



# 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





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**‘The sky’s the limit for trade cooperation, despite existing obstacles’**

AMMAN (EU Neighbours South) — With a GDP of \$10 trillion, the Mediterranean basin is one of the most lucrative investment areas in the world, despite the economic crisis hitting Europe and the political turmoil devastating most parts of the Middle East and North Africa.

The potentially mouth-watering opportunities of trade and economic exchange between Europe and the Arab region face challenges such as high taxation, corruption, nepotism, favouritism and ever-changing investment laws in the developing countries.

But, when it comes to business and improving the investment climate, evolution not revolution is the way to improve the balance sheets, said business leaders and experts from the south and north of the Mediterranean, on the sidelines of a recent business roadshow in Amman.

The roadshow, which brought together 50 companies from Italy, Tunisia and Jordan, aimed to examine opportunities and allow businesses in agro-industry, energy, utilities, construction, environmental technologies, tourism, health and ICT to exchange views on ways to overcome obstacles that impede further growth.

Organisers say the two-day event, hosted in the context of the EU-funded EUROMED Invest project, also seeks to relaunch economic partnership after the partial collapse due to the so-called Arab Spring, and help establish sustainable growth in the MENA.

Economic prosperity would also address one of the core reasons behind immigration from south to north, by creating jobs and providing solid ground for economic stability, according to Oussama Dahmani, project manager at the ANIMA Investment Network, an implementing partner of EUROMED Invest.

“By boosting foreign investment in the Southern Mediterranean and creating a real driver for sustainable and shared development, EUROMED Invest is furthering the potential of regional integration and cohesion among the Euro-Mediterranean countries. It also sets out to develop businesses, which will create more jobs and maximise the social impact,” Dahmani added.

Meanwhile, Annalisa Gamba, international projects and fundraising manager of Ceipiemonte, said the roadshow is the perfect occasion to help trigger change in terms of legislation and investment climate.

The event was organised by Ceipiemonte (the Piemonte Agency for Investments, Export and Tourism), The Jordan Chamber of Industry, Union camere Piemonte, The Italian Chamber of Commerce for France in Marseille, and the Confederation of Egyptian European Business Associations.

“We cannot influence the decisions of policy makers, but events like this can make a step forward to facilitate business between countries through the inclusion of institutions and key players,” Gamba said.

Better quality: more trade



In an over-crowded part of eastern Amman, Mohammed al Tebawee manages a civil society organisation that employs impoverished women in fruit drying and cloth tailoring. Tabawee hopes his products could make it to the European market and grow his business to help more women struggling to make a living.

After having spent 20 years living in Europe, Tabawee said the sky is the limit when it comes to economic exchange between south and north. But local industries have a lot of homework to do, he stressed.

“We must improve our production standards, pay better salaries to staff and improve legislation,” he stated.

Tebawee said the roadshow is an excellent opportunity to exchange ideas and establish contacts, but argued that the best way to improve cooperation is by organising field visits to local communities and industries.

“It is good to sit and talk in conferences, but the practical ideas come on the field. I hope more roadshows take place in various parts of Jordan,” the manager said.

#### Capacity building through masterclass

Meanwhile, economic experts said young business leaders from the Southern Mediterranean are still in need of capacity building to be able better to formulate and develop their business projects.

EUROMED Invest is providing them with theoretical and practical learning, through the young entrepreneurs’ master classes and other events. A masterclass event was held in Cairo in 2016, under EUROMED Invest to educate young businesspeople on e-marketing in tourism industry.

Thaer Azzam Samudi, a Jordanian tourism operator, managed to establish cooperation with a Spanish tour operator following his participation in the Cairo masterclass.

But Samudi lamented the lack of communication with tourism authorities, saying that increasing tariffs in airports are repelling tourists.

“In the tourism industry, we suffer from ever changing laws and high taxation that drives tourists away,” he claimed.

Tourism revenues in Jordan have taken a nose dive over the past few years. Visitors to Petra, one of the wonders of the world, have dropped by more than 50 per cent, while the majority of businesses in the rock carved city are struggling to survive.

“We can strike partnerships with regional operators from Egypt, Israel and sell our products as a package at a competitive price, but the government must improve legislation and think long term,” Samudi stated.

EU Neighbours South is part of European Neighbourhood Instrument (ENI). EU Neighbours South contributed this article to The Jordan Times.

Source: <http://www.jordantimes.com/news/local/sky%E2%80%99s-limit-trade-cooperation-despite-existing-obstacles%E2%80%99>



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**Méditerranée : Euromed Invest au service de la promotion des investissements privés**

*Organisée au sein du siège du Comité Economique et Social Européen (CESE) à Bruxelles, en Belgique, la conférence finale du projet Euromed Invest s'est tenue le 14 décembre 2017 et a connu la participation de plusieurs acteurs influents dans le domaine de la coopération économique Euro-Méditerranéenne.*



*Crédit : © European Union, 2017 / Source: EC - Audiovisual Service / Photo: Jennifer Jacquemart.*

C'est ainsi qu'après quatre ans d'activité, s'achève le projet Euromed Invest, un des plus ambitieux programmes de promotion des investissements privés et du développement économique inclusif de la région Euro-Méditerranéenne. Il a été entrepris par l'union Européenne dans le cadre de sa politique de voisinage et porté sur les fonds baptismaux par le réseau marseillais Anima Investment Network, l'Union Pour la Méditerranée (UPM) et Eurochambers. Lors de son lancement en 2014, le Délégué Général d'Anima Emmanuel Noutary avait déclaré : "Euromed Invest mène le grand défi de redonner confiance aux Européens dans la Méditerranée et aux Méditerranéens dans l'Europe."

La conférence de clôture d'Euromed Invest a été l'occasion de revenir sur quatre années de travail, avec des analyses et des témoignages des protagonistes du projet. Le discours d'ouverture a été prononcé par Johannes Hahn, Commissaire européen responsable des relations extérieures et de la politique de voisinage. Les conclusions de cette conférence de clôture ont été adressées par l'Union pour la Méditerranée (UPM), BUSINESSMED et ASCAME qui ont orienté leurs réflexions vers la pérennisation des efforts déployés durant le projet et les recommandations à suivre pour le futur de la coopération Euromed.

Depuis son lancement en 2013, Euromed Invest a pu réaliser les résultats suivants :

- 2000 personnes ont pu bénéficier d'une formation.
- 9000 organisations ont profité des activités mises en oeuvre, principalement de



- start-ups, d'entreprises et d'organisations de soutien au secteur privé, mais également de clusters, technoparcs, incubateurs, autorités publiques locales et centrales, organisations issues de la société civile, et bien d'autres.
- 4524 réunions « Business-to-business » ont été organisées dans le cadre des Business Roadshows EUROMED Invest, à la fois au nord et au sud de la Méditerranée.
- 691 partenariats d'affaires ont été identifiés à travers des réunions B2B, et 30 contrats de partenariats d'affaires ont depuis été signés.

#### A propos d'EUROMED Invest

EUROMED Invest est un projet de quatre ans (2013-2017), cofinancé à 80 % par la Commission européenne pour un montant total de 5 millions d'EUR. Il est cofinancé et coordonné par ANIMA Investment Network, dans le cadre du consortium MedAlliance. L'objectif général du projet EUROMED Invest est de promouvoir les affaires et les investissements privés dans la zone euro-méditerranéenne afin de contribuer au développement économique inclusif de la région. Plus spécifiquement, le projet vise à soutenir les réseaux d'affaires et d'investissement dans la mise en œuvre de stratégies d'appui à la création et au développement international des Micro, Petites et Moyennes Entreprises (MPME)

#### A propos d'ANIMA Investment Network

Initié en 2002, ANIMA Investment Network est un réseau d'acteurs qui œuvrent ensemble au développement économique de la Méditerranée. Il réunit 80 membres dans 22 pays de la zone euroméditerranéenne et fédère des agences gouvernementales et régionales de promotion des territoires, des fédérations d'entrepreneurs, des pôles d'innovation, des investisseurs et des instituts de recherche. Son objectif est de contribuer à une amélioration continue du climat des affaires et à un développement économique durable et partagé en Méditerranée. ANIMA est piloté depuis Marseille (France) et présidé par Monsieur Khalil Laabidi, Directeur général de FIPA Tunisie.

Source : <http://ecomnewsmed.com/article/2880/mediterranee--euromed-invest-au-service-de-la-promotion-des-investissements-prives>





<p><b>EU NEIGHBOURS</b> south</p>	<p><b>Web</b></p>
	<p><b>18 December, 2018</b></p>

**EuroMed Invest hold a conference highlighting achievements in the Euro-Med region**



The EUROMED Invest final conference was held on 14 December 2017 at the European Economic and Social Committee's headquarters (EESC) in Brussels, Belgium. The EU funded project started 4 years ago in December 2013.

The final conference was the occasion to have a look on the project achievements. Gathering implementing partners and project's final beneficiaries, the conference highlighted the role and implication of the European Union in the development of the Euro-Mediterranean region, as well as the main impact reached.

Since the beginning of the project, the EUROMED Invest project enabled nearly 2000 people to be trained. Around 9000 organisations benefited from its activities, mostly start-ups, companies and Business Support Organisations, but also clusters, technoparks, incubators, local and central public authorities, civil society organisations, and others.

From December 2014 to December 2017, 4524 Business-to-business meetings were organised during the EUROMED Invest Business Roadshow, both in the North and in the South of the Mediterranean. During these activities, 691 business partnerships were identified through the B2B meetings and 30 partnership contracts have been signed since then.

The final conference contributed to open-up a debate regarding the path to follow for an enhanced business climate in the region. Several international organisations of the sector (OECD, UNIDO, BUSINESSMED, ASCAME, Union for the Mediterranean), as well as European Commission representatives (DG NEAR, DG GROW, DG TRADE) took part in the discussion.

The aim of the EUROMED Invest project is to boost private business and investment within the Euro-Mediterranean region to contribute to inclusive economic development. The project's activities aim to empower Euro-Med business and investment networks to implement targeted strategies in support of SME development in specific sectors: agri-food, water and alternative energies, tourism, transport and logistics, cultural and creative industries.

Source : <http://www.euneighbours.eu/en/south/stay-informed/news/euromed-invest-hold-conference-highlighting-achievements-euro-med-region>