

June 2013

## Highlight

### "Talents and Entrepreneurship in the Mediterranean": a successful first workshop for Euromed@Change

More than one hundred economic and innovation stakeholders from Europe and South Mediterranean countries took part on 7 June 2013 in the Mediterranean Diaspora Talents and Entrepreneurship workshop organised in Paris by ANIMA Investment Network, in partnership with the La Poste Group. The workshop highlighted success stories of entrepreneurs from the Mediterranean diaspora living in France and Europe. It also gave the floor to dedicated innovation supporting networks to present their services. The workshop is the first of a series of events to be organised in the framework of the European project EuroMed@Change. Business Roadshows in Sophia Antipolis and Tunis will follow in October 2013, which will highlight matchmaking opportunities for innovation stakeholders from the North and the South of the Mediterranean. For more information [www.b2match.eu/euromed](http://www.b2match.eu/euromed).



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## Ongoing projects

### Med Spring

The Euro-Mediterranean inter-institutional and training-awareness meeting will be held on 11 July 2013 in Beirut (Lebanon) in the framework of the MED-SPRING project. The meeting will gather senior officials and researchers from Europe and South Mediterranean Countries to discuss prospects of Euro-Mediterranean cooperation on Science and Technology. Ad-hoc sessions will be organised in order to look into EU instruments such as the Article 185 of the new Lisbon Treaty. Led by the CIHEAM via the Agronomic Institute of Bari, the MED-SPRING project aims at developing the Euro-Mediterranean cooperation on research and innovation. ANIMA is a partner in this project and will mobilise its network in order to take part in the capacity building activities and brokerage events. For more information: [www.medspring.eu](http://www.medspring.eu)



### Launch of the DIAMED project to support the talents of the North African Diaspora in Europe!

The Diamed project, which supports talents from the North African Diaspora in Europe is now launched. Led

by ADER and ACIM, with ANIMA, FCE (Morocco), Conect (Tunisia) and Medafco (Algeria) as partners, this project aims at assisting talents from the Mediterranean diaspora in setting-up new businesses willing to build bridges between their home countries. Field surveys, training activities and entrepreneurship support workshops will start in summer 2013. Diamed aims to contribute to local development by 2015 and enhance Maghreb countries' entrepreneurship network through investment projects supporting activities, innovation transfer, training, coaching and individual support.

### ACCELMED : Acceleration for Mediterranean companies

The ACCELMED project capitalises the results from previous MED funded projects MED-KED, MACC-BAM and 2InS, aimed at promoting companies development from a generalist viewpoint or by tackling a specific scope (access to finance, to international markets, to innovation) or target (knowledge based companies or business development via clusters). 3 main activity lines will be implemented to offer Med SMEs tools and services to :

- Facilitate SMEs' access to private investment through transnational investment forums.
- Develop an ecosystem favourable to SMEs' internationalisation, with softlanding agreements.
- Define and provide acceleration activities for potential high growth firms.

ACCELMED is implemented by Barcelona Activa, in partnership with ANIMA Investment network, Promos (Italy), Aster (Italy) BIC Attika (Greece) and the Technology Park Ljubljana (Slovenia). It will start its activities in September 2013.

### Promoting Innovation in the Mediterranean

The study on « Promoting Innovation in the Mediterranean » is available on ANIMA website. Released by the CMI (Marseille Centre for Mediterranean Integration) in the framework of the IT1 programme, presents 12 propositions for concrete actions in order to foster the development of high performance innovation ecosystems on the regional level. Produced by ANIMA in collaboration with the MIRA project of the European Commission, the study underlines the downward trend in innovation observed in the Mediterranean countries: lack of critical mass and global visibility, poor performance in commercialising research results. Based on this assessment, the study examines the state of play of the innovation stakeholders and policies in 7 Southern Mediterranean countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia. [Download the study.](#)



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## Networks & stakeholders

### Belgium - European Cluster Alliance Workshop: "THE ROLE OF CLUSTERS IN SUPPORTING THE DEVELOPMENT AND IMPLEMENTATION OF RIS3"

The workshop, organised by The European Cluster Alliance (ECA) took place in Brussels on 14 May, 2013. ECA is a network of over 120 different European policy makers interested in the use of clusters to support national and regional innovation and SME development strategies. The Euromed@change project was presented to more than 70 Participants from all over Europe. 17 nationalities attended the presentation of this initiative and the successful international cooperation between SMEs and clusters. The presentations and the programme of the workshop are downloadable on the ECA website : [www.eca-tactics.eu](http://www.eca-tactics.eu)



### Deauville Partnership - Mowgli relies on mentoring with «Forsa» project



After being recognised with the Mohammed bin Rashid Award for Young Business Leaders Award for the Best Mentor Network in the Arab Region last year, Mowgli has just won its biggest project ever. The Forsa project (opportunity in Arabic) is part of the G8 Deauville Partnership for

a SME Mentoring Initiative and aims to work with at least 250 entrepreneurs and 250 mentors over an 18 month period throughout Jordan, Egypt, Morocco, Yemen, Libya and Tunisia. Mowgli is currently recruiting entrepreneurs and mentors, especially mentors from within the region's corporations. If you want to get involved, contact Mowgli through the [new website](#)

## Tunisia - CONECT opens an office in Paris: "CONECT France"

CONECT France has been officially launched on June 8, 2013. As part of [CONECT](#)'s expansion and international development strategy. The objective of this new representative office is to mobilise entrepreneurs networks, Tunisian businessmen and senior executives working in France and to support their potential contribution in increasing investments and business partnerships in Tunisia.



## Spain - MEDA WOMEN ENTREPRENEURS FORUM AND EUROMED@CHANGE WORKSHOP



The Association of Organisations of Mediterranean Businesswomen ([AFAEMME](#)) is organising, in collaboration with the Barcelona Chamber of Commerce, Industry and Navigation and the Association of Mediterranean Chambers of Commerce and Industry (ASCAME) the 5th edition of the Mediterranean Women Entrepreneurs Forum, which will take place next November in Barcelona, in the framework of the Mediterranean Week of Economic Leaders (18th to 22nd of November 2013). This Forum provides women entrepreneurs from the Mediterranean area with the opportunity to make business contacts in key sectors and to share success stories, good practices and know-how. More than 200 participants are already expected. In

the framework of the Mediterranean Week of Economic Leaders and as part of the Euromed@Change Project, AFAEMME will organise on 21 of November a Workshop on Doing Business Behind Borders and a series of B2B meetings for women who have been participating in the project-related virtual B2B meeting point (embedded in AFAEMME's website [www.afaemme.org](http://www.afaemme.org)).

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## Good to know

### Algeria - Business creation by young people: The government is preparing a reform of Ansej and CNAC

The Algerian government is willing to encourage young people to set up businesses in the construction and agriculture sectors. It will provide new advantages in the context of a reform of its entrepreneurship support schemes, Ansej and CNAC (National unemployment insurance Fund). The government vocational training programs will also be modified in order to better address the market demand. [\[Read+\]](#)

### Lebanon - The World Startup Cup makes its entry in Lebanon

The BADER Young Entrepreneurs Program, in cooperation with bank Audi will organise the Lebanese edition of the World Startup Cup. The three winners of this contest will be granted support from BADER's strategic partners: the Berytech incubator (6 months of free renting in its offices), the Lebanese Business Angels (LBA) and the MIT Enterprise Forum which will offer the winner the opportunity to take part in the annual MIT start-up workshop in March 2014. [\[Read+\]](#)

### Libya - Libya Diaspora Marketplace to forge new partnerships

This programme jointly set up by States Agency for International Development and Western Union will select four start-ups or small and medium enterprises to transfer them subsidies (USD 25,000 and USD 50,000) and to provide technical assistance for their growth. The Libya Diaspora Marketplace will give the opportunity to forge new partnerships across the region. [\[Read+\]](#)

## Morocco - CEED Grow launched to help local young entrepreneurs

Launched by the CEED Morocco this programme aims at supporting young Moroccan entrepreneurs in their professional start through trainings and funding schemes. The programme will start in February 2014. [\[Read+\]](#)

## MENA Region- Social Media to boost innovation and entrepreneurial spirit

According to a study carried out by Dubai School of Government, social media has brought real potential opportunity for entrepreneurs in Mena region: a research over the past two years has shown that more than 50 million Arabs primarily use the platforms to change social and business realities in their countries. [\[Read+\]](#)

## Tunisia - Encourage the use of ICT for development

The ICT for Development Prize will reward three entrepreneurs offering innovative ICT products or services in various fields (agriculture, education, energy, industry, etc.). The three winners will be granted from 10,000 to 25,000 euros, and a six-month support from ICT professionals. The 1st Prize will also receive a patent application in the mission country. Applications are open until 20 September 2013. [\[Read+\]](#)

## Tunisia - The Tariqi Association to fund 36 innovative projects in 2013

The Tariqi association supports and finances entrepreneurs with exceptionally innovative and original projects. It will provide in 2013 six months management trainings and will recruit 36 entrepreneurs, including 30% of women from the most disadvantaged areas. [\[Read+\]](#)

## Tunisia - Carthage Business Angels and Wiki Start-up to boost start-ups

The creation of Carthage Business Angels (CBA) brings a new dimension to the financing of Tunisian companies. Mondher Khanfir, CEO of Wiki Startup, reported to Econostrum during the 4th edition of Euromed Capital Forum that private individual investors should quickly gain in importance in Tunisia, and increase their contribution to regional integration. [\[Read+\]](#)

## Tunisia - British-French co-operation to support young entrepreneurs in Gafsa, Kasserine, Medenine, and Tataouine

The 'Tounes tekhdem' programme (Tunisia is working) targets 3,500 young Tunisians and will support Vocational Training Centres, young entrepreneurs and vocational training graduates in the governorates of Gafsa, Kasserine, Medenine and Tataouine. Jointly supported by the British Department for International Development (DFID) and the French Development Agency (AFD), Tounes tekhdem aims at creating 125 enterprises. [\[Read+\]](#)

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## Agenda

### France - Roadshow Euromed@Change

10/10/2013, Sophia Antipolis

Business Roadshow and matchmakings [\[Read+\]](#)

### Tunisia - Roadshow Euromed@Change

17/10/2013, Tunis

Business Roadshow and matchmakings [\[Read+\]](#)

### Spain - Doing Business behind borders", AFAEMME/ANIMA

21/11/2013, Barcelona

Business Roadshow and matchmakings [\[Read+\]](#)