

PRESS RELEASE

ANIMA launches the Economic Development Master Classes, a certifying training curriculum dedicated to territorial marketing and international cooperation

Marseille, 21 January 2019 - The 1st Master Classes for Mediterranean development organisations started today in Athens, co-organised by Enterprise Greece, Vice-President of the network

ANIMA Investment Network and Business France are launching the Economic Development Master Classes as part of [EBSOMED](#), a project co-financed by the European Union to strengthen business support organisations and business networks in the southern neighbourhood.

The first two Master Classes are scheduled to take place 21-22 January (topic: “Territorial marketing: structuring and promoting an attractive ecosystem”) and 24-25 January (topic: “Project development and management: cooperation and fund raising”) in Athens. The seminars are expected to draw approximately 50 officials from economic development bodies around the Mediterranean.

In addition, two visits are also organised for delegates to industry associations focusing on technology & innovation and on tourism, along with a networking event at the Stavros Niarchos Foundation Cultural Center on 22-23 January.

The Economic Development Master Classes

The [Economic Development Master Classes](#) are certified training courses for executives of economic development agencies who wish to acquire or develop professional skills in this field. The Master Classes last 12 days and are divided into 4 seminars organised in different countries. They alternate theory and practice and are led by international experts and academics. Each participant is accompanied on a concrete project to develop a strategy, a service, a tool, or organisational innovation for the employer organisation.

These trainings intend to strengthen the fellow’s international professional relations by developing their network and improve the overall performance of Southern Business Support Organisations as well as the quality of services provided to their members (particularly to SMEs).

Programme 2019

Master Class C2. Territorial marketing: structuring and promoting an attractive ecosystem

4 seminars in 2019 - [Download the C2 brochure](#)

Athens, Greece, 21-23 January 2019 | Nador, Morocco, 27-29 March 2019 | Second semester 2019: date & place to be defined | Marseille, France 2-4 December 2019

Master Classe C4. Project development and management: cooperation and fundraising

4 seminars in 2019 - [Download the C4 brochure](#)

Athens, Greece, 23-25 January 2019 | Nador, Morocco, 25-27 March 2019 | second semester 2019: date & place to be defined | Marseille, France 4-6 December 2019

For more information, please contact:

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The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.

About EBSOMED

EBSOMED (Enhancing Business Support Organisations and Business Networks in the Southern Neighbourhood), is a 4-year project (2018-2022) with a budget of 6.25 million Euros, funded by the European Commission up to 80%.

EBSOMED aims at boosting the Mediterranean Business Ecosystem promoting an inclusive economic development, by enhancing the private sector organisations in the Southern Neighborhood Countries. More specifically, EBSOMED will improve the overall management capacity of Mediterranean Business Support Organisations (BSOs) through enhanced services and quality standards.

EBSOMED is led by the Union of Mediterranean Confederations of Enterprises (BUSINESSMED) and implemented by a consortium of 6 partners. EUROCHAMBRES (Association of Chambers of Commerce in Europe); ASCAME (Association of Chambers of Commerce in the Mediterranean); ANIMA Investment Network; CAWTAR (Center of Arab Women for Training and Research); GACIC (German-Arabic Chambers of Commerce).

About ANIMA

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.

About Enterprise Greece

Enterprise Greece is the official investment and trade promotion agency of the Greek state, under the auspices of the Ministry of Economy & Development. Its mission is to facilitate foreign investment in Greece, and to promote the export of Greek products and services abroad.



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