

January 2014

Highlight

MedGeneration : mobilisation of economic Diasporas for the Mediterranean countries development

ANIMA is pleased to announce the launch of MedGeneration project which aims to mobilise economic Diasporas for the Mediterranean countries development. With a total budget of 1,926,958.45 euros, the project is conducted in partnership with the Chamber of Commerce, Industry and Agriculture of Beirut (CCIA-BML), the Palestine Information and Communications Technology Incubator (PICTI), the Palestine Investment Promotion Agency (PIPA) and the Jordan Investment Board (JIB). Activities implemented in the project will allow representatives of the economic diaspora and Jordanian, Lebanese and Palestinian governments to exchange and share their views on the necessary conditions for a stronger engagement of Diasporas for the development of Mediterranean territories. The expected results are :



- The federation of a community of actors involved in the service of economic development
- The development of an entrepreneurial culture and economic openness to international markets
- Economic benefits and employment for the associated territories
- Building local capacity: development of more effective strategies and appeal services

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Ongoing projects

MED SPRING - First Euro-Mediterranean Brokerage Event on Research and Innovation

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Spring

In the framework of the Mediterranean Science, Policy, Research & Innovation Gateway "MED-SPRING", the Ministry of High Education and Scientific Research (Egypt), in collaboration with the Agronomic Institute of Bari (CIHEAM-IAMB, Italy) will hold the 1st Euro-Mediterranean Brokerage Event on research and innovation on 12-13 February 2014 in Cairo, Egypt.

Read the programme and register to the event on www.b2match.eu/euromed

DIAMED - Online survey : Diasporas and Entrepreneurship in the Maghreb

From July 2013 to February 2014, ACIM and ANIMA Investment Network lead a [European online survey](#) to better understand the motivations and barriers to productive investment Maghreb diaspora in their countries of origin. This survey is part of the device DiaMed support to business creation for diasporas Maghreb. The DiaMed support to business creation device aims to secure investment for project diasporas in their countries of origin. They will benefit from free and personalised support through a network of partners in Algeria, Morocco and Tunisia.



Euromed@Change - EuroMed@Technopark, join us in Casablanca from 22 to 24 January 2014



ANIMA and Technopark organise the third EuroMed@Change Business Roadshow in synergy with Moroccan (AMIC ANPME, CMI and Morocco Numeric Fund) and international partners (EEN, Pole Med, EBN, INNO and FSA). The objective of EuroMed@Technopark is to strengthen and develop business opportunities and partnerships among Euro-Mediterranean innovation actors (start-ups, SMEs, clusters) in the areas of renewable and conventional energy, green tech, environment and urban services, agribusiness, ICT. Best international projects will benefit of a partial reimbursement of travel and accommodation expenses for their representatives. The programme of the event and the list of participants is available

on our [online platform](#).

ACCELMED - MED territories gather in Ljubljana to discuss soft-landing opportunities

Representatives of 5 Southern Europe territories will join the first [ACCELMED](#) workshop organised in Ljubljana on February 4, 2014 and dedicated to experience and knowledge sharing on the services developed by each region to support SME internationalisation: Provence-Alpes-Côte-d'Azur, Catalonia, Emilia Romagna, Lombardy, Athens and Ljubljana.



This first workshop of a series of three will be focused on analysing the entrepreneurship ecosystems of each partner city with the stakeholders of the ecosystem so as to identify policy measures and landing services that improve the conditions for internationalisation of SMEs in the Mediterranean. ANIMA will present its experience at regional level.

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Networks & stakeholders

AFAEMME - Young women as job creators: the second phase to be launched to promote women entrepreneurship



The second phase of [Young Women as Job Creators](#) will soon be launched by The Union for the Mediterranean (UfM), to support young women in the Southern Mediterranean starting up their own business. A Global Project Memorandum between the UfM and the Organisations of Mediterranean Businesswomen (AFAEMME) was signed on 15 January 2013 in Barcelona, following the recent successful implementation of the first phase of the UfM-labelled project Young Women as Job Creators. The project's first phase was successfully held between May and November 2013 in Morocco, Palestine, Jordan and Spain (18 Women

Entrepreneurship Days training and coaching seminars, etc. The second phase of the project, set to take place in 2014, will be held in seven countries, with Egypt, Tunisia and Albania joining the four initial countries.

Berytech - Beirut to become a digital capital in the Middle East

The Lebanese incubator is preparing a [new programme](#) targeting ICT companies and start-ups, which will be operational from the first quarter of 2014. Berytech will also launch its second fund to support local SMEs, which will focus on creative industries in added value sectors, particularly those related to digital content, movies, music, industrial design, fashion, and renewable energies.



Casa Technopark - Technolab supports Moroccan start-ups



[Casablanca Technopark](#) will provide its 230 start-ups with a new Technolab, aiming to develop IT applications and support young entrepreneurs. A memorandum of understanding was signed on 23 December 2013 between Microsoft Morocco, ASTEC (Association des Sociétés du Technopark) and the MITC (Moroccan Information Technopark Company). Technolab will promote experimentation and innovation, support the young entrepreneurs in the creation phase by providing them with a free access to DBM Accent Hardware and to latest Microsoft technologies for a 3 years period. It will also support start-ups in their technical and operational development phase.

EBN - Intellectual Property Training Sessions

In the framework of the EuroMed@Change project, ANIMA Investment Network in cooperation with the European Business & Innovation Centre Network (EBN) is organising a series of training [sessions on Intellectual Property](#) issues in the MED area (Morocco, Egypt, Lebanon and Tunisia) aimed at creating intermediaries while training staff of small businesses with the model "train the trainers" (training the staff which will provide later further dissemination of the knowledge acquired) which will ensure multiplier effects of the training given and enable the knowledge to reach a wider target audience. In Morocco the organisation of training sessions will start in February 2014. For joining the training, please, contact Raffaele Buompane, EBN, rbu@ebn.eu.



Mowgli/MedafCO Consulting - Final call for entrepreneurs and mentors



The Mowgli Foundation, with its local partner MedafCO-Consulting, seeks to support the sustainable development of societies through the mentoring and evolution of entrepreneurs. This is achieved through the provision of mentoring programmes that enable mentors to offer their practical support and share their expertise to help entrepreneurs grow as leaders and expand their businesses, thereby creating new jobs. The programme supports Algeria based entrepreneurs with mentors who are trained, experienced and successful. For entrepreneur and mentor recruitment, please contact Mowgli at info@mowgli.org.uk / Tel : +44 1172 020137 or Mowgli MEDAFCO Algeria at mowgli@medafco.com / Tel +213 21 30 33 94.

ACIM - Developing entrepreneurship in the Mediterranean: UfM meets ACIM in Barcelona

On 13 January 2014, a meeting was held in Barcelona between the [ACIM](#) agency and the UfM General Secretary. A partnership will be implemented to the benefit of entrepreneurs and business support organisations. The seminar which will take place in June between the business creation stakeholders will enable to draw prospects for future concrete actions to support the development of SMEs likely to be supported by the UfM Secretary.





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Good to know

Egypt-Jordan - A Jordanian and an Egyptian entrepreneurs among Forbes' 2014 list of '30 Under 30 Social Entrepreneurs'

Published in December 2013, the famous business news magazine Forbes listed 30 initiatives led by young entrepreneurs around. Two Mediterranean entrepreneurs are on that list: Kamel Al-Asmar from Jordan, who created the website [Nakhweh](#) and Mohammad Zaazoue from Egypt, a neurosurgeon who created a global network of social entrepreneurs. [\[Read+\]](#)

Egypt - Promotion of a business plan competition for agribusiness entrepreneurs

The Small Farmer Market Development and Investment Initiative is encouraging social and environmental practices. The project aims at supporting Egyptian small businesses in agricultural sector. [\[Read+\]](#)

Israel - Start-up Moovit raises 28 million USD

Thanks to two Israeli funds which are specialised in high technology, the start-up successfully raised 28 million USD. In March 2012, they created a mobile application to improve public transport. [\[Read+\]](#)

Lebanon - Three initiatives to be launched to promote start-ups

In order to promote start-ups and innovation, the Ministry of Telecommunication has announced three initiatives. It will accompany start-ups through a business angel network, a national campaign, and the creation of a start-up marketer. [\[Read+\]](#)

Libya - The mentoring programme Forsa to be launched in Libya

Consultants Alliance LLC and Adam Smith International start the mentoring programme Forsa, aiming at supporting economic transition in the Arab region. This programme is based on mentoring and experience sharing. [\[Read+\]](#)

Palestine - Start-up MobiStine to launch a new free application for young parents and pregnant women

The start-up created the first application for health issues in Arabic. This free application targets new parents and pregnant women. [\[Read+\]](#)

Tunisia - A brand new co-working space launched to boost entrepreneurship

Cogite is the first co-working space in Tunisia. Launched by three Tunisian entrepreneurs to boost entrepreneurship, it could host tech entrepreneurs, designers, engineers and freelancers. [\[Read+\]](#)

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Agenda

Morocco - Roadshow Euromed@Change - Euromed@Technopark

20-24/01/2014, Casablanca, Morocco

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

Slovenia - First Workshop for internationalisation and softlanding

04/02/2014, Ljubljana, Slovenia

Workshop for internationalisation and softlanding [\[Read+\]](#)

Egypt - First Euro-Mediterranean Brokerage Event on Research and Innovation

12-13/02, Cairo, Egypt

Euro-mediterranean matchmakings [\[Read+\]](#)

Lebanon - Roadshow Euromed@Change

20-22/03/2014, Beirut, Lebanon

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