



Project Presentation

EU-MED Working Party Meeting on Industry
Brussels, 22 January 2014

Emmanuel Noutary, General Delegate, ANIMA Investment Network

A project financed by the European Union, the MedAlliance and the local authorities of Marseille - PACA



Project implementation by the MedAlliance consortium under ANIMA coordination



Overall Objectives

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



Specific objectives

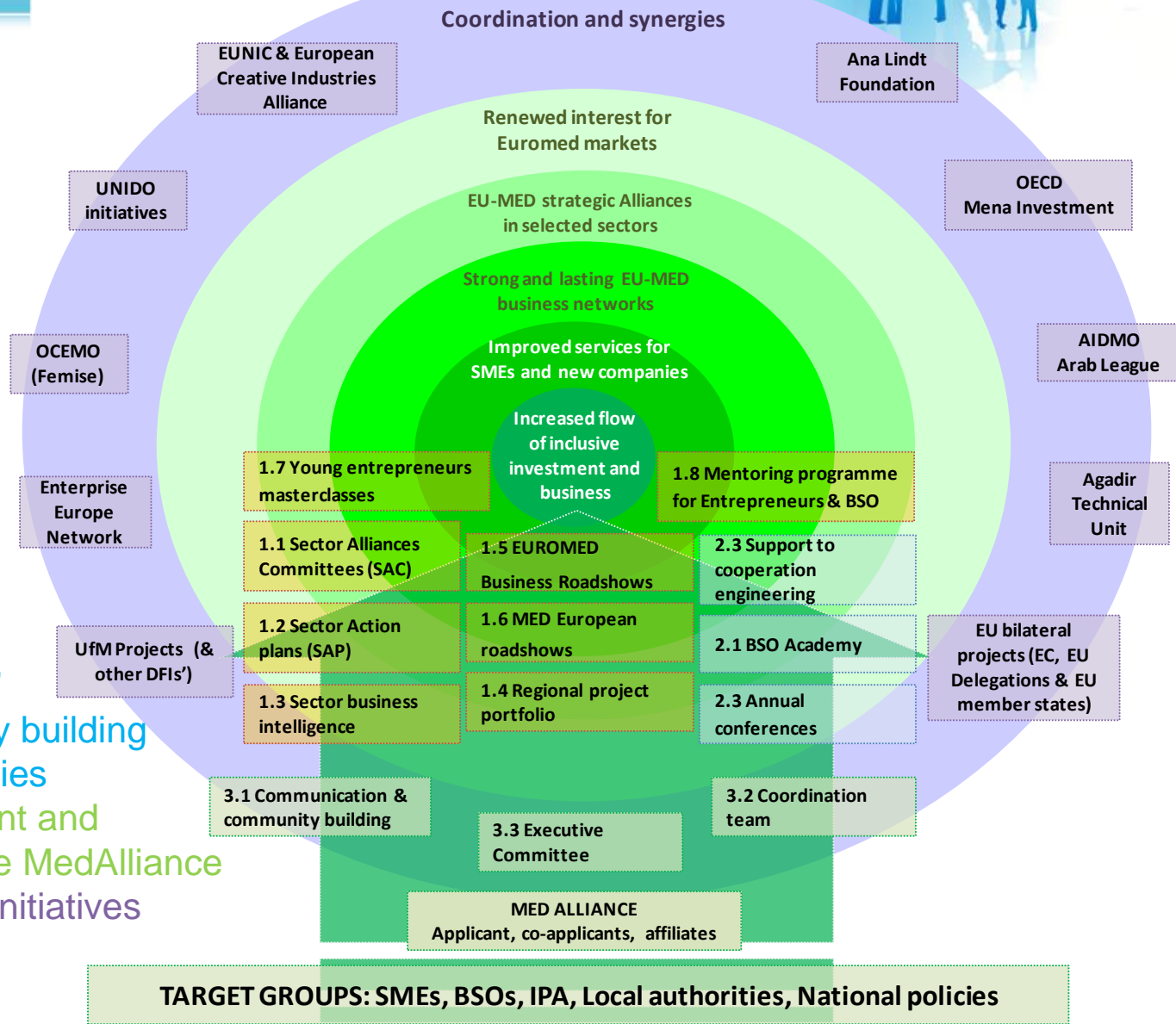
- Position the Mediterranean in **key global sectors** for future creation of jobs and value:

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

- **Empower Euro-Med business and investment networks** to implement targeted and coordinated strategies to support the development of MSMEs in these sectors
- **Maximise the business and investment spillovers** in the South ENPI countries territories



Overview



- 1. Business activities
- 2. Business networks' organisations capacity building and networking activities
- 3. Project management and coordination within the MedAlliance
- Synergies with other initiatives
- Expected results

TARGET GROUPS: SMEs, BSOs, IPA, Local authorities, National policies



Target groups

Target groups	Number	Needs	Constraints	Involvement in the project	Improvement expected
Investors, companies and especially Euro-Med SMEs, young and new entrepreneurs (among which job seekers)	<ul style="list-style-type: none"> 20 million EU SMEs Over 20 million MED SMEs 5,000 multi-nationals co. 	<p>From MED</p> <ul style="list-style-type: none"> Soft skills (management business) Access to market (information, networking, B2B) Early stage financing <p>From EU:</p> <ul style="list-style-type: none"> Independent market information Networking (with business organisations, SMEs, multinationals) 	<ul style="list-style-type: none"> Get best possible return (IRR) Be re-assured about investment and trade security in MED countries 	<ul style="list-style-type: none"> 55% of the budget concerns the implementation of activities benefitting directly to business Young and new entrepreneurs will benefit from training and mentoring (1.7, 1.8) All companies benefit from information on MED markets (1.3, 1.5, 1.6) All companies benefit from networking and B2B (1.5, 1.6) 	<ul style="list-style-type: none"> Improved capacity of entrepreneurs in their starting phase, and in their internationalisation (1.5, 1.7, 1.8) Improved knowledge, interest on investment and business in the MED markets (1.3, 1.5, 1.6) Development of SME partnerships and FDI (1.5, 1.6)
Intermediate bodies and economic development institutions such as Investment Promotion business supporting org. (BSO), Agencies(IPA), Chambers of Commerce and Industry (CCI), export councils, national / regional /sector business federations, private sector NGOs, business associations dedicated to young entrepreneurs, women and expatriates	<ul style="list-style-type: none"> 100 national & regional IPAs 3,000 CCIs 2,000 business federations 100 active BROs (national or sector) 	<ul style="list-style-type: none"> Get training, methods, tools and networking Be streamlined & organised around business development. Be empowered (women, youth, public bodies) 	<ul style="list-style-type: none"> For MED public org. (IPA, CCI): political transition in some countries Get sufficient means /quality staff etc. 	<ul style="list-style-type: none"> They are the operators of the project (94 co-applicants and affiliates): decentralised. organisation of 140 operations Experience of EU-MED co-operation between these organisations gained during Invest in Med and ENPI CBC projects. BSOs are also among the benefactors of the project. 	<ul style="list-style-type: none"> Improved services and networking through best practice exchange and peer to peer mentoring (2.1, 2.3, 1.8) Renewed business models (2.1, 2.2) Empowerment through regional sector alliances (1.1)
National and territorial government and public actors: Ministries (Industry, cooperation, territorial development), deconcentrated administrations (SME and innovation agencies), regional development agencies and CCI, local and regional authorities (welcoming and facilitating investment projects), free zones, technoparks, Universities, training institutions, international aid agencies, multilateral organisations projects	<ul style="list-style-type: none"> Around 5 Ministries & 5 other bodies in each MED or EU country Around 500 Universities & technoparks Over 100 local admin. and regional authorities in the MED 	<ul style="list-style-type: none"> Develop inclusive strategies to reduce the territorial unbalanced development Coordinate policies on industry, innovation and attractiveness Get new "hands-off" regulatory and pro-business role 	<ul style="list-style-type: none"> Political transition Business culture of the governance (technoparks, incubators) Competition between ministries Distrust of the population 	<ul style="list-style-type: none"> Clusters, technoparks, innovation poles, industrial zones will be preferred locations to host business events in the MED (1.7, 1.5) in order to promote these territories Local authorities and regional development agencies and CCI will be associated in strategies (1.1) and hosting business activities (1.5) 	<ul style="list-style-type: none"> Empowerment of regional actors by participating in the sector strategies (1.1) Increased flow of business and investments to the territories (1.5) Multiplication of enterprise creation on the territories (1.7, 1.8)



Key features

- A project focused on inclusive benefits for South ENPI countries
- Capitalising on existing experiences and maximising synergies with other initiatives
- Implementing a framed decentralisation process for its activities (77 affiliate partners in 26 countries)
- An opened, transversal and integrating project for new players
- Emphasising the visibility of European investments and of the European Union



Outputs

- 127 activities implemented, plus 15 publications
- 3 web platforms: project website, business intelligence portal, match making platform for clusters and MSMEs
- 4,400 participants to the activities, plus the audience reached by the communication
- 1,000 business projects mobilised, participating in 4,500 business meetings, and leading to 720 promising business partnerships or FDI
- 100 young entrepreneurs trained
- 900 business support organisations trained over the project



Workplan 2014

- Release of the business intelligence portal (1.3) and the match making platform (1.4)
- Start of the mentoring programme
- 2 Sector Alliance Board meetings in each sector (10)
- 5 sector strategies released
- 4 Euromed Business Roadshows in South ENPI
- 3 Mediterranean roadshows in the EU
- 3 Young entrepreneurs master classes
- 9 Academy seminars (in 3 events incl. 1 annual conference)

EURO **MED**
INVEST

The Mediterranean



Thank you for your attention

A project financed by the European Union, the MedAlliance and the local authorities of Marseille - PACA



Project implementation by the MedAlliance consortium under ANIMA coordination

