



# EUROMED Invest

## Objectives and Main achievements

24 November 2016

Casablanca, Morocco

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



Union pour la Méditerranée  
Union for the Mediterranean  
الإتحاد من أجل المتوسط

# Why EUROMED Invest ?

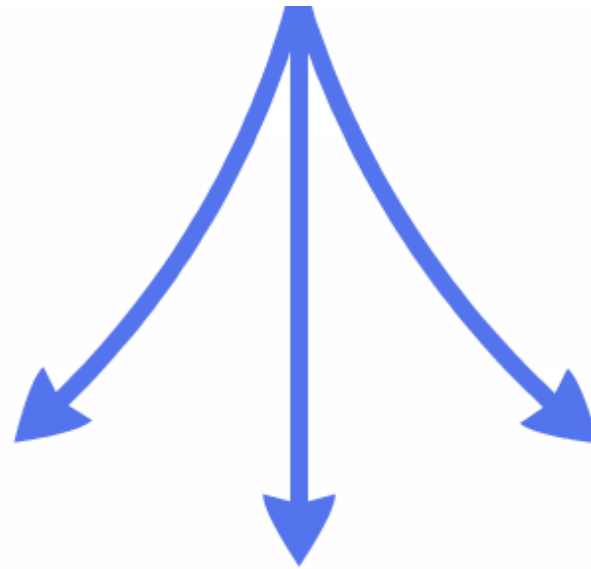


Facing a major strategic  
challenge for Europe

**Revive historical  
economic links with  
South Mediterranean  
countries**



# Boost private investments & Business Partnerships



*Focus on 5 strategic sectors of common interest for the EU and the South Med*



Agro-food



Tourism



Water and renewables energies



Creative and cultural industries



Logistic and Transport

*Focus on  
International  
Match making*

**Business to Business**

**Institutions to Institutions**

**Entrepreneurs to Business mentors**

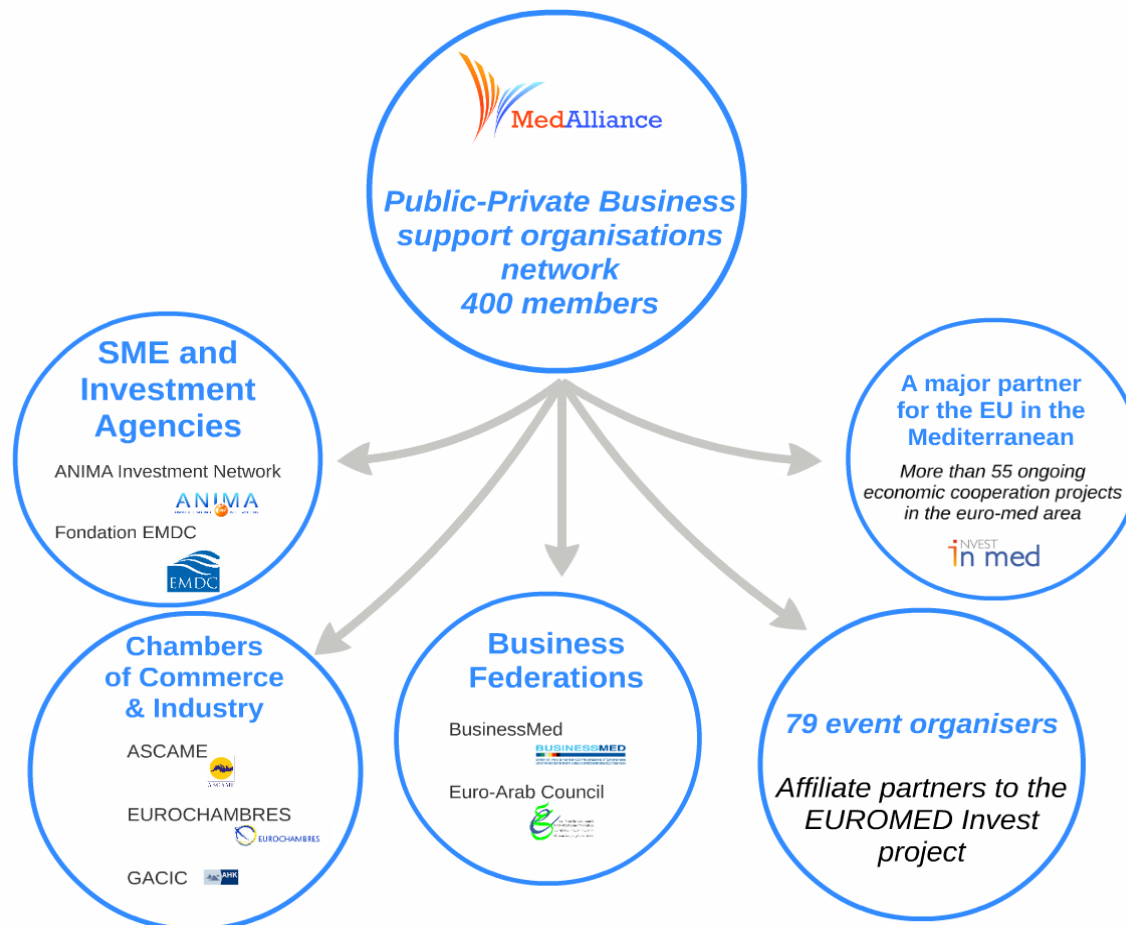
*Leverage on the marketing power of a massive network*



**EUROMED  
INVEST**



Project funded by the  
EUROPEAN UNION



With the support of  
international organisations active in the region



# 6 Instruments to boost investments & Business partnerships

**South ENI roadshow**



**EU Roadshows**



**Young Entrepreneurs  
Masterclasses**



**Mentoring for BSOs &  
Entrepreneurs**



**EUROMED Invest  
Academies**





# Upcoming activities, Business Roadshows

## SEMED Countries

- EU-MED Connect to business, Siam, 1st semester 2017  
**Casablanca, Morocco**
- Green Solutions in MED, Green Tech Expo, 1st semester 2017  
**Cairo, Egypt**
- Lebanon Business Roadshow, 1st semester 2017  
**Beirut, Lebanon**



## EU Countries

- MEDA Week, 1-2 December 2016.  
**Barcelona, Spain**
- Central & Northern EU roadshow, 1st semester 2017  
**2 locations, Central and Northern EU countries**



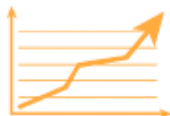
# Euro-Mediterranean Matchmaking Platform



[www.b2match.eu/euromed](http://www.b2match.eu/euromed)



+2500 companies, 44 countries



Agrifood, Green Energy, Tourism, T&L, CCI  
And more ...



+ 2900 B2B organised  
368 promising partnerships  
23 contracts signed

# Upcoming activities, YEMC & BSOs Mentoring

## Young Entrepreneurs Masterclasses

- 2 BSOs Masterclasses on Social Entrepreneurship  
1st semester 2017  
**Lebanon & Tunisia**



## BSOs Mentoring

- 7 entrepreneurs mentoring programs  
**Egypt, Morocco, Lebanon, Tunisia**
- 6 BSOs mentoring programs  
**Algeria, Egypt, Morocco, Lebanon, Palestine, Tunisia**





# Upcoming activities, EMI Academies

- MEDA Finance, 2<sup>nd</sup> semester 2016  
**Cairo, Egypt**
- MED Business Investment Academy,  
1<sup>st</sup> semester 2017.  
**Marrakech, Morocco**
- Project final conference & Investment Academy,  
June 2017.  
**Brussels, Belgium**



# Achievements



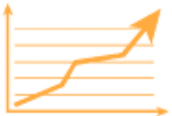
2200 final beneficiaries reached  
1570 companies  
250 BSOs  
130 startups & Entrepreneurs



+ 2900 B2B organised  
368 promising partnerships  
23 contracts signed

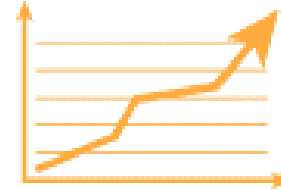


60% from SEMED countries  
25% Women participation



+37 800 website visits  
+350 articles published  
8 newsletters  
+1600 social media subscribers

# Support to RE and Energy Efficiency



- 1 Sector strategy
- 6 Business Roadshows financed
- 2 Mentoring missions for companies
- 1 Mentoring Exchange for BSOs



# Connect with EUROMED Invest Web & Social Media



## The EUROMED Invest project and its operations

EUROMED Invest, with a budget of €5 million, is one of the main European programs aiming at developing private investments and economic relations in the Euro-Mediterranean area.

Its objective is to renew the interest of SMEs in the Euro-Mediterranean market, increase investment and business projects flow, and ensure that the EU regains its leading position as source of foreign direct investment in these countries.

Following the kick-off meeting of EUROMED Invest that took place in Marseille last 26-28th of May, the First Call for proposals of the project has been disseminated

## AGENDA

27 AVR	Webinar EUROMED Invest Online,	
19 MAI	Open my Med Marseille, France	
31 MAI	ICC Young Entrepreneurs Tunisia	
01 JUIN	Euro-Med and GCC: Best practices to increase the competitiveness of SMEs Beirut, Lebanon	



@Anima\_Network  
#EUROMEDInvest



EUROMED Invest



EUROMED Invest channel



EUROMED Invest group

EUROMED  
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Thank You

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