

Having trouble viewing this email? [Click here](#)



Press release

LACTIMED launches the competition of innovative projects for the enhancement of Mediterranean typical dairy products

Marseille, 4 June 2014 - LACTIMED organises a competition of innovative projects for the enhancement of Mediterranean typical dairy products, in collaboration with the project's partners, the Chamber of Commerce, Industry and Agriculture of Zahle and Bekaa (Lebanon) and ANIMA Investment Network. The Sicilian edition was launched on 24 May 2014 in Palermo, in the framework of the promotion week of Sicily's typical and innovative cheese, officially opening the call for projects phase. The competition will also be launched in Egypt, Lebanon, Greece and Tunisia in June 2014.

This initiative aims at boosting the Mediterranean dairy sector, showing that innovation and entrepreneurial spirit can combine traditional know how and local resources in a strategic sector, with strong socio-economic, cultural, and touristic stakes. The launching events will be held in June 2014 in the Bekaa and Baalbeck-Hermel region, in Thessaly, in Sicily, in Alexandria and El-Beheira and in the regions of Bizerte and Beja. These launching events will also be the opportunity to raise potential participants' awareness about the implementation of efficient, traditional and sustainable production methods, the needs of quality improvement and the management of the customer relationship.

The competition is opened to micro, Small or Medium Enterprise (SME), consortia of companies, associations or professional federations, students, laboratories or research centers. Among the expected objectives and results, LACTIMED will:

- Promote innovation and the enhancement of typical Mediterranean dairy products;
- Improve capacities of producers and entrepreneurs through their coaching;
- Strengthen the dialogue between producers, support organisations and national financial players.

The official launch of the regional competition for innovative projects will open a 2 months phase, where at least 40 preselected participants from LACTIMED territories will be coached in order to develop their business plans. Following the coaching period, a final competition will be organised on each territory, with an international jury evaluating the projects at the end of a pitching session.

The best technological, organisational and / or social innovation projects, based on local resources and traditional know-how, will be granted € 10,000 (2 per territory). Top ten winners will be offered financing, six months assistance, technological and commercial support from local and regional organisations to help them successfully launch their innovative project, contributing, on their scale, to the development and promotion of the Mediterranean dairy sector.

More information on www.lactimed.eu.



Project
funded by the
EUROPEAN UNION



**ENPI
CBCMED**
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



LACTIMED contacts

Aurélien Baudoin, Coordinator, aurelien.baudoin@anima.coop , +33496116765

Lauriane Ammouche, Communication Officer, lauriane.ammouche@anima.coop, +33496116768

About LACTIMED

LACTIMED aims to foster the production and distribution of typical and innovative dairy products in the Mediterranean by organising local value chains, supporting producers in their development projects and creating new markets for their products. The project is implemented under the ENPI CBC MED Programme, and is financed, for an amount of EUR 4.35 million, by the European Union through the European Neighbourhood and Partnership Instrument. From November 2012 to May 2015, ANIMA and its 11 partners will organise a hundred operations targeting the various stakeholders of the dairy chains of Alexandria (Egypt), the Bekaa (Lebanon), Bizerte (Tunisia), Sicily (Italy) and Thessaly (Greece). www.lactimed.eu

About ANIMA Investment Network

ANIMA Investment Network is a multi-country platform supporting the economic development of the Mediterranean. The ANIMA network gathers more than 70 governmental agencies and international business, innovation and financing networks. The objective of ANIMA is to contribute to a better investment and business climate and to the growth of capital flows into the Mediterranean region. The ANIMA network is operated from Marseille (France) by a team of 12 people and is chaired by Mr Nouredine Zekri, Director of the FIPA (Tunisia). The majority of its funding comes from the management of European Commission's programmes. www.anima.coop

About CCI AZ

The Chamber of Commerce, Industry and Agriculture of Zahlé and Békaa (CCIAZ) is a non-profit organization, founded in 1939, aiming to develop the interests of the commercial, industrial and agricultural sectors in the Békaa region. It is referenced as an information center, facilitates the contacts among members, local authorities and embassies. It is also regulating the disputes through the reconciliation and mediation center, facilitates the participation to the international exhibitions. The CCI AZ is focusing mainly on the development of entrepreneurship and SMEs especially those working in the fields of agriculture and agro food, mainly concentrated in the Békaa valley, through diverse activities such as extension services, training and capacity building, accounting,... the Chamber has installed the Food Quality Center (FQC) offering testing and product development services.

About the ENPI CBC MED programme

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French. www.enpicbcmmed.eu

About the European Union

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural

diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders. www.europa.eu

[Forward email](#)



Ce courrier électronique a été envoyé à lydie.cornand@anima.coop

par auriane.ammouche@anima.coop |

[Mettre à jour le profil/le courriel](#) | Suppression immédiate à l'aide de [SafeUnsubscribe™](#) | [Politique de confidentialité](#).

ANIMA Investment Network | 11 b rue Saint Ferréol | Marseille | 13001 | France