signed with RIAFPI, the International Network of Francophone Investment Promotion Agencies.

#### **Abdelkader Betari, President of the new board of directors for the 2019-2021 term of office**

With the new elected Moroccan President, Abdelkader Betari, a former university professor in France, currently Director of the International Cooperation and Economic Promotion Pole of the Agence de l'Oriental (Morocco), ANIMA is opening a new chapter and launching several new services:

- A certifying training programme for executives of investment and economic development agencies: The Economic Development Master Classes
- A peer-to-peer twinning and support programme for these agencies: The Peer Learning Programme
- An offer of consulting and technical assistance for companies and institutions active in economic development: ANIMA Expertise

With these services, which complement ANIMA Projects and the initiatives carried out by the ANIMA network (THE NEXT SOCIETY, DiafrikInvest), ANIMA aims to strengthen the positioning of the Mediterranean as a pilot region for sustainable and inclusive development in the EMEA (Europe - Middle East - Africa) zone, as well as to pay attention to the development of local territories.

The network intends to act on the effectiveness of public policies and institutions, on the accompaniment of companies creating a positive impact in the countries, and more generally on the attractiveness of the Mediterranean as a region where entrepreneurial dynamism gives rise to inspiring innovations that contribute to the global sustainable development challenges.

#### **The members of the new Board of Directors**

ANIMA Investment Network, under the management of Emmanuel Noutary, the General Delegate whose mandate has also been renewed for three years, presents the members of its new Board of Directors which brings together 15 organisations representing nine different countries in the Mediterranean:

- Agence de l'Oriental (Morocco)
- AMDIE - Moroccan Investment Development Agency (Morocco)
- AMEC – Association of Internationalised Industrial Companies (Spain)
- BUSINESS France (France)
- CCIMP - Chamber of Commerce and Industry of Marseille Provence (France)
- CEIPIEMONTE - Piemonte Agency for Investments, Export and Tourism (Italy)



- CONECT - Confederation of Corporate Citizens of Tunisia (Tunisia)
- ENTERPRISE GREECE (Greece)
- FIPA Tunisia - Foreign Investment Promotion Agency (Tunisia)
- GAFI - General Authority for Investment and Free Zones (Egypt)
- INSME - International Network for Small and Medium Sized Enterprises (Italy)
- MALTA ENTERPRISE (Malta)
- Région Sud - Provence-Alpes-Côte d'Azur (France)
- SEBC - Syrian Enterprise & Business Centre (Syria)
- City of Marseille (France)

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### About ANIMA Investment Network

**ANIMA Investment Network** is an international economic development network that aims to work to the promotion and development of the Mediterranean. The ANIMA network brings together 80 members from 18 countries of the Euro-Mediterranean area, including national and regional investment promotion and economic development agencies, business federations, innovation centres, international investors and research institutes. ANIMA's objective is to contribute to the continued improvement of the business and investment climate, as well as encourage shared and sustainable economic development in the Mediterranean. The network provides expertise in economic development, organises training and sharing of experience, does valuable work on economic promotion, acts as a cooperation agency for its members and partners and supports companies in their development and impact on the region's markets. ANIMA is currently leading two major cooperation initiatives for economic development in the Mediterranean:

#### **THE NEXT SOCIETY: Promoting innovation ecosystems in the Mediterranean.**

THE NEXT SOCIETY is an open community of changemakers engaged in innovation and economic development. It gathers entrepreneurs, investors, corporates, NGOs, public and private innovation, research and economic development hubs from Europe and the Mediterranean countries.

It aims to strengthen innovation ecosystems and foster value creation and concrete entrepreneurial solutions in 7 countries in the region: Morocco, Algeria, Tunisia, Egypt, Palestine, Jordan and Lebanon. Initiated by ANIMA, it gathers already more than 300 organisations and 2,500 entrepreneurs committed to shared prosperity in the Mediterranean and Africa. THE NEXT SOCIETY has been launched in 2017 through a four-year action plan (2017-2020), co-funded by the European Union up to EUR 7 million, which impacts several levels of the innovation ecosystems: Improve policy frameworks; Foster start-up successes; Promote and internationalise clusters; Accelerate technology transfer towards the enterprise. For more information on the movement, visit [www.thenextsociety.co](http://www.thenextsociety.co) and follow THE NEXT SOCIETY on Twitter [@TheNext\\_Society](https://twitter.com/TheNext_Society) and Facebook [/THENEXTSOCIETY](https://www.facebook.com/THENEXTSOCIETY).

#### **Diafrikinvest: Connecting diaspora talents with entrepreneurs and investment opportunities.**

Diafrikinvest aims to accelerate and support the mobilisation of high potentials, entrepreneurs and investors from the diaspora to boost business relations between Europe, Morocco, Tunisia and Senegal, and thus contribute to the economic development. Some 40 operations for local and diaspora entrepreneurs, *business angels* and national institutions of Morocco, Senegal and Tunisia will be carried out during 3 years, from December 2016 to December 2019. The project is co-financed up to 90% (for an amount of EUR 2 million) by the European Union and coordinated by ANIMA in the framework of a consortium of six partners. For more information about the project, visit [www.diafrikinvest.com](http://www.diafrikinvest.com) and follow Diafrikinvest on Twitter [@Diafrikinvest](https://twitter.com/Diafrikinvest) and Facebook [/Diafrikinvest](https://www.facebook.com/Diafrikinvest).

To know more about ANIMA Investment Network, please visit [www.anima.coop](http://www.anima.coop) and follow [@Anima\\_Network](https://twitter.com/Anima_Network) on Twitter and Facebook [/ANIMA Investment Network](https://www.facebook.com/ANIMAInvestmentNetwork).