



# Revue de presse

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



Project implemented by the MedAlliance consortium under ANIMA coordination





	<b>Dorratex</b>
	<b>April 11, 2016</b>

## Dorratex participe le 19/05/2016 à « open my med » à Marseille

Posted by [DORRATEX](#) on [11 avril 2016](#)

La CCIFM, en collaboration avec la CCIMP et la CCI BML et en partenariat avec les organisateurs du workshop OPENMYMED de Marseille, organise un roadshow EUROMED Invest destiné à la mise en réseau des acteurs de la Méditerranée du secteur « textile ».



Au programme des rencontres d'affaires B2B, des échanges de savoir-faire pour promouvoir les échanges entre Start up, PME et clusters du pourtour de la Méditerranée et le lancement du Club des industriels OPENMYMED2.

Source <http://www.dorratex.tn/dorratex-participe-le-19052016-a-open-my-med-a-marseille/>



## Noticia

### **Celebrada en El Cairo la MasterClass “Comercialización offline y online para empresas turísticas del Mashreq”**

**Esta iniciativa formativa, coordinada por la Cámara de Comercio de Málaga, está beneficiando a más de una veintena de jóvenes del Mashreq del sector turístico**



Celebrada en El Cairo la MasterClass

Entre los días 19 y 20 de abril se ha desarrollado la MasterClass Tourclasses Mashreq, que ha tenido lugar en esta ocasión en la ciudad egipcia de El Cairo, a través de un proyecto liderado por la Cámara de Comercio de Málaga y que ha contado como socio a la The Confederation of Egyptian European Business Associations (CEEBA).

Este proyecto ha sido desarrollado gracias al programa EUROMED Invest, cofinanciado por la Unión Europea y ofrece la oportunidad a 5 participantes de Líbano, 5 participantes de Jordania y unos 12 participantes de Egipto de beneficiarse de esta formación.

El perfil de los asistentes a la formación ha sido variado, pero principalmente han participado directores generales y comerciales de agencias de viajes, hoteles, empresas de transporte, etc., de Líbano, Jordania y Egipto.

En la intervención inaugural, el Dr. Alaa Ezz, Secretario General de la CEEBA, dió la bienvenida y explicó la importancia de los fondos europeos a la hora de poder realizar este tipo de actividad; posteriormente, la Esther Martinez Reyes, responsable del Área de Turismo de la Cámara de Comercio de Málaga, comentó que para la Cámara de Comercio de Málaga es un honor realizar este tipo de acción que permite el intercambio de experiencias y conocimientos entre las empresas de diferentes países, además de fomentar la colaboración empresarial. Además indicó que la Cámara de Málaga ostenta la presidencia de la Asociación de Camaras de Comercio del Mediterráneo ASCAME y que uno de sus objetivos es el apoyo al desarrollo de los principales sectores productivos de los países de la región, como es el caso del Turismo. Agradeció la colaboración de los socios así como el apoyo de la UE a través del programa EUROMED Invest.

Por otro lado, M. Oussama Dahmani, Project Manager de ANIMA INVESTMENT NETWORK, habló sobre el programa EUROMED Invest y las posibilidades que está brindando para apoyar el desarrollo y colaboración en los países del Mediterráneo. Posteriormente, M. Samy Mahmud, presidente de la Autoridad Egipcia del Turismo, explicó la importancia que para la economía egipcia tiene el sector turístico, que representa el 11,5% del PIB, y la importancia que para la Autoridad Egipcia de Turismo tiene la estrategia online. Finalmente, Ángel Gutierrez Hidalgo, jefe de la Sección Económica de la Delegación EU en Egipto destacó la importancia que el turismo tiene en nuestros países, y lo interesante que es conocer el caso de una provincia donde el sector turístico tiene tanta relevancia, como es Málaga.

A lo largo de los dos días que ha durado la formación los participantes han tenido ocasión de ampliar los conocimientos sobre comercialización offline, con la ponencia de Iván Cortés,



de la Cámara de Comercio de Málaga, comercialización online con David Serrano, de MKG 2.0, profundizando en la estrategia de marketing online, las redes sociales seleccionadas por los participantes, Facebook, LinkedIn y Youtube, así como e-mail marketing y Whatsapp; finalmente, han podido escuchar a varias empresas locales que han explicado sus experiencias en marketing online, presentándose finalmente el caso de éxito del Hotel Pyr Marbella.

EUROMED Invest es un programa de tres años (2013-2016), cofinanciado al 80% por la Comisión Europea por un importe total de 5 millones de euros y está coordinado por la ANIMA Investment Network, bajo el consorcio MedAlliance.

Source : <http://www.camaramalaga.com/la-camara/comunicacion-y-prensa/noticias-detalle/article/celebrada-en-el-cairo-la-masterclass-comercializacion-offline-y-online-para-empresas-turistic/>



## News : Mediterranean: Seminar promotes “Green Entrepreneurship & Women”

12-04-2016



INSME - the International Network for Small and Medium Enterprises – is inviting interested stakeholders to join a EUROMED Invest webinar on “Green Entrepreneurship & Women and The Essential Role of Public-Private Partnerships to Encourage Innovation”, on Wednesday 27 April 2016. This third webinar in the series aims at developing investments and business relations between the EU Member States and their partners in the Mediterranean Basin: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia.

Source: [http://www.insme.org/files/euromed-invest-webinar\\_3](http://www.insme.org/files/euromed-invest-webinar_3)

Source : [http://www.enpi-info.eu/mainmed.php?id=44615&id\\_type=1&lang\\_id=450](http://www.enpi-info.eu/mainmed.php?id=44615&id_type=1&lang_id=450)



	<b>INSME</b>
	<b>April 13, 2014</b>

## Abstract : Green Entrepreneurship & Women and The Essential Role of Public-Private Partnerships to Encourage Innovation

27th of April 2016

*From 1 p.m. to 3 p.m. CEST*

Ms. Fatma M'Selmi

Founder & Managing  
Consultant

Laur'us Consulting

Tunisia

Mr. Christian Saublens

Former Executive Manager

EURADA

Belgium

Mr. Oussama Dahmani  
Project Manager ANIMA  
INVESTMENT NETWORK

France

SMEs are key drivers for economic development. As an enterprise is a risky and complex venture, public authorities can help entrepreneurs minimize the risk and grow by providing good framework conditions, financial and non-financial support services. To do this, they can put dedicated intermediary organizations in place. Public-private partnerships are essential to encourage innovation and drive economic growth in women-led businesses.

The extended Q&A session will be a suitable occasion to further discuss opportunities generated through the EUROMED Invest Project, coordinated by ANIMA Investment Network and to connect with peers coming from all over the world.

To register, please send an email to [academy@insme.it](mailto:academy@insme.it) including your name and surname, organization, country and email address.

Mr. Christian Saublens

Christian Saublens is Belgian and has an experience of more than 30 years in lobbying the European Community authorities. He is the Former Executive Manager of EURADA, the European Association of Development Agencies.

Christian helped the creation of EBAN, the European network promoting the stimulation of informal venture capital at regional or national level.

Christian has written several papers regarding the impact of EU regulations on regional development and the role of development agencies in Europe.

Christian is the chairman of the S<sup>3</sup> Mirror Group, the expert group of the Smart Specialisation Strategy Platform of the European Commission.

Ms. Fatma M'Selmi

Fatma M'Selmi has a Master degree in Strategic Management. She has over 10 years of management experience with EU institutions and monitoring of complex consulting projects.



With the German Cooperation for development (GIZ), she worked as an innovation expert and innovation component manager. She also worked on economic women development and developed strategies, managed and supervised their implementations in partnership with Tunisian Ministries and the European Union.

She managed the “challenge” network project who aims to support the competitiveness of the region of Sfax (in the south of Tunisia) through innovation and entrepreneurship promotion and networking with SMEs, public organizations, universities and research institutions. As a result; potential clusters were identified, strategic plans were established, innovation agendas were build up and communication channels between all partners and decisions makers on the regional level were opened.

At the national level, she developed a pilot Innovation management training course and an innovation toolbox after studying the needs of Tunisian SMEs. She also worked with several enterprises to implement the innovation management system with focus on gender matters. With the collaboration of

After completion of the course and the practical training inside SMEs, a group of private consultants formed a network of innovation management and sustainable development consultants and created a website in order to better market their services to the customers.

She also supported, through a strategy and an action plan, the technology transfer and spinoffs creation. Collaborative research contracts were established between some enterprises and Research Institutions (RI), RI can now better market their services and research results.

Mr. Oussama Dahmani

Oussama Dahmani is an International Development Expert with more than 12 years' experience in the fields of private sector support, economic inclusion and business environment with emphasis on innovation and entrepreneurship. Oussama is in charge of coordinating EUROMED Invest, one of the major European programs launched end 2013 and aiming at supporting the private sector and improving the economic relations in the Euro- Mediterranean area.

The project objective is to renew the interest of SMEs in the Euro-Mediterranean and increase investments and business partnerships in these markets across a wide range of instruments: Business roadshows, Young Entrepreneurs Masterclasses, Mentoring programs and Investment academies.

The EUROMED Invest project implementation was entitled to ANIMA Investment Network, a multi-country cooperation platform for economic development in the Mediterranean. The ANIMA network gathers national and regional investment promotion agencies, international organisations, business federations, innovation clusters, financial investors and research institutes from the region. Based in Marseille, ANIMA's objective is to contribute to the continued improvement of the Mediterranean business climate, as well as encourage a shared and sustainable economic development for the region.

Source [http://www.insme.org/files/euomed-invest\\_registration](http://www.insme.org/files/euomed-invest_registration)

**Emprenemjunts.**

Emprenemjunts.es

April 27, 2014

## Green Entrepreneurship & Women

miércoles, 27 de abril de 2016 de 13:00 a

15:00 Dónde:

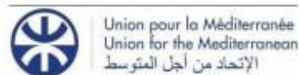
INSME

Via Giosué Carducci 4 - 3rd Floor 00187

Rome, Italy

Contacto:

academy@insme.it



“Green Entrepreneurship & Women and The Essential Role of Public-Private Partnerships to Encourage Innovation”

After the first two successful webinars, INSME invites you to join the third online appointment with the series of webinars organized in the frame of the [EUROMED Invest Project](#), an initiative coordinated by [ANIMA Investment Network](#) aiming at developing lastingly business relations, investments and business partnerships between the EU Member States and their partners in the Mediterranean Basin: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia.

This session on “**Green Entrepreneurship & Women and The Essential Role of Public-Private Partnerships to Encourage Innovation**” will treat today’s most important developments in green entrepreneurship with particular attention to the implications for women willing to start a business. The webinar will be the perfect occasion to gain insights on how to develop successful public-private partnerships as a means to encourage innovation and drive economic growth in women-led businesses.





*Read the abstract [here](#)*

The extended Q&A session will also be your opportunity to learn from professionals, network and share experiences with peers coming from all over the globe.

## When

27 th of April 2016 at 1 p.m. to 3 p.m. CEST

## REGISTER

You can register for the event sending an email to [academy@insme.it](mailto:academy@insme.it) including your name and surname, organization, e-mail address and country.

Source <http://europa2020.emprenemjunts.es/?op=14&n=10477>



 ASCAME	<b>ASCAME</b>
	<b>April 27, 2014</b>

## EUROMED INVEST Webinars - Female

entrepreneurship Date: 27 Avril 2016

**Location:** Online

**Type of event:** Instru3

**Description:** The INSME Webinar Academy organised on 27 April 2016 will focus on female entrepreneurship. This session is part of a series of webinars organized as in-depth follow up on the training on innovation and entrepreneurship for start-ups, young entrepreneurs/women and diaspora organized within the frame of the EUROMED Invest project.

**Information:** [Insme](#) or please [click here](#).

Source <http://www.ascame.org/en/euromed-invest-webinars-female-entrepreneurship>



	Europemaghreb.fr
	April 30, 2016

## ICC Jeunes Entrepreneurs à Tunis

Lieu :

Tunisie

Date :

Du 31/05/2016 au 2/06/2016

Type d'événement :

instru3

Description :

BUSINESSMED organisera, en partenariat avec la Chambre de Commerce de Malaga et l'Association Portugaise de l'Industrie AIP- FCE, une MasterClass dans le cadre du projet EUROMED Invest et ce au profit de 15 entrepreneurs tunisiens représentant le secteur de l'industrie culturelle et créative.

Cette formation aura pour objectif de répondre à la demande croissante de petites entreprises culturelles ayant une approche très créative afin de pouvoir et savoir exister dans un marché qui évolue selon des tendances culturelles. Ainsi, les 15 startups tunisiennes posséderont les outils de gestion d'entreprises adaptés aux nouveaux défis du secteur de la culture.

Contact: Nouha Ben Salem

Organisateurs :

BUSINESSMED

Chambre de Commerce, d'Industrie et de Navigation de Malaga

AIP – Feiras

Congressos e Eventos

Source : <http://www.europemaghreb.fr/icc-jeunes-entrepreneurs-a-tunis/>