

What is the Medibtikar programme?

The EuroMed Innovation and Technology Programme (Medibtikar) is funded by the European Commission and supervised by the Cairo Delegation. The Programme's budget is €7.3 million, and it will run till 31st March 2009.

The name Medibtikar is derived from Mediterranean and Ibtikar (Arabic for Innovation). The beneficiaries are MEDA countries*, and more specifically public and private enterprises concerned with increasing the competitiveness of SMEs.

Our Mission

The Medibtikar programme will provide the MEDA countries with new and improved instruments for stimulating innovation at the firm and country levels. The project will also stimulate networking across the MEDA region, as well as between the region and countries of the European Union.

Our Objectives

The programme's objectives are:

- to encourage best practices in technology and knowledge transfer by administrations, enterprises, industry federations, Chambers of Commerce, etc;
- to support the creation, the networking and/or the improvement of intermediary organisations in charge of implementing supporting policies for SMEs;
- to support innovation management from the development of a national innovation strategy to the identification of services to be offered to SMEs by relevant agencies;
- to provide support to specific sectors facing common challenges in the MEDA region;
- to develop tools to facilitate the access to financing by innovative start-ups and SMEs.

* MEDA countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Syria, the Palestinian Authority, Tunisia, and Turkey.

Medibtikar management

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EuroMed Innovation and Technology Programme



**Toward a Mediterranean
Regional Instrument for the
Financing of Innovation**

20 November 2008

Hotel Villa Massalia
Marseille, France

Toward a Mediterranean instrument to support innovation

Medibtikar has launched in November 2007 a series of actions aiming at facilitating the access to financing for innovative enterprises from the South and the East of the Mediterranean. A first network of Business Angels has started in October 2008 in Morocco and it should be followed by a second one in Egypt before April 2009.

A guidebook for entrepreneurs and their accompanying structures was issued in June, listing available sources of funding in each country – venture capital funds, subsidies, guarantee funds, institutions.

While being a practical tool for entrepreneurs, this guide also pointed at the existing gaps in the innovation financing chain. They were addressed in detail during a workshop that gathered investors, public bodies and intermediaries supporting enterprise, in May 2008, in Casablanca, Morocco.

Participants in this meeting formulated recommendations aimed at improving innovation financing in the Mediterranean:

- 1) Setting an information and networking platform to solve the existing lack of information (entrepreneurs don't know where to look for funding and investors where to find projects);
- 2) Creation of a regional expertise task force in order to overcome the lack of competencies (within companies or their accompaniers, as well as for financiers facing difficulties in the evaluation of innovative projects);
- 3) Launch of a Euro-Mediterranean seed and pre-seed fund designed to complete existing mechanisms (equity gap between Euros 50.000 and 2 million).

A Euro-Mediterranean task force worked on the design of an investment facility that will be able to articulate these different tools: evaluating the deal flow to be invested or supported, defining the modus operandi of such a facility, identifying partners and financiers. The Marseille conference on the 20th of November will be the occasion to introduce this project and the partners collaborating to the promotion of the "Regional Innovation Financing Facility for the Mediterranean" (RIFF project). The aim will be to further refine the mechanisms leading to a rapid setting up of such an instrument with the participants invited – venture capital funds, national and international financing institutions, intermediary organisations for innovation and enterprise creation.

Agenda

THURSDAY 20 NOVEMBER 2008 – Morning session

8:30

Welcoming of speakers and participants

9:00 – 9:45

Conference opening

- Pierre Deusy, External Relations DG, European Commission – *General introduction*
- Henry Marty-Gauquié, Head of the France Office, European Investment Bank – *What is at stake? The financing of SME in the Mediterranean*
- Ministry of Industry (France), General Direction of Enterprise – *Supporting SMEs in the framework of the Union for the Mediterranean (tbc)*

9:45 – 10:00

The existence of a sustainable deal flow of innovative projects in the Mediterranean

Volumes, typology, sources - exclusive results of the Medibtikar survey

- Emmanuel Noutary, ANIMA Investment Network, Medibtikar Innovation Financing co-ordinator & Raphaël Botiveau, ANIMA Investment Network

10:00 – 11:15 – Panel 1

Bridging innovation and financial actors to value the existing dealflow

Moderator: Serge Destruel, Consultant, Medibtikar (France)

- Khalil Azzouzi, Director, Dayam Fund (Morocco)
- Wissam Rabadi, Director, i-Park (Jordan)
- *Khalil Ammar, CEO, BFPME (Tunisia) (tbc)*
- Chedly Bradai, Entrepreneur (Tunisia)

How to improve the way investment funds source SMEs to invest?

What are the needs of the entrepreneurs to better meet investors' expectations?

What is the role of the incubators in preparing start-ups for investment?

11:15 – 11:45 – Coffee Break

11:45 – 13:15 – Panel 2

Growing early stage companies: the role of public and private supporters of the entrepreneur

Moderator: Mondher Cherif, Economist, Medibtikar (France)

- Youssef Mlik, Consultant, APRI (Tunisia)
- Antoine Abou Samra, Managing Director, BADER (Lebanon)
- Hakim Kharrat, CEO, Millegen & Protenia (France / Morocco)
- Basel Hussein Roshdy, General Manager, Nile Capital/ IT Ventures (Egypt)

Filling the equity gap: how public and private actors can complement their support?

Why do MEDA entrepreneurs have to think international? Strategies and experiences for growing abroad.

How can investment funds support the internationalisation of companies?

THURSDAY 20 NOVEMBER 2008 – Afternoon session

13:15 – 14:30 – Lunch

14:30 – 16:00 – Panel 3

Mutualisation of expertise: addressing effectively the specific demands from entrepreneurs and investors

Moderator: François Tamarelle, CEO, Synbea, Medibtikar (France)

- Hassan Laaziri, General Manager, Acces Capital Atlantique (Morocco)
- Alaya Bettaieb, Manager, Sages Capital (Tunisia)
- Aleardo Furlani, Innova (Italy)
- Sami Beydoun, Managing partner, Berytech Fund (Lebanon)
- *Sylvie Leauté, Manager Mediterranean, Oseo (France) (tbc)*
- *Morgan Dinkel, Incubator Marseille Belle de Mai (France) (tbc)*

Due diligences: how to increase investors' confidence toward start-ups and innovative projects?

What type of coaching is mostly needed by entrepreneurs?

What operators, organisation and business model for coaching services?

16:00-16:30 – Coffee Break

16:30-16:50

The RIFF proposition: bridging innovation and finance, offering business and financial support to start-ups

Serge Destruel, Consultant, Medibtikar (France)

16:50-18:15 – Final round table

Synergies, partners and ways forward to operate a Mediterranean Regional Innovation Financing Facility (RIFF)

Moderator: Emmanuel Noutary, ANIMA, Medibtikar

- Albert Ollivier, Delegate for the Mediterranean, Caisse des Dépôts (France)
- Bénédict de Saint-Laurent, General Delegate, ANIMA Investment Network (France)
- *Catherine Rozier, General Manager, BDPA (France) (tbc)*
- Elie Boujaoude, Head of innovation unit, Kafalat, Medibtikar (Lebanon)
- *Etienne Viard, Director for the Mediterranean, AFD (France) (tbc)*

Synergies with existing early stage financing instruments in the MEDA countries.

Keys to success for operating the different components of the RIFF.

Leverage on early stage financing: securing co-investments through guarantees.

18:15 – 18:30

Closing remarks

Richard Woodham, Intrasoft International, Medibtikar Project Director