

# **ARLEM ECOTER**

## **The role of SMEs in the Mediterranean**

**Marie Corman, 8 July 2011**



**European Commission**

Directorate-General for Enterprise and Industry

# Euro-Mediterranean Industrial Cooperation

## Policy Framework

- Ø Barcelona Process
- Ø European Neighbourhood Policy
- Ø Union for the Mediterranean

# Euro-Mediterranean Industrial Cooperation

## Objectives

- Ø Inform MED countries about enterprise and industrial policies in the EU
- Ø Facilitate their uptake by MED countries
- Ø Win-win partnerships
- Ø EuroMed area of shared prosperity

# **Euro-Med Industrial Cooperation**

## **The process**

**EuroMed Industry Ministers meet every two years to**

- **Take stock of progress**

- § Set priorities for the two years ahead

**8th ministerial conference in Malta in 2011**

- § 2011-2012 Work Programme

Since 2008, SMEs

In 2011, **SMEs**

# Measures

- Convergence
- Training
- Exchange of good practice
- Networking

# Tools

- Euro-Mediterranean Charter for Enterprise
- Enterprise Europe Network



# Euro-Mediterranean Charter for Enterprise

- 2000 Adoption of the European Charter for Small Enterprises at the EU level
- 2004 Adoption of the Euro-Mediterranean Charter for Enterprise at the 5th ministerial conference in Caserta Italy

# The Euro-Med Charter

11 dimensions

Simple Procedures for  
business

Innovative companies

Education and Training for  
Entrepreneurship

Strong business associations

Improved skills

Quality business support schemes  
and services

Easier access to finance and  
investment-friendly taxation

Strengthening Euro-  
Mediterranean networks and  
partnerships

Better market access

Clear and Targeted  
information

**Sustainable enterprise  
development**

# Charter activities at regional level

## ü Learning from each other

- ü Good practice database
- ü On-line tools
- ü Seminars

## ü Benchmarking progress

# Participants

- Partner countries:
  - § MED: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria, Tunisia
- Partner organisations:
  - § Commission, ETF, EIB, OECD, CEPS, ...

# Results

1. Progress in reforms
2. Enterprise policies in the EU and partner countries are more closely connected
3. High level of participation by all ? the actors concerned, improved coordination.

# Charter Coordinators

## **ALGÉRIE**

- Ministère de l'Industrie, des PME et de la promotion de l'investissement

***M. MOHAMED KIRAT***

## **AUTORITÉ PALESTINIENNE**

- Palestinian Investment Promotion Agency

***M. JAFAR HDAIB***

## **ÉGYPTE**

- Ministry of Trade and Industry

***DR MOHAMED HANY BARAKAT***

## **ISRAËL**

- Ministry of Industry Trade & Labour

***Ms ZVIA DORI***

## **JORDANIE**

Jordan Enterprise Development Corporation

***Ms HANA URAIDI***

# Charter Coordinators

## **LIBAN**

- Ministry of Industry

## **MAROC**

- Agence nationale pour la promotion de la PME (ANPME)

## **SYRIE**

- Ministry of Industry

## **TUNISIE**

- Agence de promotion de l'industrie et de l'innovation (API)

***MR MAHER KHATIB***

***Mme Latifa ECHIHABI***

***Ms Reem HILALI***

***Mme Raja MNIF***



# Moving towards the SBA – First step – amend Charter and revise indicators in 5 areas:

- § Skills development
  - § Access to finance
  - § Market access
  - § Innovation
  - § Sustainable development
- § Tunisia + ETF
  - § Jordan + EIB
  - § Morocco + Commission
  - § Egypt + OECD

# Enterprise Europe Network

- 49 countries
- 600 organisations



**European Commission**  
Directorate-General for Enterprise and Industry

# Questions left unsolved

- How to involve final beneficiaries in a cost effective way
- How to involve local players

Thank you for your attention!

[http://ec.europa.eu/enterprise/policies/international/promoting-neighbourhood/mediterranean/index\\_en.htm](http://ec.europa.eu/enterprise/policies/international/promoting-neighbourhood/mediterranean/index_en.htm)

**Marie.Corman@ec.europa.eu**



**European Commission**  
Directorate-General for Enterprise and Industry