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كنفدرالية المؤسسات المواطنة التونسية



Republic of Tunisia
Ministry of Industry
and SMEs

THE NEXT SOCIETY

INNOVATORS
SHAPING THE FUTURE
IN THE MEDITERRANEAN

TUNISIAN Business Innovation Day

Espace Arena

Les Berges du Lac, Tunis

27 June 2018

They will be present

THE NEXT SOCIETY gathers a large network of over 300 business & innovation, research and investment organisations, 2,500 international corporates and entrepreneurs from 30 countries, and is likely to welcome and promote contributors from all over the Euro-Mediterranean region. Among those confirmed for the Tunisian Business Innovation Day:

APII - AGENCE DE PROMOTION DE L'INDUSTRIE ET DE L'INNOVATION (TUNISIA) | ANIMA INVESTMENT NETWORK (EUROPE – MIDDLE EAST – AFRICA) | AWEX - AGENCE WALLONNE A L'EXPORTATION ET AUX INVESTISSEMENTS ETRANGERS (BELGIUM) | EUROCHAMBRES - EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY | BERYTECH (LEBANON) | CEI PIEMONTE - CENTRO ESTERO PER L'INTERNAZIONALIZZAZIONE (ITALY) | CONECT - CONFÉDÉRATION DES ENTREPRISES CITOYENNES DE TUNISIE (TUNISIA) | ECONOMIC RESEARCH FORUM (EGYPT) | EBN - EUROPEAN BUSINESS AND INNOVATION CENTRE NETWORK | BIG BOOSTER - FONDATION POUR L'UNIVERSITÉ DE LYON (FRANCE) | FCE - FORUM DES CHEFS D'ENTREPRISES (ALGERIA) | FEMISE - FORUM EURO-MÉDITERRANÉEN DES INSTITUTS DE SCIENCES ECONOMIQUES | FRANCE CLUSTERS | GENERAL AUTHORITY FOR INVESTMENT AND FREE ZONES (EGYPT) | HCIE - HIGHER COUNCIL FOR INNOVATION & EXCELLENCE (PALESTINE) | ITIDA - INFORMATION TECHNOLOGY INDUSTRY DEVELOPMENT AGENCY (EGYPT) | INSTITUT DE LA MÉDITERRANÉE (FRANCE) | MOWGLI MENTORING (MENTORING ENTREPRENEURS IN MENA - UNITED KINGDOM) | PICTI.STARTUPS (PALESTINE) | R&D MAROC – THE MOROCCAN ASSOCIATION OF ENTERPRISES PROMOTING R&D (MOROCCO) | ROYAL SCIENTIFIC SOCIETY (JORDAN) | STARTUP MAROC (MOROCCO) | ACCIO - SUPPORT AGENCY FOR THE CATALAN BUSINESS (SPAIN) | EBAN - THE EUROPEAN TRADE ASSOCIATION FOR EARLY STAGE INVESTORS | THE MENA BUSINESS ANGELS NETWORK ... **looking for networking with the Tunisian innovation ecosystem**

Why attend

- **Get inspired** in your business or your support to innovators
- **Network** with the innovation and business ecosystems from across the Mediterranean
- **Participate in the movement** of innovators shaping the future in the Mediterranean



Reception hall

Welcome and registration

8.30 am

Welcoming addresses

Plenary room: Les Jasmins

Mr. Samir Bechouel, General Director, APII

Mr. Tarak Cherif, President, CONECT

HE. Patrice Bergamini, Ambassador of the European Union in Tunisia

HE. Slim Feriani, Minister of Industry and SME

9 – 9.30 am

The Tunisian Innovation Strategy

Plenary Room: Les Jasmins

Facilitator: M. Emmanuel Noutary, General Delegate of ANIMA Investment Network

This session aims to present where exactly Tunisia stands regarding innovation and how public stakeholders are engaged in the national innovation strategy to address the main challenges faced by innovators.

Keynote: Strengths and Weaknesses of the Tunisian Innovation System

Dr. Maryse Louis, General Manager, FEMISE

HE. Slim Feriani, Minister of Industry and SME

HE. Patrice Bergamini, Ambassador of the European Union in Tunisia (tbc)

Mr. Khalil Laamiri, State Secretary to the Minister for Higher Education and Scientific Research, with responsibility for Scientific Research (tbc)

Mr. Badreddine Ouali, President of Smart Tunisia (tbc)

Mr. Jelel Ezzine, Founding Chairholder of the UNESCO Chair on Science, Technology and Innovation Policy

Announcement of follow-up activities of THE NEXT SOCIETY in Tunisia by CONECT and APII

9.30 – 11am



Reception hall

Coffee Break

11 – 11.15 am

The start-up ecosystem: Keys to internationalisation successes

Plenary Room: Les Jasmins

Facilitator: Ms. Amel Saidane, President of Tunisian Startups

This session highlights solutions developed by European and Mediterranean organisations that support startups in their internationalisation towards new markets.

Mr. Noomen Fehri, CEO b@labs (Tunisia)

Mr. Naoufal Chama, Chairman of Startups Morocco (Morocco)

Mr. Bassem Bouguerra, CEO Intilaq (Tunisia)

Ms. Rasha Tantawi, Head of Entrepreneurship & Business Support, ITIDA (Egypt)

Mr. Yehia Houri, Managing Director Flat6lab (Tunisia)

Mr. Ramy Boujawdeh, Deputy General Manager, Berytech, (Lebanon)

Mr. Raffaele Buompane, Senior Advisor, EBN (Europe)

11.30 am – 1 pm

***“On the road to internationalisation”*: Pitches of Tunisian start-ups supported by the start-up Booster Track of THE NEXT SOCIETY**

Reception hall

Lunch break and networking

1 – 2.30 pm



Fast-growing sectors, the role of territorial and transnational networks

Plenary Room: Les Jasmins

Facilitator: Mr. Alain Tubiana, France Clusters Board Member and cluster management expert

This workshop will gather institutions, enterprises and clusters managers from Europe and the Mediterranean to share experiences, highlight high potential sectors and discuss how local and transnational networks can unleash barriers to innovation in the region.

Ms. Hasna Hamaoui, Head of technopoles and clusters at the Ministry of Industry and SMEs (Tunisia)

Ms. Neila Gongi, President of Tunisia Technopark Association (Tunisia)

Mr. Olivier Renaud, CEO of Verdi Environnement (France)

Mr. Jad Salhab, Senior Expert, World Bank

Tunisian clusters managers (Mechatronics, Textiles, Creative Industries)

Ms. Kaouthar Filali, Project Manager, Cluster MENARA (Morocco)

Announcement of follow-up activities of the Cluster Booster Track of THE NEXT SOCIETY by France Clusters

2.30 – 4 pm

(in parallel with the
Technology transfer
session)

Technology transfer: Opportunities, challenges and roadmap to enhanced regional cooperation

Salle Iris

Facilitator: Mr. Jacques Louis, technology transfer expert

This session gathers Knowledge and Technology Transfer experts to discuss key success factors at national and international levels for an enhanced knowledge and technology transfer in the region.

***“From University corridors to entrepreneurship”*: Success stories of research-based Start-ups**

Representative from ESCWA (tbc)

Mr. Sami Sayadi, General Manager of Biotechnology Centre of Sfax

Mr. Hechmi Louzir, Helmi Merdassi Research Director, Pasteur Institute

2.30 – 4 pm

(in parallel with the
Cluster session)



Mr. Chedli Abdeli, General Director of the National Agency for Research Promotion

Mr. Behri Rzigue, Professor, Ecole Nationale d'Ingénieurs de Tunis

Mr. Zoubair Turki, MESRS / M. Aref Meddeb, ENISO

Ms. Nefissa Chakroun, TT Expert

Mr. Mohammed Aljafari, Managing Director of The Intellectual Property Commercialization Office, Royal Scientific Society (Jordan)

Plenary Room: Les Jasmins

Conclusion

Mr. Anouar Maarouf, Minister of Communication Technologies and Digital Economy

Mr. Mathias Fillon, Project Coordinator of THE NEXT SOCIETY

Mr. Vladimir Rojanski, European Commission Delegation in Tunisia

4 – 4.30 pm

Reception hall

Networking cocktail

4.30 – 6 pm

