ANIMA INVESTMENT NETWORK
11 BIS RUE ST-FERRÉOL, 13001 MARSEILLE (FRANCE)
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A COOPERATION PLATFORM
FOR ECONOMIC DEVELOPMENT
IN THE MEDITERRANEAN

Together for a competitive Mediterranean

ANIMA INVESTMENT NETWORK brings together people working for the economic development of the Mediterranean. The ANIMA network operates within 22 countries in the Euro-Mediterranean area and comprises national and regional investment promotion agencies, international organisations, business federations, innovation clusters, financial investors and research institutes from the region.

ANIMA’s objective is to contribute to the continued improvement of the Mediterranean business climate, as well as encourage a shared and sustainable economic development for the region. In this purpose, ANIMA offers its partners economic intelligence tools on the Mediterranean markets, develops projects aimed at improving the attractiveness of the region and organises economic exchange and cooperation between countries within the region.

The participants in ANIMA’s activities include companies, investors, public and private agencies, international organisations and support structures for both business and territorial development.

Started in 2002, the ANIMA network today represents 75 members across 22 countries in Europe and the Mediterranean. These members are working together to accelerate economic development and cooperation across this area and create a better business environment.

Since its creation, ANIMA has notably participated in the creation of new investment promotion agencies and schemes in the Mediterranean and has facilitated the transfer of expertise to many of the region’s economic development professionals.

ANIMA has worked on the creation of the first dairy clusters in Bizerte and Beja (Tunisia), Alexandria and Beheira (Egypt), Bekaa and Baalbek-Hermel (Lebanon), Sicily (Italy) and Thessaly (Greece). ANIMA was also the impetus behind the first business angel networks in Jordan (Bedaya Angel Network), Morocco (Atlas Business Angels) and Tunisia (Carthage Business Angels), as well as the MBAN (the Middle East North African Network for Business Angels).

ANIMA Investment Network
Achievements and impact

- 17,000 participants at our events
- 4,500 professionals sharing experience
- 8,500 foreign investment and partnership projects analysed
- 600 investment funds monitored
- 300 institutions and support structures mapped
- 70 studies produced
- 2,000 business
- 60 start-ups financed
- 50 cooperation projects

Facilitation of economic cooperation
Ongoing observation and analysis of the Mediterranean markets

ANIMA Investment Network is a member of Global Compact, the voluntary movement for social responsibility launched by the United Nations.
Working towards a shared and sustainable economic development for the Mediterranean

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Intelligence

Since 2002 the economic intelligence undertaken by ANIMA has been providing real time analysis and tailored studies.

It responds to two major needs:

- The need to monitor both actively and selectively certain countries and industrial sectors around the Mediterranean (continuous economic intelligence based on a selection of more than 150 independent sources)
- The need to identify the key players and business, investment and partnership opportunities

The ANIMA resource centre provides a dynamic overview of investments, financing opportunities and territorial development strategies in the Mediterranean.

- Mediterranean Investments and Partnerships Observatory (MIPO)
- Investment Funds Observatory (Medfunds)
- Qualified directories of business networks, clusters and support structures
- Real-time publication of economic news
- Sector and thematic studies

“...The studies produced by ANIMA, as well as the data from the MIPO Observatory, allow us to continuously evaluate our position in the Mediterranean region in terms of investment attractiveness...”

Ali El Yaacoubi - Investment Director - Invest in Morocco

“...The ANIMA resource centre is an excellent tool. Through a simple setting up of alerts and RSS feeds, it allows us to be up-to-speed with things going on in the Mediterranean...”

Reda Allal - Director - Chamber of Commerce of Dahra - Algeria
Business

ANIMA introduces companies to investors, strategic partners and business development or financing support structures

The ANIMA network concentrates its efforts on companies with high growth and innovation potential. It also works with companies attentive to socially responsible investment and local development.

ANIMA offers:
• A web platform for businesses and clusters in Europe and the Mediterranean to develop partnership opportunities
  • BtoB and cluster-to-cluster meetings
  • Coaching sessions for entrepreneurs
• An up-to-date calendar of business events in the Mediterranean
• Tools to evaluate the economic and social impact of investment projects

“ANIMA has allowed us to start the pilot phase of our PACEIM project. This project has demonstrated the interest of scientific diaspora from the South of the Mediterranean in innovative entrepreneurship. Today, the project is working with almost 100 entrepreneurs.”

Régis Ferron - Innovation and Business Development - Direction Valorisation au Sud - Institut de Recherche pour le Développement - France

“The ANIMA network has offered me the possibility of meeting partners and investors, notably during business roadshows. It has also allowed me to benefit from useful advice delivered by qualified experts and the support of a European incubator facility to help me develop my business internationally.”

Julien Fayad - Chief Movement Officer - Shopbuilder - Lebanon
Cooperation

ANIMA develops cooperation projects and shares its expertise directly or via its network in Europe and the Mediterranean

ANIMA works with its network members and partners to build projects and coordinates a number of pilot initiatives.

- Promotion of two-way learning between economic development actors (identification of best practices and transfer of experience)
- Support for project development (search for partners and financing)
- Coordination of projects funded by international donors
- Mobilisation of expertise

“ANIMA is a dynamic and active network. It provides us with information and contacts with the Southern Mediterranean which we would otherwise lack. We are a Mediterranean business women’s network and ANIMA helps us to strengthen our links through collaborating on projects and Mediterranean Forums.”

Maria-Helena de Felipe Lehtonen - President - AFAEMME (Association of Organisations of Mediterranean Businesswomen) - Spain

“Our involvement in the ANIMA network has allowed the creation of dairy product business clusters in Tunisia, the strengthening of our project management and marketing skills and the development of cooperation with different Mediterranean partners.”

Zakaria H’mad - Managing Director - Bizerte Agri-food Technopark - Tunisia

“Thanks to ANIMA, we are now actively engaged in cooperation in the Mediterranean. The network, which is the only network of Mediterranean economic development actors, supported us in boosting bilateral relations and partnerships in many EU projects. This has enabled us to enhance the capacity of GAFI’s team and other Egyptian organisations. These projects were also excellent opportunities to promote the growth of Egyptian innovative start-ups and to open up new horizons for entrepreneurs in the Euro-Mediterranean region”.

Wafaa Sobhy - Vice Chairman - General Authority for Investment & Free Zones (GAFI) - Egypt
Become a Member of ANIMA Investment Network

- Become part of an international network comprising active and influential members across the Mediterranean
- Access recognised expertise, key resources and contacts
  - Access personalised support to develop your business in the Mediterranean
- Promote your organisation to the network

For further information: contact@anima.coop
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"ANIMA is a unique organisation, which combines the passion and drive of start-ups with the discipline, knowledge, and rigor of a most professional NGO. It is with great pleasure that EBAN has cooperated with ANIMA in the creation of one of the world's most innovative and entrepreneurial eco-systems. As a result of our collaboration, EBAN and ANIMA have together incubated MBAN, the Middle East North Africa Network for Business Angels, Seed Funds and Early Stage Market Players. This would not have happened without the implication of ANIMA"

Candace Johnson - President - EBAN
(European Trade Association for Business Angels, Seed Funds and Early Stage Market Players) - Belgium
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