



# ANIMA Investment Network

## Together for a competitive Mediterranean

Marseille, May 20<sup>th</sup>, 2009

### Information and invitation for membership

Dear partner,

*ANIMA Investment Network* was launched at mid-2006 as an inter-governmental platform supporting the economic development of the Mediterranean. As you may know, prior to this launch, the ANIMA project contributed to the empowerment of investment promotion agencies (IPAs), the building of a new economic image for the Mediterranean and the practical attraction of significant investment projects. Foreign direct investment increased remarkably - from approximately US\$ 10 billion at the beginning of the 2000s to more than US\$ 30 billion in 2005 and between 50 and 60 billion US\$ in 2006 and 2007 (foreign direct investments into North Africa and Middle East, source UNCTAD).

ANIMA Investment Network aims to intensify this momentum and to reinforce the attractiveness of Euro-Mediterranean destination for companies, by:

- Acting vis-à-vis the Governments concerned to guarantee a stable, transparent and equitable investment framework;
- Developing co-operation between all stakeholders concerned by economic development;
- Launching new activities and initiatives favouring business promotion and partnerships.

ANIMA Investment Network has decided to embark on several actions in 2008 onwards:

- The leadership of the new "Invest in Med" programme (€ 12 million), 75% funded by the EC;
- The launch of a new web site [www.anima.coop](http://www.anima.coop) and of an extranet linking its members;
- The development of novel investment intelligence services;
- The participation in, and sometimes co-ordination of, several major economic events: Annual Mediterranean Business Summit/ANIMA-The Economist (each November), Annual Medinnov Forum on Innovation, Mediterranean Economic Week (each year), 2<sup>nd</sup> Euromed Capital Forum with Siparex (every other year).

The General Assembly of ANIMA Investment Network has decided to create **a Business Club and a Strategic Investment Board** in order to associate the private sector to ANIMA operations and contribute to shaping and evaluating its programme. **We are glad to invite you to participate in this Club** at the conditions defined below.

Expecting your active commitment and participation, we remain sincerely yours,

Laila Sbiti  
Chairwoman, ANIMA Network

Bénédicte de Saint-Laurent  
General Delegate, ANIMA Network



ANIMA Investment Network  
[www.anima.coop](http://www.anima.coop)

Assoc. 1901 - N° SIRET 49347057900027 APE : 8413Z  
11bis rue Saint-Ferréol - F-13001 Marseille  
Tel. : +33 4 96 11 67 60 - Fax + 33 4 96 11 67 61 [Mailto:cbl@anima.coop](mailto:cbl@anima.coop)



## The ANIMA Club

It associates companies willing to contribute to the economic development of the two Mediterranean banks, because they have understood:

- Their complementarities: European companies need a South providing markets, energy, labour -close to Europe and reinforcing the future Euromed market;
- The urgency: economic co-development is the only sustainable answer to the geopolitical troubles of the region;
- The opportunities: having achieved its unity to the East, Europe is now turning to the Mediterranean; a new Neighbourhood Policy comes into force, with a free trade area; new political concepts are implemented, such as the Union for the Mediterranean.

Two kinds of memberships are proposed to companies interested in the Mediterranean:

- **Associated partners:** they are the supporters of economic development: companies serving the investor, such as consultants, financiers, lawyers, experts in real estate, human resources, utilities, logistics etc. These partners find in the ANIMA club a place to exchange ideas and experiences, to transfer their best practices to counterparts in other countries, and to assist SMEs willing to invest in the region;
- **Strategic partners:** they are European, Mediterranean or world champions, wanting to accompany the ANIMA success story -utilised as models in terms of sustainable investment, advising ANIMA and Governments, creating confidence within the investor community. These partners co-organise operations with ANIMA (event, study, etc.).

In exchange of their membership and contribution, the *ANIMA Club members* benefit from an attractive offer of services on behalf of the network and in particular of the ANIMA agency (intelligence, studies, visibility, policy advocacy). If they wish, the strategic partners may take part in the Strategic Investment Board for the Mediterranean –a new initiative.

## The Strategic Investment Board for the Mediterranean

The purpose of this advisory board, in which the strategic members of the ANIMA Club may participate, is to send messages to investment promotion agencies and countries members of the network. The future Board will be in particular responsible for:

- Giving the point of view of companies to Governments with regard to attractiveness and competitiveness strategies;
- Taking concrete initiatives to develop economic or industrial co-operation, to generate investments, to favour the return of scientists or the emergence of new entrepreneurs, to develop sustainable investments in the region;
- Expressing the voice of business within the ANIMA board of directors and thus contributing to orientating the programme of activities of the network.



## Membership form

I undersigned (first name, last name)

Position:

Acting in the name of (organisation):

Legal status:

Postal address:

Telephone:

Fax:

Mail:

Attached are my membership fees for year:  
as member, with an amount of:

- € 1,500 (Associated Partner)                      -see option 1, below  
 € 5,000+ (Strategic Partner)                      -see option 2, below

By cheque (only in euros on France) or money transfer to the following account:

Bank code	Branch code	N° of account	RIB key
30056	00196	01962004959	77
IBAN: FR76 3005 6001 9601 9620 0495 977			
Code BIC CCFRFRPP			
Domiciliation: ANIMA, HSBC, Place de la Joliette, 13002 Marseille			

Date and references of the check/or money transfer:

Final registration of your membership is submitted to the payment of the membership fee and the validation of your candidacy by the ANIMA Investment Network Board.

On (date) \_\_\_\_\_ at (place) \_\_\_\_\_

Signature

**Please return this form to:**  
**ANIMA Investment Network**  
**11bis rue Saint-Ferréol – 13001 Marseille**  
fax +33(0)4 96 11 67 61 Mailto: [cbl@anima.coop](mailto:cbl@anima.coop)



## Presentation of the organisation

- Name of the organisation:
- Name of the ANIMA contact in the organisation:
- Position:
- Postal address:
- Telephone:
- Fax:
- Mail:
- Mail:
- Web site:
- Number of employees:
- Presentation of the organisation and its main activities (5 lines):

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### **Option 1. Associated Partners**

Typically, SMEs, consultants, lawyers, financial advisors  
Rate: 1,500€/year, with the following privileged services

- **Integration to the « ANIMA community »**
  - Participation in the General Assembly with voting right
  - Newsletters and ANIMA annual report
  - Extranet access
  - Information on all network activities (calendar)
  - Possibility to propose actions, initiatives, events
- **Networking, image, events**
  - Invitation to ANIMA Yearly Mediterranean Business Summit
  - Name and URL on ANIMA web site
  - Possibility to promote your actions on ANIMA web site
- **Investment intelligence (via ANIMA extranet)**
  - ANIMA observatories: data on FDIs, disclosed prospects, micro-projects (rep. offices, franchises, etc.), except infos with copyright (source article)
  - Data on business opportunities, privatisations, investment funds
  - Alerts and RSS
- **ANIMA think tank**
  - Full access to ANIMA studies
  - Access to documentation and some data bases via extranet



## **Option 2. Strategic Partner**

Strategic = major companies, institutions, sponsors

In most cases, customised co-operation contract

But possible standard offer as follows:

- **Voice of business**
  - Participation in ANIMA advisory board (policy advocacy, reforms, lobbying, say on programmes, sustainable investment label)
  - Co-production of events with ANIMA
- **Integration to the « ANIMA community »**
  - Participation in the General Assembly with voting right
  - Extranet access, ANIMA resource database
  - Information on all network activities in the Euro-Med region (calendar)
  - Possibility to propose /co-organise actions, initiatives, events
- **Networking, image, events**
  - Presence on ANIMA web site (name, logo, URL, presentation page)
  - Possible joint image campaigns “label ANIMA”
  - Invitation to ANIMA Yearly Mediterranean Business Summit
  - Social events, possible joint meetings or missions etc.
- **Investment intelligence (via ANIMA extranet)**
  - Full access to ANIMA observatories for internal use: data on FDIs, disclosed prospects, micro-projects (rep. offices, franchises, etc.)
  - Data on business opportunities, privatisations, investment funds etc.
  - Study, investigation on demand\*
  - Availability of ANIMA experts for specific research\*
  - Training/ coaching\*
  - Alerts and RSS
- **ANIMA think tank**
  - Access to documentation and data base via extranet

\*May require specific agreement or financing