



Subsectors being developed today in the *Mediterranean*

ICT_3D modelling & animation

Targeted business: 3D Modelling , BIM (Building Information Modelling), 3D animation, virtual prototyping, geospatial software, etc.

Context and market

The subsector today

⊕ The rapid progress of the digital economy is causing an in-depth shake-up of a number of design and publishing businesses, from the advertising world to that of industrial innovation. 3D is in fact being generalised throughout: video games and cinema, advertising, modelling and prototyping, etc.

Current Med positioning

- ⊕ Great dynamism in the computing services sector, but 3D remains marginal;
- ⊕ General context of rapid development of offshore hubs taking charge of simple standard tasks (sub-contracting, input, simple development , etc.), mainly turned towards exporting, without much local productive interaction.

Weaknesses & obstacles

- ⊕ Out of business parks, quality of IT infrastructure at times variable;
- ⊕ Lack of targeted vocational training;
- ⊕ Insufficient clusterisation (Israel excepted) which undermines Med economies' attractiveness for complex virtual prototyping activities.

Potential markets : Town planners and architects, real estate promoters, engineering companies, CAD, virtual prototyping, advertising, multimedia and video games, cinema, etc.

Local opportunities Export

The Mediterranean: why, how ?

Some specialised training offers (non-exhaustive)

⊕ NET-INFO at Nabeul in Tunisia (www.netinfonabeul.com), Ubisoft Campus and IHB school in Casablanca (www.campusubisoft.m and www.ihb-art-media.com), the computing department of the Future University of Cairo (www.futureuniversity.edu.eg) and the American University of Cairo (www.ucegypt.edu), Faculty of Information Technology, The Princess Sumaya University for Technology (www.psut.edu.jo) at Amman, American University College of Technology in Beirut (www.aust.edu.lb) or even the Université Saint-Esprit in Kaslik (www.usek.edu.lb), again in Lebanon, etc.

Public aid for on-the-job training for employees

⊕ Incentive methods: employment assistance and/or public subsidies for specific training in the ITC sector exist in several Med countries.

Cutting edge infrastructures for distance working

⊕ Good quality ICT infrastructure for most of the large MED urban centres and dedicated clusters (Pôle Elgazala des Technologies de la Communication (www.elgazalacom.nat.tn, Tunis), CasaNearshore (www.casanearshore.com). Sidi Abdallah Cyber Park (www.anpt.dz, Alger), Berytech Technology Complex (www.berytch.org, Lebanon), SmartVillage Egypt (www.smart-villages.com).

⊕ Telecom services access costs greatly vary depending on the country but overall bearable.



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They did it: pioneer stories

Ubisoft Entertainment: made in Med video games

At the end of the 1990s, Ubisoft chose to locate one of its 22 production studios in Morocco. The French editor is today about to replicate in Casablanca its Montreal (Quebec) experience where, thanks to the support of the public authorities and local universities, it has developed one of the largest studios in the world. In 2007, the group launched a recruitment programme for 150 new collaborators between now and 2010, with the backing of the Moroccan authorities and thanks to the reservoir provided by the Ubisoft campus located on site.

ESI Group: virtual world at the service of industrial innovation

Editor of virtual test packages, ESI is to be found among the main world players in the digital simulation of prototypes and industrial manufacturing processes. Its software and associated services are intended to help its industrial clients to respond to the need to innovate more quickly and more effectively and also at a lower cost, through virtual development.

During 2009, ESI announced its installation in Tunisia, where it will be supported by a young team of high level engineers from the best Tunisian institutions, backed by French experts and partnered by the Tunisian company Acoustica. Positioned initially in vibro-acoustics, this consultancy implements noise testing projects and digital simulation activities. According to ESI, the aim of this partnership is to "*facilitate the recruitment of experienced, immediately operational engineers and take advantage of the market knowledge and expertise of a local player and locate in a country very from the Mediterranean basin to supply top of the range services at very competitive prices.*"

Local start-ups: Med creativity revealed

Some start-ups are developing in the Mediterranean countries mainly oriented towards a local clientele, the likes of [Pixel One Studio](#), a start-up founded by two thirty year old Tunisians, Anis Mzali and Wassim Makni, at the origin of the personage of Lakhdhar, who has rapidly become an icon of Tunisian advertising. The studio is also working at modelling projects of foreign real estate promoters charged with changing the face of Greater Tunis.

See also the success of [SIGMA](#), a studio located in Casablanca since 1989, which through Sigmatoons, produces the TV series (3D animation) Adam & Ramzy, a cartoon 100% *made in Morocco*, which is broadcast in Arabic on the channel *Al Jazeera Children* each Ramadan.

It's also the Mediterranean and its talents which encouraged Thomas Méduri to create [Medto](#), a 3D and 2D design and graphics agency (3D versions of prototypes, interior architecture , etc.) in Casablanca.

For further details... (resources, contacts, links)

- ✦ E-3M: ITC BtoB meetings for French and Maghrib companies, read+ on www.medianov.com
- ✦ ESI group (www.esi-group.com); Ubisoft Entertainment (www.ubisoft.com); Campus Ubisoft de Casablanca (www.campusubisoft.ma)
- ✦ Pixel One Studio (www.pixelonestudio.com); Medto (medto.net); SIGMA Technologies (sigmatechno.com)