ANIMA Investment Network members gathered in Cairo at the Ministry of Investment to decide the priorities of their cooperation for the next years

Cairo (Egypt), 21 June 2019 – On 18 June 2019, Cairo hosted the ANIMA Investment Network members to hold their General Assembly and organise an Open Forum aiming at designing the new strategies and activities of the network for the next years.

The meetings were organised at the Ministry of Investment and International Cooperation by GAFI – General Authority for Investment and Free Zones, founder member of the ANIMA network and host of the international delegations mobilised in Cairo on this occasion.

The ANIMA Investment Network Annual Meeting was chaired by the President of ANIMA, Mr. Abdelkader Betari (Agence de l’Oriental, Morocco) and Mrs Ola El Kobrosy, Vice Executive Director of GAFI.

Mrs Ola El Kobrosy presented the recent successes of Egypt in reforming its investment environment and gaining in attractiveness and presented the Investment Service Center of GAFI during a visit which impressed a lot the participants.

The meeting then focused on the question "How to promote investments with high impacts through the cooperation within an international network?". Members and partners of ANIMA were invited to contribute with their ideas and propositions during the General Assembly which was followed by an Open Forum during which creative workshops were organised.

After a day of collective work, the audience decided on the following challenges to guide the activities of the ANIMA network over the coming years:

**Challenge 1:** Improve the coordination and the communication between the member organisations and countries of the ANIMA network and support them developing common interests, complementarities, and share best practices and agendas.

**Challenge 2:** Develop tools and initiatives to promote investments in the Mediterranean regions which will contribute to the Sustainable Development Goals.

**Challenge 3:** Develop the cooperation between member organisations in sharing information and intelligence to support them in gaining in competitiveness.

**Challenge 4:** Contribute to improve access to finance and investment from start-ups and SMEs, notably by supporting the development of national strategies in this domain.

Participants were then invited to design activities to overcome each of the challenges, and to engage their organisations in taking part in these activities.

“It is very important for us to associate all our members and partners in the design of our future strategies. What was decided today, it was elaborated by us, for us, and we will be implementing it together, with the Secretariat of ANIMA in Marseille, with the Board of Directors and with all the members of our network” reported Abdelkader Betari, President of ANIMA.
About ANIMA Investment Network
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. www.anima.coop

About GAFI
GAFI is an affiliate of the Ministry of Investment and International cooperation (MIIC) and the principal government body regulating and facilitating investment in Egypt.
As Egypt's one-stop shop for investment, GAFI eases the way for global investors looking to harness opportunities presented by Egypt's fast-growing domestic economy and the nation's robust competitive advantages as an export hub for Europe, the Arab world and Africa.
In addition to promoting Egypt's investment opportunities in various sectors, GAFI is launching new initiatives aimed at promoting the investment climate including the adoption of new investment regimes (investment zones and special economic zones). Although the authority retains its traditional regulatory powers, GAFI today is an effective, proactive investment promotion agency with promotion, facilitation business matchmaking functions and aftercare services.