



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





	<p>Web</p> <p>July 3, 2015</p>
---	--

Pollutec Maroc 2015 Casablanca, 21–24 ottobre

Partecipa a Pollutec Marocco, evento dedicato alle tecnologie e servizi per l'ambiente (acqua, aria, rifiuti, riciclaggio, energie rinnovabili, prevenzione rischi e sviluppo sostenibile) e la protezione ambientale che avrà luogo a Casablanca dal 21 al 24 ottobre. Sarà l'occasione per approfondire la conoscenza del mercato marocchino, per esplorare opportunità di business e per conoscere potenziali partner commerciali.

L'iniziativa rientra nel Progetto Integrato di Filiera (PIF) ECompanies che Ceipiemonte gestisce su incarico di Regione Piemonte, Unioncamere Piemonte Camere di commercio di Piemonte e Valle d'Aosta.

Le aziende aderenti al PIF usufruiscono di una tariffa agevolata pari a € 1.300,00 + IVA per la partecipazione in open space con una postazione attrezzata per l'esposizione di piccole campionature e cataloghi e per le trattative con i visitatori. Per le altre imprese piemontesi e valdostane il costo preferenziale è di € 1.600,00 + IVA.

Tutte le imprese piemontesi e valdostane potranno usufruire di alcuni servizi aggiuntivi, quali una agenda personalizzata di incontri b2b con potenziali controparti locali, grafica promozionale coordinata, assistenza in loco di personale Ceipiemonte.

L'agenda appuntamenti verrà organizzata previa pre-fattibilità realizzata dall'ufficio locale.

Inoltre in collaborazione con il progetto Euromed Invest sarà organizzato un workshop con le aziende europee partecipanti alla fiera.

La presenza piemontese al salone sarà localizzata all'interno della collettiva italiana organizzata da ICE-Agenzia.

Il settore delle energie rinnovabili in Marocco, che si sviluppa intorno all'eolico, al solare e all'energia idroelettrica, è interessato da un programma governativo che si realizzerà entro il 2020. L'obiettivo è di incrementare la parte delle energie rinnovabili fino al 42% della potenza elettrica, pari al 20-30% del consumo energetico del Paese.

Il Marocco deve far fronte anche a sfide importanti in materia di gestione delle risorse idriche, pertanto ha elaborato una nuova strategia dell'acqua per il 2030.

Complessivamente il Paese sta dimostrando un'accentuata sensibilità alle problematiche ambientali, compresa quella per il trattamento dei rifiuti.

Notizie sulla fiera sono disponibili al sito: www.pollutec-maroc.com

Dettagli sulle condizioni di partecipazione sono contenute nella scheda tecnica.

Scadenza adesioni: 7 settembre



Per aderire occorre cliccare su "Nuova iscrizione" e seguire le indicazioni. Qui sono indicate anche le modalità di pagamento.

Attenzione: è indispensabile trasmettere il modulo firmato in originale. Le adesioni saranno accolte secondo l'ordine d'arrivo, fino ad esaurimento dell'area disponibile. Si ricorda che le adesioni dovranno pervenire in numero sufficiente a giustificare l'impegno organizzativo.

Source : <http://iniziative.centroestero.org/iniziative.php?IDitem=1674&action=view>



 <p>ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MÉDITERRANÉE ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط ASCAME</p>	<p>Web</p>
	<p>July 6, 2015</p>

EUROMED Invest gathered more than 50 Organizations from across the Mediterranean

ASCAME leads the Meda Logistics Roadshow in the framework of the Medi-terranean Logistics and Transport Summit.

For two days, Barcelona has been the meeting point for over 300 leaders on the 9th and 10th of June in the Logistics & Transport sector at the Mediterranean Logistic & Transport Summit, the largest European and Mediterranean platform organized in the framework of the 17th edition of the International Logistics and Material Handling Exhibition in Barcelona (SIL 2015).

In the framework of the Mediterranean Logistics and Transport Summit, the Association of the Mediterranean Chambers of Commerce (ASCAME), organized in collaboration with the Chamber of Commerce and Industry of Barcelona, the Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon and the Confederation of Egyptian European Business Associations (CEEBA), the Meda Logistics Roadshow in the framework of the project EUROMED Invest.

The MEDA-LOGISTICS & TRANSPORT Roadshow promoted economic exchanges between Northern and Southern of the Mediterranean countries at SIL 2015, organizing a Mediterranean Pavilion with different business activities between transport and logistics operators.

Different activities were carried out in parallel such as B2B meetings & B2Governments, which consisted of short scheduled meetings between companies from both sides of the Mediterranean as well as between public bodies that met their Spanish and European counterparts. Workshops & Presentations about investment opportunities in Lebanon, Egypt and Tunisia were carried out.

Beside this, the HOMERe project was presented whose objective is to increase employability for high-level post graduates in the region. Furthermore a presentation of the Enterprise Europe Network was carried out in order to present the initiative as a key instrument in the EU's strategy to boost growth and jobs in the Mediterranean region.

On the occasion of this roadshow, the OPTIMED Project was presented to the participants (institutions and transport and logistics companies) in order to foster the pioneering initiative of the virtual logistics platform aiming at improving shipping trade - in timing and freight costs - within the Mediterranean basin and especially between Lebanon, Italy, Spain and France.

Furthermore, the Med Pavilion was performed of a Networking space, an exclusive space where companies had the opportunity to meet and exchange business cards. Besides this, participants could attend different Helpdesks of Investment Promotion Actors, in order to be informed about how boosting Foreign Direct Investment (FDI) between north and south.

The participants at the Market Business Exchange in the Med Pavilion included International Delegations with different profiles such as shippers (retailers and manufacturers), 3PLs, 4PLs, Carriers (road, rail, sea, air), Freight forwarders, Ports, Energy Providers, Consultants and Technology Solutions companies and Transportation Industry brought together.

More than 50 organizations from across the Mediterranean could exchange their business ideas and projects as well as sharing strategies for future collaborations.



EUROMED Invest is a project that will last 3 years (2013-2016) co-financed at 80% by the European Commission for a global amount of 5 million of Euros. It is co-financed by ANIMA Investment Network, in the frame of the consortium MedAlliance.

The ultimate goal of EUROMED Invest is to boost private business and investment within the Euro-Med area to contribute to an inclusive economic development of the region.

The specific objective of the project is to empower Euro-Med business and investment networks to implement targeted strategies supporting the creation and the international development of micro, small and medium-sized enterprises in order to boost private business and investment within the Euro-Mediterranean area.

Source : <http://www.ascame.org/en/euromed-invest-gathered-more-50-organizations-across-mediterranean>



	<p>Web</p> <p>July 7, 2015</p>
--	--

Euromed Invest Brussels Academy: focus on EU support instruments to Mediterranean SMEs

Some 60 business participants from Egypt, Tunisia, Lebanon, Algeria, Israel, Morocco and Syria, as well as EU Member States, met for three days last month to gain a better understanding of the EU and its programmes in the Mediterranean. The Academy was organised by the Brussels Chamber of Commerce as part of the EU-funded Euromed Invest project.

The aim was to share participants' experience and enhance their knowledge about the EU and its instruments available to support SMEs and investment in Mediterranean countries.

Senior representatives from the European institutions, international Chambers of Commerce and business support organisations led discussions on themes such as funding opportunities, market accessibility and standards and legislation in the Mediterranean.

The aim of the EUROMED Invest project is to boost private business and investment within the Euro-Mediterranean region to contribute to an inclusive economic development. The project 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.enpi-info.eu/mainmed.php?id_type=1&id=41479&lang_id=450



	Web
	July 7, 2015

Académie EUROMED Invest à Bruxelles

Avec pour objectif de mieux faire connaître l'Union Européenne et ses programmes en Méditerranée, l'Académie EUROMED Invest s'est déroulée du 15 au 17 juin 2015 à Bruxelles.


Cet évènement de trois jours a permis de réunir une soixantaine de participants venus d'Egypte, de Tunisie, du Liban, d'Algérie, d'Israël, du Maroc, de Syrie et de pays membres de l'Union Européenne afin de partager leurs expériences et enrichir leurs connaissances de l'U.E et de ses instruments pour soutenir les PME et les investissements dans les pays méditerranéens.

De nombreux thèmes ont été abordés tels que les opportunités de financement dans l'Union Européenne, les politiques européennes de voisinage, l'accessibilité au marché et les normes et législations en Méditerranée. Ils ont permis les échanges entre de hauts représentants de la Commission Européenne, du Parlement Européen, des Chambres de Commerce Internationales et d'Organisations de Soutiens aux Entreprises et les participants. Organisée par la Chambre de Commerce de Bruxelles (BECI) en étroite collaboration avec EUROCHAMBRES et sequa, l'Académie EUROMED Invest a eu pour ambition de favoriser la mise en réseau et les partenariats entre les différents acteurs économiques. Il est ressorti de cette Académie une satisfaction des participants face à la qualité des séminaires proposés.

EUROMED Invest, doté d'un budget de 5 millions d'euros, financé par la Commission européenne, le consortium Med Alliance, la Région Provence-Alpes-Côte d'Azur et la Ville de Marseille, est un important programme européen visant à développer les investissements privés et les relations économiques dans la zone euro-méditerranéenne.

Source : http://eeas.europa.eu/delegations/algeria/press_corner/all_news/news/2015/academie_euromed_fr.htm



 NEWSDAY INFO AGENCY	Web
	July 9, 2015

Euromed Invest Brussels Academy: focus on EU support instruments to Mediterranean SMEs

Some 60 business participants from Egypt, Tunisia, Lebanon, Algeria, Israel, Morocco and Syria, as well as EU Member States, met for three days last month to gain a better understanding of the EU and its programmes in the Mediterranean. The Academy was organised by the Brussels Chamber of Commerce as part of the EU-funded Euromed Invest project.

The aim was to share participants' experience and enhance their knowledge about the EU and its instruments available to support SMEs and investment in Mediterranean countries.

Senior representatives from the European institutions, international Chambers of Commerce and business support organisations led discussions on themes such as funding opportunities, market accessibility and standards and legislation in the Mediterranean.

The aim of the EUROMED Invest project is to boost private business and investment within the Euro-Mediterranean region to contribute to an inclusive economic development. The project 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://newsday.ge/new/index.php/en/component/k2/item/4185-euromed-invest-brussels-academy-focus-on-eu-support-instruments-to-mediterranean-smes>



	Web
	July 10, 2015

Interview, Amina Ziane-Cherif Project Manager at ANIMA INVESTMENT NETWORK

ANIMA INVESTMENT NETWORK brings together people working for the economic development of the Mediterranean. The ANIMA network operates within 22 countries in the Euro- Mediterranean area and comprises national and regional investment promotion agencies, international organisations, business federations, innovation clusters, financial investors and research institutes from the region.

MAGHRENOV: What is the role in the ecosystem Energy and Energy Efficiency (RE&EE) of ANIMA?

Amina Ziaje-Cherif: ANIMA Investment Network brings together organisations willing to work for the economic development of the Mediterranean. ANIMA’s objective is to contribute to the continued improvement of the Mediterranean business and investment climate, as well as encourage a shared and sustainable economic development for the region. We implement various projects that contribute to position the Mediterranean in key innovation-based sectors. This is why we are interested in renewable energies as a strategic sector to ensure a better energy independence and diversification, but also because there are various resources to be tapped in the Southern Mediterranean countries (sun, coast). We promote renewable energies in many of our projects, including Euromed Invest. We have produced business guides for companies working in the sector in four Southern Mediterranean countries and we support BtoB events.

MAGHRENOV: By meeting you at the Workshop MARE MATCH - MAKING EVENT , you had an ambassador role for ANIMA . What is your role in everyday life in ANIMA?

Amina Ziaje-Cherif: I coordinate the PôleMed partnership: it is about working closely with various stakeholders in the region Provence-Alpes-Côte d'Azur (PACA) involved either in supporting companies to go international or in the economic cooperation with the southern Mediterranean countries. The aim is to position the companies from the south of France in the Mediterranean markets, and to strengthen the economic partnership between the PACA region and southern rim countries. In addition to this, we also encourage companies from the southern Mediterranean to develop their business in this region. This initiative is supported by the Regional Council of Provence-Alpes-Côte d'Azur in the framework of its Regional Plan for the internationalisation of companies. PACA is the only region in France that develops a proactive economic policy towards the Mediterranean countries, and as such it intends to support all French operators to strengthen their links with these countries.

Besides this significant initiative, I am also in charge of certain topics which are: innovation, clusters, and cultural and creative industries.

MAGHRENOV: With the approach of the COP21 , many countries disseminate their recommendations, which ones ANIMA?

Amina Ziaje-Cherif: First, the opportunities available in the environment and energy transition sectors must be valued. Companies, especially in the southern Mediterranean, do not always see the potential. This means showcasing success stories, providing business intelligence and analysis tools. Secondly, responsible business practices must be fostered. This is what we are doing with the EDILE label that we created: it promotes socially responsible investors by assessing their positive local impacts. Then a thorough support must be provided to the initiatives and approaches based on social and environmental responsibility: raising awareness, training, creating peer to peer



networks etc. Finally, best practices and success stories must be highlighted in order to generate a snowball effect.

MAGHRENOV: What is the typical profile of an issue startup of RE & EE sector to ANIMA?

Amina Ziaje-Cherif: Whether in renewable energy or in other sectors, the main criteria that matter to ANIMA is the relevance of the product or service offered by a start-up for the Mediterranean and European markets. In the area you mention, we pay special attention to certain topics such as smart grids and sustainable building which are in line with the needs of the Mediterranean region.

MAGHRENOV: If you need to share your knowledge about startups to follow, what would you suggest would to maghrenov.eu?

Amina Ziaje-Cherif: During our start-up / investor workshops (Investment Academies), we met several interesting startups in the renewable energy & energy efficiency sectors: for example in the PACA region, there is Atoll Energy, a start-up that turns waste heat into energy savings with combined power and utilities solutions: heating, cooling, dessalination. For the Southern Mediterranean, I think of an Egyptian start-up called Tagadod (meaning renewal in Egyptian) which produces biodiesel from waste vegetable oil.

MAGHRENOV: Thank you very much for your answer Amina Ziaje-Cherif

If you want to know more about ANIMA: MAGHRENOV KNOWLEDGE DATABASE - ANIMA WEBSITE

If you want to know more about Amina Ziaje-Cherif: LINKEDIN PROFIL

Source : <http://maghrenov.eu/blog/view/18962/interview-amina-ziane-cherif-project-manager-at-anima-investment-network>



	Web
	July 12, 2015

Euromed Invest Brussels Academy: focus on EU support instruments to Mediterranean SMEs

Some 60 business participants from Egypt, Tunisia, Lebanon, Algeria, Israel, Morocco and Syria, as well as EU Member States, met for three days last month to gain a better understanding of the EU and its programmes in the Mediterranean. The Academy was organised by the Brussels Chamber of Commerce as part of the EU-funded Euromed Invest project.

The aim was to share participants' experience and enhance their knowledge about the EU and its instruments available to support SMEs and investment in Mediterranean countries.

Senior representatives from the European institutions, international Chambers of Commerce and business support organisations led discussions on themes such as funding opportunities, market accessibility and standards and legislation in the Mediterranean.

The aim of the EUROMED Invest project is to boost private business and investment within the Euro-Mediterranean region to contribute to an inclusive economic development. The project 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. (EU Neighbourhood Info)

Source :<http://fecworld.com/test/stip/categories-1-layout/item/242-euromed-invest-brussels-academy-focus-on-eu-support-instruments-to-mediterranean-smes>



	<p>Web</p> <p>July 17, 2015</p>
--	---------------------------------

OSSERVATORIO EUROCHAMBRES

17 luglio 2015

mosaico:EUROPA Newsletter N° 10/2015 4

OSSERVATORIO EUROCHAMBRES

Il percorso comune in Europa



BREVETTI UNITARI EUROPEI:
abbattuti i costi di rinnovo

A seguito di un lungo e non sempre facile processo negoziale, gli Stati membri hanno concordato di tagliare i costi del rinnovo del brevetto unitario europeo, che in ultima analisi diminuirà da una media di € 30.000 a € 5.000, diminuendo il costo di sei volte. Tale riduzione si applica al rinnovo decennale del brevetto tra i 25 Stati membri che partecipano alla cooperazione rafforzata, tra cui l'Italia. EUROCHAMBRES, che ha sostenuto un'intensa attività di lobby su tale fronte, riconosce con soddisfazione che l'accordo raggiunto sul piano dei costi aiuterà a ridurre il divario tra i costi della protezione offerta dai brevetti europei e quelli di Stati Uniti, Giappone e altri paesi. A questa riduzione del costo dei brevetti corrispondono comunque alcune contropartite come ad esempio la riduzione a sole tre lingue di traduzione del brevetto europeo vale a dire il tedesco, l'inglese e il francese, con grande disappunto di alcuni Stati membri come la Spagna che, quando l'Italia formalizzerà l'adesione al regime unitario con un passaggio già incardinato in una risoluzione parlamentare, rimarrà l'unico dei 28 Stati membri a non aver aderito al regime.

EUROCHAMBRES nell'élite delle lobby a Bruxelles

Uno studio realizzato recentemente dalla Commissione europea (il primo da quando è in vigore l'obbligo di trasparenza per gli alti funzionari UE), colloca EUROCHAMBRES al decimo posto nelle statistiche degli incontri fra organizzazioni attive su Bruxelles e personalità apicali. In una classifica che vede al comando Business Europe, al secondo posto Google e in quinta posizione Eurocommerce, l'associazione delle Camere di Commercio europee può vantare ben 22 incontri con Commissari, Direttori Generali e Membri di Gabinetto avvenuti nel corso degli ultimi 6 mesi. I dati dello studio ad oggi disponibili e che saranno completati nei prossimi mesi, rivelano un forte interesse per i temi del clima e dell'energia (in testa con 487 meeting), seguiti da occu-

pazione e crescita (398) ed economia digitale (366); poco confortanti i risultati per la politica regionale (all'ultimo posto con solo 15 meeting), preceduta di poco da bilancio (19) e affari interni e aiuti umanitari (27 per entrambi). Un importante successo raggiunto da EUROCHAMBRES è il posto d'onore nella classifica degli incontri relativi all'Accordo di Libero Scambio Ue - USA, preceduta dal *Trans-atlantic Business Council* e seguita dall'*European Round Table of Industrialists*. Un ulteriore traguardo di prestigio, che conferma il valore aggiunto dell'azione di lobby dell'associazione camerale europea sul TTIP, superiore persino a quella dell'*American Chamber of Commerce to the European Union*, che non brilla all'ottavo posto.

stefano.dessi@sistemacamerale.eu

marco.bonfante@sistemacamerale.eu

Cooperazione settoriale Euro-Med

EuroMED Invest, il progetto europeo di collaborazione tra i Paesi delle due sponde del Mediterraneo promosso da un consorzio di cui fanno parte, oltre a EUROCHAMBRES, ANIMA, ASCAME, GACIC, BUSINESSMED e EMDC Foundation, dedica una particolare attenzione all'approccio settoriale. I *Sector Alliance Committees*, operativi dal maggio 2014, si sono dati l'obiettivo ambizioso di costruire una strategia di sviluppo su cinque settori trainanti. Nel settore delle industrie creative merita un accenno l'esperienza

britannica (che sarà presto messa a disposizione dei Paesi Med), con quasi il 30% dei progetti INTERREG sul tema a guida UK, ed un valore del settore che ormai supera annualmente i 70 miliardi di EUR. Per quanto riguarda il turismo, il lavoro del comitato ad hoc ha sinora evidenziato alcune nicchie prioritarie come il turismo culturale, l'eco turismo, il turismo d'avventura. Sulle energie verdi la mappatura delle progettualità esistenti ha rivelato possibili linee di lavoro nell'efficientamento degli edifici, nella valorizzazione dei rifiuti domestici ed organici, nella desalinizzazione delle acque, nei sistemi di conservazione ad energia solare. Nell'agroindustria l'o-



biiettivo è promuovere l'integrazione tra i programmi e le reti già operative tra le due sponde come Med-AMIN, rete d'informazione tra i mercati o ENPARD, programma europeo per lo sviluppo rurale. Infine i trasporti e la logistica, dove le TIC possono effettivamente aprire il mercato sud mediterraneo agli investimenti stranieri ancora molto limitati.

flavio.burlizzi@sistemacamerale.eu

Source :

https://www.google.fr/url?sa=t&rct=j&q=&esrc=s&source=web&cd=56&cad=rja&uact=8&ved=0CElQFjAFODJqFQoTCODOv_TdnscCFYK7FAodxbIAjQ&url=http%3A%2F%2Fwww.unioncamere.gov.it%2Fdownload%2F4977.html&ei=OrbIVeDJBYL3UsXlguql&usq=AFQjCNGhfSWVSD-h28r1a7Dsy7mYf3vVVA



	Web
	July 24, 2015

Académie d’Euromed Invest à Bruxelles : gros plan sur les instruments européens de soutien aux PME en Méditerranée

Le mois dernier, une soixantaine de participants venus d’Egypte, de Tunisie, du Liban, d’Algérie, d’Israël, du Maroc, de Syrie et de pays membres de l’Union européenne se sont réunis pendant trois jours pour acquérir une meilleure connaissance de l’Union européenne et de ses programmes dans la région de la Méditerranée.

L’académie était organisée par la Chambre de commerce de Bruxelles dans le cadre du projet Euromed Invest, financé par l’UE.

L’objectif était de partager les expériences des participants et d’enrichir leurs connaissances relatives à l’Union européenne et à ses instruments qui visent à soutenir les PME et les investissements dans les pays méditerranéens.

De hauts représentants des institutions européennes, des Chambres de commerce internationales et d’organisations de soutien aux entreprises ont échangé avec les participants autour de thèmes tels que les opportunités de financement, l’accessibilité du marché, ainsi que les normes et législations en Méditerranée.

L’objectif du projet EUROMED Invest est de stimuler les affaires et l’investissement privé dans la région euro-méditerranéenne et de contribuer à un développement économique inclusif. Les activités du projet visent à habiliter les réseaux d’affaires et d’investissement euro-méditerranéens à mettre en œuvre des stratégies ciblées en faveur du développement des PME dans des secteurs spécifiques: l’agro-alimentaire, l’eau et les énergies alternatives, le tourisme, les transports et la logistique, industries culturelles et créatives.

Par EU Neighbourhood Info

Source : <http://euro-mediterranee.blogspot.fr/2015/07/academie-deuromed-invest-bruxelles-gros.html>



	Web
	July 28, 2015

EUROMED Invest Academy Barcelona 24th and 25th of November 2015. Casa Llotja de Mar, Barcelona

The Academy of Barcelona “Barcelona Declaration+20: Trade and Investment for a Mediterranean of shared prosperity” is a large capacity building and networking event which will be held over 2 days during the IX Mediterranean Week of Economic Leaders, whereby 2 seminars will be organised in parallel on FDI promotion/investors servicing and business support services for existing SMEs and new entrepreneurs.

The event, co-organised by the Barcelona Chamber of Commerce and the Association of the Mediterranean Chambers of Commerce (ASCAME), is coinciding with the 20th anniversary of the Barcelona Process and will also involve the Union for the Mediterranean (UfM).

Source : <http://www.medaeconomicweek.org/euromed-invest-academy/>