PRESS RELEASE
Marseille, 18 October 2016

ANIMA EMEA BUSINESS FORUM
2 - 3 November 2016
Villa Méditerranée | Marseille

With growth rates announced between 3 to 4% for North Africa, 7% for West Africa and 2.5% for the Gulf, the Middle East Africa area promises to be the driver of growth and competitiveness for Europe in the coming years. Conversely, countries of this region are also researching technology to move industrial upmarket and strategic investments to prepare for the post-oil era. Hence, the EMEA region (Europe - Middle East - Africa) which brings together the most promising markets in the world, innovation and technology fields and significant financial resources ready to be invested, could assert itself as a proper area of economic cooperation and strategic dialogue in global competition.

Why the Mediterranean countries are proper drivers to target Gulf and African markets? How Marseille and its economic well-developed networks in the Mediterranean can be a platform to facilitate synergies? Business leaders, multinational corporations, investors, representatives of innovative ecosystems are invited to discuss these issues and enhance their complementarities on the occasion of the EMEA Business Forum organised in Marseille by ANIMA Investment Network for its 10th anniversary. Besides a range of conferences, the Forum will provide a large programme of networking and information bound for companies which want to evolve in this region.

The ANIMA EMEA Business Forum propose two days dedicated to strategic reflection, business and construction of a sustainable cooperation: 5 plenary conferences, 3 focus "inspiring experiences", the "Analyses and experiences: employability and opportunities for Youth" workshop in partnership with SAHWA project [1], visits of the Aix-Marseille-Provence metropolis's Technoparcs for businesses, a EUROMED Invest[2] Business Village with Countries Help desk (Ivory Coast, Egypt, France, Lebanon, Morocco, Tunisia), "business opportunities and partnerships for digital companies" workshops, as well as a dedicated space to business meetings.

Furthermore, in the occasion of its anniversary, ANIMA will unveil its analysis on 10 years of foreign investment in the Mediterranean based on data from the ANIMA-MIPO Observatory of Investments and partnerships.

[1] The SAHWA project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 613174
[2] EUROMED Invest is a 3 years project (2013-2016), co-financed up to 80% by the European Commission for a total of EUR 5 million.
ANIMA Investment Network invites you to take part in this major event and to meet our prestigious speakers and our business partners.

This is an opportunity to facilitate meetings and exchanges between participants and the press, to arrange interviews with speakers and personalities and to revisit the highlights of the day in a friendly atmosphere.

They will take part to the ANIMA EMEA Business Forum

ANIMA will receive several influential speakers from across the EMEA region. Here are some personalities expected:

- **Yazir Chir**
  Co-founder & Chief Business Innovation Officer, Be-bound, France

- **Zakaria Fahim**
  CEO, Hub Africa, Maroc

- **Christian Lim**
  Senior Manager Sub Saharan Africa, Africinvest, Tunisia

- **Corrine Versini**
  General Manager, Genes'Ink, France

- **Dirk Vantyghem**
  International Business Director, EUROCHAMBRES, Belgium

- **Elena Sanchez-Montijano**
  SAHWA scientific coordinator, Barcelona Center for International Affairs (CIDOB), Spain

- **François-Aïssa Touazi**
  President, Cap MENA, France

- **Guillaume Thureau**
  Network Coordinator of Second Chance School, Associate Expert IesMed, Spain

- **Triin Rast**
  Project Manager, E-Governance Academy, Estonia

- **Karim Koudi**
  Associated, TMT Industrie Leader francophone Africa, Deloitte, Tunisia

- **Didier Parakian**
  Deputy Mayor of Marseille in charge of economy

- **Dirk Vantyghem**
  International Business Director, EUROCHAMBRES, Belgium

- **Elena Sanchez-Montijano**
  SAHWA scientific coordinator, Barcelona Center for International Affairs (CIDOB), Spain

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- **Karim Koudi**
  Associated, TMT Industrie Leader francophone Africa, Deloitte, Tunisia

- **Hicham Bouzekri**
  CEO, Fondation Mascir, Morocco

- **Khaled Bouchoucha**
  CEO & founder, IRIS Technologies, Tunisia
Under the moderation of journalist and animator
Alex Taylor

Discover all the details on speakers' biographies on its dedicated web space...

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About ANIMA Investment Network
ANIMA Investment Network is a multi-country cooperation platform for economic development in the Mediterranean. The ANIMA network gathers 80 government agencies and business network, financing and innovation around the region. ANIMA's objective is to contribute to the continued improvement of the Mediterranean business climate, and investment growth in the Mediterranean region. The ANIMA network is operated from Marseille (France) by a 15 people team and is chaired by Khalil Laabidi, General Manager, FIPA Tunisia. The majority of its funding comes from the management of international donor programs.

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