

October 2013

Highlight

ANIMA and Fondation Sophia Antipolis organise the International Entrepreneurship Symposium

Anima Investment Network and Fondation Sophia Antipolis in collaboration with Sophia Business Angel are organising the International Entrepreneurship Symposium which is taking place in Sophia Antipolis next 10 & 11 October 2013. A two days cross-border innovative business event offering a unique concertation of SMEs and international groups, start-ups, entrepreneurs & diaspora talents, innovation clusters and investors with a specific focus on Euro-Mediterranean relations. The event is addressed to all innovation players looking to enter new markets, boost competitiveness, create new business partnerships, colocate or co-innovate... Participants will have the opportunity to:



- Pitch partnership offers and requests & connect to potential business partners
- Discuss concrete collaboration opportunities during individual meetings
- Get investment advices from experienced international investors
- Connect to the VC community and maximise co-investment opportunities

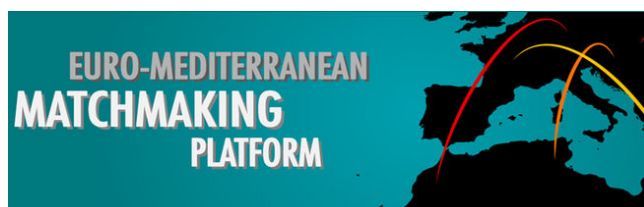
A unique chance is offered to attend the International Venture Academy, gathering major European and international VCs and Business Angels.

To register to the events, subscribe to : www.b2match.eu/euromed.

[\[Read+\]](#)

[Top of page](#)

Ongoing projects



EuroMed@Change upcoming Business Roadshows

After the first success of 'Diaspora Talents and Entrepreneurship' Workshop held in Paris last June, with the participation of more than one hundred people ([download the minutes of the conference](#) - only French), several EuroMed@Change events are in the pipeline for

next months.

The [International Entrepreneurship Symposium](#) - Business Roadshow France- will inaugurate brokerage events on 10-11 October 2013 in Sophia Antipolis. The event will include business pitches of innovative startups, investor workshop and matchmaking sessions. South Mediterranean brokerage events will start with [Business Roadshow Tunisia](#) on 27, 28, 29 November 2013, organised by ANIMA, APII and CONECT and coupled with a Mission for Growth of European Commission (DG Enterprise and Industry) which will be leading a delegation of 30 European enterprises and clusters. On 22-23-24 January 2013, [Business Roadshow Morocco](#) will take place in Casablanca and will be co-organised with Casablanca Technopark. Second part of 2013 will also see the beginning of Intellectual Property training sessions managed by EBN, some of which will be organised in the framework of Business Roadshows. Following the model "train the trainers", IP courses will be addressed to South Mediterranean businesses intermediaries in order to ensure multiplier effects of the trainings.

To register to the events, subscribe to the [Euro-Mediterranean Matchmaking Platform](#)
To follow our daily updates, join our social network on [Facebook](#) and [LinkedIn](#)

EuroMed@Change business toolkits are now available

In order to prepare enterprises to brokerage events, business toolkits on investments opportunities in South Mediterranean Countries (Morocco, Tunisie, Egypte, Liban) are available on [ANIMA's website](#). These five business guides on high potential sectors (Agri-food, Energy, ICT, Green urban services, Tourism) aim to:

- Provide information on current business opportunities in the sectors and MED countries covered by the project;
- Present a toolkit to facilitate business in the countries targeted (data, contacts, events, etc.) for foreign companies interested to invest or develop partnerships in the sectors and MED countries covered by the project;
- Highlight success stories or interesting initiatives related to innovation/ internationalisation; that can inspire other companies;
- Identify key players in the sectors and Med countries covered by the project



MED SPRING project: survey on the international linkages of innovative clusters

The [MED-SPRING](#) project, which aims to develop the Euro-Mediterranean cooperation on research and innovation, is conducting a survey on the international linkages and partnership needs of innovative clusters in the Mediterranean. The survey will help identify promising clusters to take part into brokerage-venturing events and give them the opportunity to meet other innovation stakeholders from Europe and the Mediterranean, join new cooperation projects and learn more on the next calls for proposals and funding opportunities.

To take part in the survey, please [click here](#) (This survey is directed to clusters from the following countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine, Tunisia and Turkey) The [MED-SPRING](#) project is led by the CIHEAM via the Agronomic Institute of Bari. The survey on the international linkages of innovative clusters is coordinated by the International Bureau of the German Federal Ministry of Education and Research, with the assistance of ANIMA Investment Network.

27 projects from Diaspora entrepreneurs selected by DIAMED

On 20 and 21 September 2013, the second meeting of the technical committee DiaMed was held in Marseille, in ANIMA premises. 27 projects have already been selected, and will be assisted for the next 24 months by the [CONECT](#) (Tunisia), the FCE, Fondation Cr ation d'entreprise (Morocco) and [MEDAFCO](#) (Algeria). The DiaMed project aims at enhancing the relationship between



migration and local development in Maghreb in order to strengthen the role of diasporas in the sustainable and social development of their home countries. In this context, partners of the project have implemented a personalised support for members of the Maghreb's diasporas willing to create their enterprise. This process aims to secure the investments of the project leaders and to give them a free and personalised support thanks to a network of national partners in Algeria, Morocco and Tunisia. In order to match projects initiators' needs and raise awareness of institutional networks supporting SMEs and microenterprises in the Maghreb, ACIM and ANIMA Investment Network, two DiaMed's partners, carry out a survey about Maghreb Diaspora's expectations and needs in support to business activity creation. All Algerian, Moroccan or Tunisian project promoters and business creators living in Europe are invited to participate in this survey by completing the online questionnaire no later than 31 October 2013. The results will be available in January 2014 on the ANIMA and ACIM websites.

[Top of page](#)

Networks & stakeholders

Spain - AFAEMME - A new online community for women entrepreneurs



In the framework of the EUROMED@CHANGE PROJECT, AFAEMME has created an [online community](#) for doing business abroad, financed by the European Commission, to provide women entrepreneurs with efficient tools, tailored to their specific needs. It functions as a business to business virtual meeting point where women entrepreneurs can publish their demands or offers, search for business contacts and networking relations, without moving from their laptop. AFAEMME will raffale among the community users 1 trip to Barcelona, to participate in the [V Mediterranean Women Entrepreneurs Forum](#), which will be held on 22 November 2013. The Forum is organised by the Association of the Mediterranean Chambers of Commerce and Industry, the

Barcelona Chamber of Commerce and AFAEMME and will be held in the framework of the **VII Mediterranean Week of Economic Leaders**. The event will also host the EuroMed@Change Workshop on [Doing Business beyond Borders](#) (21st of November 2013).

Tunisia - Pole El Gazala - Forum ICT4ALL, 11-14 November 2013, Hammamet

[ICT4ALL](#) forum will be held from 11 to 14 November 2013 in Hammamet, Tunisia. Organised annually in partnership with ITU, UNESCO, UNCTAD, the World Bank, the African Development Bank, the African Union, the League of Arab States, ECA and ESCWA, it is considered as one of the most important community of ICT for Development annual gatherings. This event will bring together all stakeholders representing governments, international organisations, civil society, the private sector, researchers and academics. It is a catalyst for the reduction of the digital divide in all dimensions, (economic, social, geographical etc.).



Lebanon - Berytech - New activities to support innovation

[Berytech](#) introduced the innovation management to its community of entrepreneurs and SMEs, looking to assess their business environment and define the right innovation strategy. This programme is part of the IMP³rove Euromed programme, organised for the first time in Lebanon by Berytech and the European Innovation



Management Academy, aiming at developing a pool of innovation management experts, using the IMP³rove assessment tools to support entrepreneurs and promote this new culture. Berytech in partnership with Escwa launched the 2013 edition of the Digital Arabic Content Competition on September 19, unlocking the potential of entrepreneurs and university graduates who aspire to build novel DAC applications and products including new trends and technologies. The winners will be granted an

incubation period of up to 12 months, providing them with coaching, business advice, office facilities, expertise, access to networks, and guidance to establish a competitive startup company.

Egypt - GAFI/ Bedaya: Cairo Startup Cup Competition 2013



[Cairo Startup Cup](#) is a global competition which takes place in 41 countries and has been introduced to Egypt in 2012. The Cairo StartUp Cup business model competition is open to any type of business idea. Entrepreneurs who compete in the Cairo StartUp Cup are rewarded for turning their idea into a viable business and going to market quickly. GAFI/Bedaya was the main host of

the Launch event last 14 and 15 June for about 58 teams, and throughout extensive 2 days of mentoring and business model building. Winners will be announced in the Competition closing ceremony in November 2013.

Belgium - EBN : New call for expression of interest for Soft-Landing programme

The Soft-landing Programme is a network of business incubation programs that provide assistance to innovative companies under the support of incubators and cluster organisations. The Programme helps to accelerate foreign companies' learning processes, helps to make new contacts in the new country, and provides access to the resources and intelligence necessary to meet specific business goals. It counts with 32 participants from Europe and 7 from the four target countries of the Eu-funded Euromed@Change project: Morocco, Tunisia, Egypt and Lebanon. From 7 October, the Programme opens a call for expression of interest to companies seeking for international collaboration and new business abroad. For more information please visit the project webpage and the [Soft-Landing platform](#) or contact EBN at vba@bn.eu



Algeria - Mowgli/MEDAFCO Consulting: A new sponsorship agreement with the British Foreign & Commonwealth Office to support Algeria's entrepreneurs



The Mowgli Foundation, an award winning, mentoring organisation together with its local partner MEDAFCO-Consulting, has been awarded further sponsorship from the British Foreign & Commonwealth Office in Algeria, through the Arab Partnership Fund. Following the success of the first year of FCO sponsorship, where 37 entrepreneurs are being supported, this additional 2nd year funding will seek to deliver mentoring support to a further 70 entrepreneurs in Algeria. To apply for this new mentoring programs, please contact Mowgli at info@mowgli.org.uk or Mowgli-MEDAFCO Algeria at (mowgli@medafco.com)

[Top of page](#)

Good to know

Algeria -Talents of the Diaspora: The" success story" of a young Algerian entrepreneur

The international success of Karim Oumnia is symbolised by the creation of two brands of shoes: Balistone and Glagla Shoes. In 1994, he created Explor and the famous brand Baliston, present in 50 countries worldwide. In 2005, Glagla shoes, 'revolutionary' thanks to its lightness and its flexibility, won him recognition. He intends now to set up a distribution company in Algeria. [\[Read+\]](#)

Jordan - World Bank Group boosts lending to smaller businesses in Jordan

The World Bank Group announced that two of its key agencies signed an agreement to help increase lending to micro, small and medium enterprises in Jordan. The World Bank Group will help JLGC develop new financial products tailored to the needs of entrepreneurs and small businesses. [\[Read+\]](#)

Lebanon - Innovation: The Wamda 'Mix N' Mentor' Roadshow arrives in Lebanon

As part of its Middle East and North Africa (MENA) tour, a workshop gathering entrepreneurs and mentors will be held in Beirut on 12 October 2013, to discuss startup's challenges. Early-stage startups will benefit from one-on-one sessions with successful entrepreneurs. [\[Read+\]](#)

Lebanon - A new training programme on SME management

The BLC bank and the EXEED Executive Business Institute are launching the SME Academy, a programme of technical trainings and workshops aiming at improving the skills of SME owners. Moreover, the participants will have access to two business management programs: "The Business Foundation Program" which starts in October 2013 and "The Mini-MBA Program. [\[Read+\]](#)

Lebanon - Banks more involved in entrepreneurial growth

A new circular issued by BDL allows Banks wishing to finance start-ups incubators and accelerators benefit from interest-free BDL loans for a maximum period of seven years. The purpose of such new initiatives is to stimulate the establishment of new companies in Lebanon, create new job opportunities, and boost the financial market. [\[Read+\]](#)

Morocco -Launch in Casablanca of "Forsa" Morocco programme to support SMEs

The program aims to support and develop entrepreneurship in Morocco thanks to mentoring and consists of four introductory training that will benefit 120 entrepreneurs (60 mentors and 60 young entrepreneurs) selected across the Kingdom. Following this training (to be held in Rabat, Casablanca, Marrakech and Agadir) participants will follow a mentoring program for 12 months. [\[Read+\]](#)

Turkey - A boom in technoparks to boost exports

Technology development and innovation in technoparks will bring an export revenue of USD 10 billion by the year 2023.", according to Turkey's Minister of Science, Industry and Technology. Some 10,000 companies operating in tech-intensive sectors are expected to invest in a hundred active technoparks in the country by 2023. Annual exports of Turkish technoparks amounted to USD 1 billion in 2012 and should reach USD 10 billion by 2023. Turkey strongly supports R&D and innovation-related investments through its comprehensive investment incentive regime. [\[Read+\]](#)

[Top of page](#)

Agenda

France - Roadshow Euromed@Change

10-11/10/2013, Sophia Antipolis

Business Roadshow and matchmakings [\[Read+\]](#)

Tunisia - Roadshow Euromed@Change

27-29/10/2013, Tunis

Business Roadshow and matchmakings [\[Read+\]](#)

France - Mediterranean economic week

06-09/11/2013, Marseille

Workshop and business meetings [\[Read+\]](#)

Spain - Doing Business behind borders", AFAEMME/ANIMA

21/11/2013, Barcelona

Business Roadshow and matchmakings [\[Read+\]](#)

Morocco - Roadshow Euromed@Change

22-24/01/2014, Casablanca

Business Roadshow and matchmakings [\[Read+\]](#)