



## *EUROMED Invest Academy Barcelona*

**“Barcelona Declaration+20, Trade and Investment for a Mediterranean of shared prosperity”**

**Barcelona, 24th November 2015**



# EUROMED Invest

The project

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## Overall objectives

- **Boost private business and investments within the Euromed area**
- **Contribute to an inclusive economic development of the region**





## Specific objectives

- Position the Mediterranean in key global sectors for future creation of jobs and value:

*Agriculture and Food, New energies and water, Transport & logistics, Tourism, Cultural and creative industries*

- Support the development of MSMEs in these regions through the empowerment of Euro-Med business and investment networks.



# Action lines

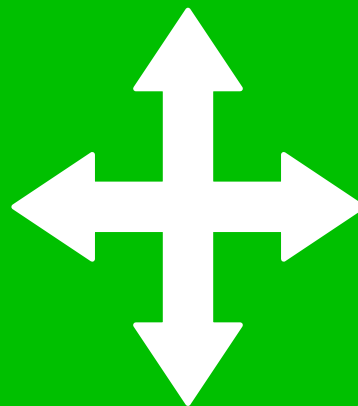
Promotion and  
business intelligence



Networking and  
capacity building



Business and  
investors  
matchmaking





# Action lines

## Promotion and business intelligence

### Actions

Sector strategies

Online **business matchmaking platform**

Intelligence **web portal**

### Objectives

Renewed interest for Euromed markets

Mobilisation of SMEs in key sectors

Strategic guidance for market access

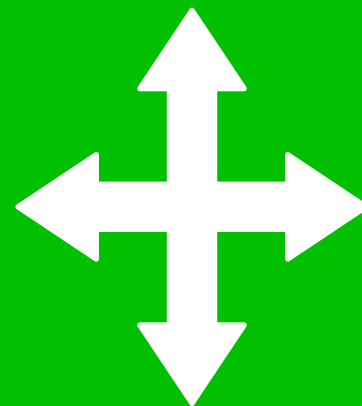
### Operators

Consortium

## Networking and capacity building



## Business and investors matchmaking





# Action lines

## Promotion and business intelligence



## Networking and capacity building

### *Actions*

Euromed Invest **Academy**  
BSO **mentoring**  
Annual **conferences**  
Cooperation **engineering**

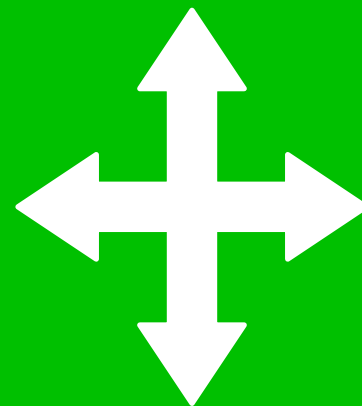
### *Objectives*

Strong EU-MED  
business networks in key  
sectors (Alliances)  
Improved services for SME  
new entrepreneurs

### *Operators*

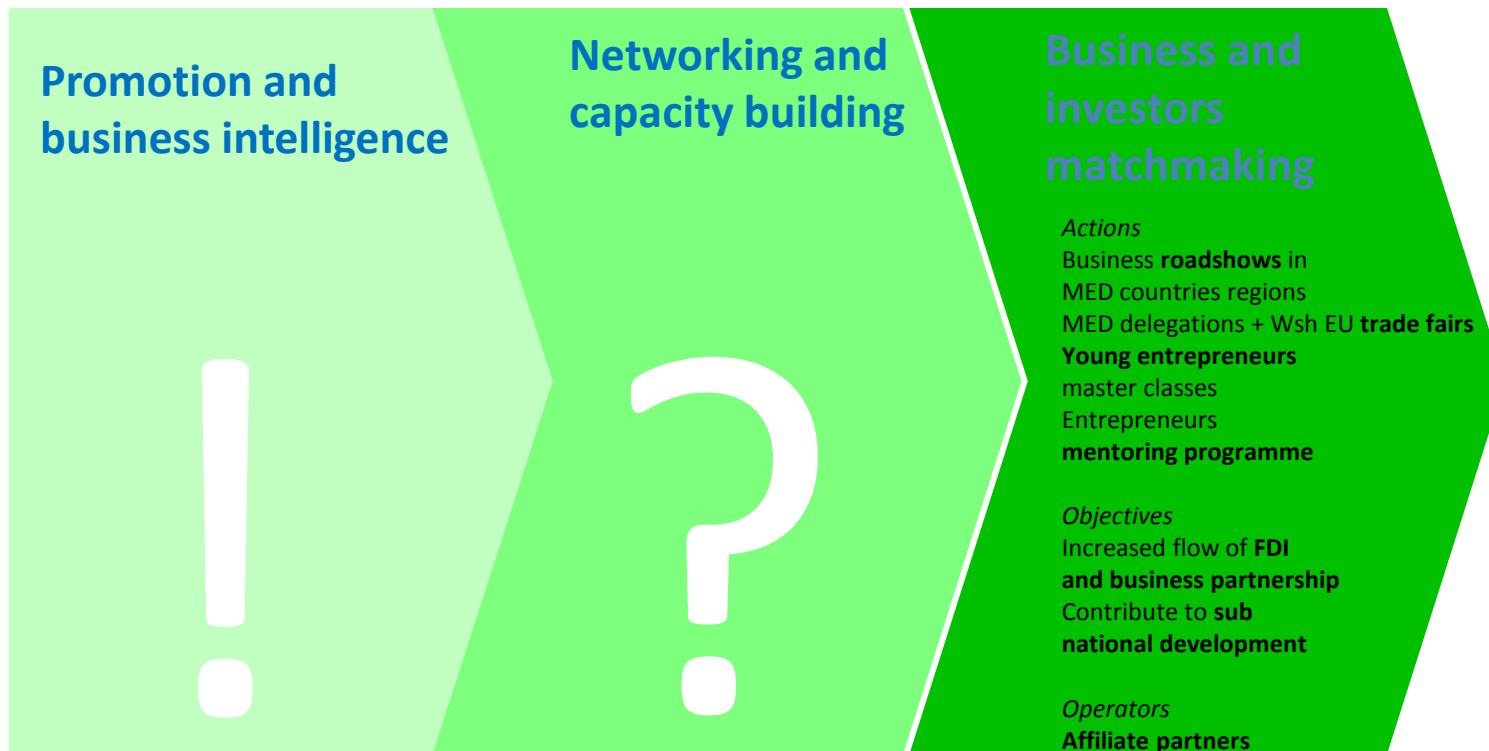
Consortium &  
**Affiliate partners**

## Business and investors matchmaking





# Action lines







# Implementation by a Public Private Alliance

Project implementation by the MedAlliance consortium under ANIMA coordination



**Supported by 79 affiliate partners**

**Agencies in charge of investment and economic development, Export agencies, Business support associations, Federations of employers, Chambers of commerce and industry**

**In 19 EU countries and 7 South ENPI countries**

**In synergy with 7 international institutions  
as associate partners**





## Quantitative expected outputs

**€5  
million**  
min. project  
budget

**127**  
operations to  
implement

**100**  
young  
entrepreneurs  
trained

**4,500**  
business  
meetings

**€4  
million**  
max. EU  
contribution

**4,400**  
participants  
to the  
operations

**900**  
Business  
Support  
Organisations  
trained

**720** business  
partnerships &  
FDI

**3**  
Years

**1,000+**  
business  
projects  
mobilised



# EUROMED Invest

Next events

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# Instrument 1. Euro-Med Business Roadshows (in south ENI)

TITLE	ORGANISATORS	DATE	PLACE
Green Energy Business Roadshow at Electricx& Solar-Tec 2015	German-Arab Chamber of Industry and Commerce ASCAME, BusinessMed, UHCCI, CEEBA, Eurochambres, FEDCOC	7 & 8 December 2015	Cairo, Egypt
EUROMED Business Roadshow in Jordan	CEEBA, Ceipiemonte, Unioncamere, CCIMF	1 & 30 April 2016	Amman, Jordania



## Instrument 2. EU Mediterranean Roadshows (in EU)

TITLE	ORGANISATORS	DATE	PLACE
Roadshow Fashion Biennale 2016	CCIFM CHAMBRE DE COMMERCE ET D'INDUSTRIE MARSEILLE PROVENCE Chamber of Commerce Industry and Agriculture of Beirut & Mount Lebanon (CCIABML)	From 1/04/2016 to 5/04/2016	Marseille, France



# Instrument 3. Young Entrepreneurs Master classes

TITLE	ORGANISERS	DATE	PLACE
DIASPORALAB MAGHREB	ACIM Chambre de Commerce, d'Industrie et de Services de Casablanca Chambre de Commerce et d'Industrie Marseille Provence Chambre Allemande de Commerce et d'Industrie au Maroc	12/01/2016 to 13/01/2016	Marseille, France
ICC Young Entrepreneurs	BUSINESSMED, Chamber of Commerce, Industry and Navigation of Málaga AIP – Feiras, Congressos e Eventos	26/02/2016 to 27/02/2016	Tunis, Tunisia
Tourclass Mashreq	CCI MALAGA, CEEBA, CCIMB	7/03/2016 to 11/03/2016	Cairo, Egypt



# Instrument 4&5 .Entrepreneurs & BSOs Mentoring Programme

TITLE	ORGANISATORS	DATE	PLACE
Exporting Agro-Food products to the European Union	Voka –CCI Antwerp-Waasland	25/01/2016 to 29/01/2016	Zahlé , Lebanon
Agro-Export Mentoring Program	BMTI-Borsa Merci Telematica Italiana Association Nationale des Groupements d'interets économique de l'Olivier -	9/02/2016 to 10/02/2016	Rabat, Morocco
Mentor Plus	CCIABML	23/04/2016 to 24/04/2016	Beirut, Liban



## Instrument 6. EUROMED Invest Academy

TITLE	ORGANISERS	DATE	PLACE
MEDA Finance	CEEBA, ASCAME, BusinessMed, GACIC	13/04/2016 to 14/04/2016	Egypt





Thank You

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[www.euromedinvest.eu](http://www.euromedinvest.eu)

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