

An initiative of the European Union



ECCP MATCHMAKING EVENTS ★

EU-South MED MATCHMAKING EVENT

In the context of Egypt Infrastructure and
Water Expo and The Big 5 Construct Egypt

INFO WEBINAR

13 MAY | 9:30 - 10:30 CEST





An initiative of the European Union



ECCP MATCHMAKING EVENTS ★

WELCOME



Housekeeping Rules

- This webinar is scheduled to last **1 hour**
- **This webinar will be recorded** and published on ECCCP
- All participants are in **listen-in mode**
- To ask a question, please **type it into the Q&A box**

Agenda

09:30-09:40	Welcoming Remarks
09:40-09:45	Overview and testimonials of previous editions
09:45-10:00	Market Access Information
10:00-10:10	Presentation of Africa IP SME Helpdesk
10:10-10:20	Presentation of Egypt Infrastructure and Water Expo and The Big 5 Construct Expo
10:20-10:30	Next Steps Towards the Matchmaking Event

Welcome and Opening Remarks

- **Christophe Guichard**, DG Grow, European Commission
- **Sarra Boussaidi**, ANIMA Investment Network

Welcome and Opening Remarks

Sarra Boussaidi

Project Manager, ANIMA Investment Network

Who is ANIMA

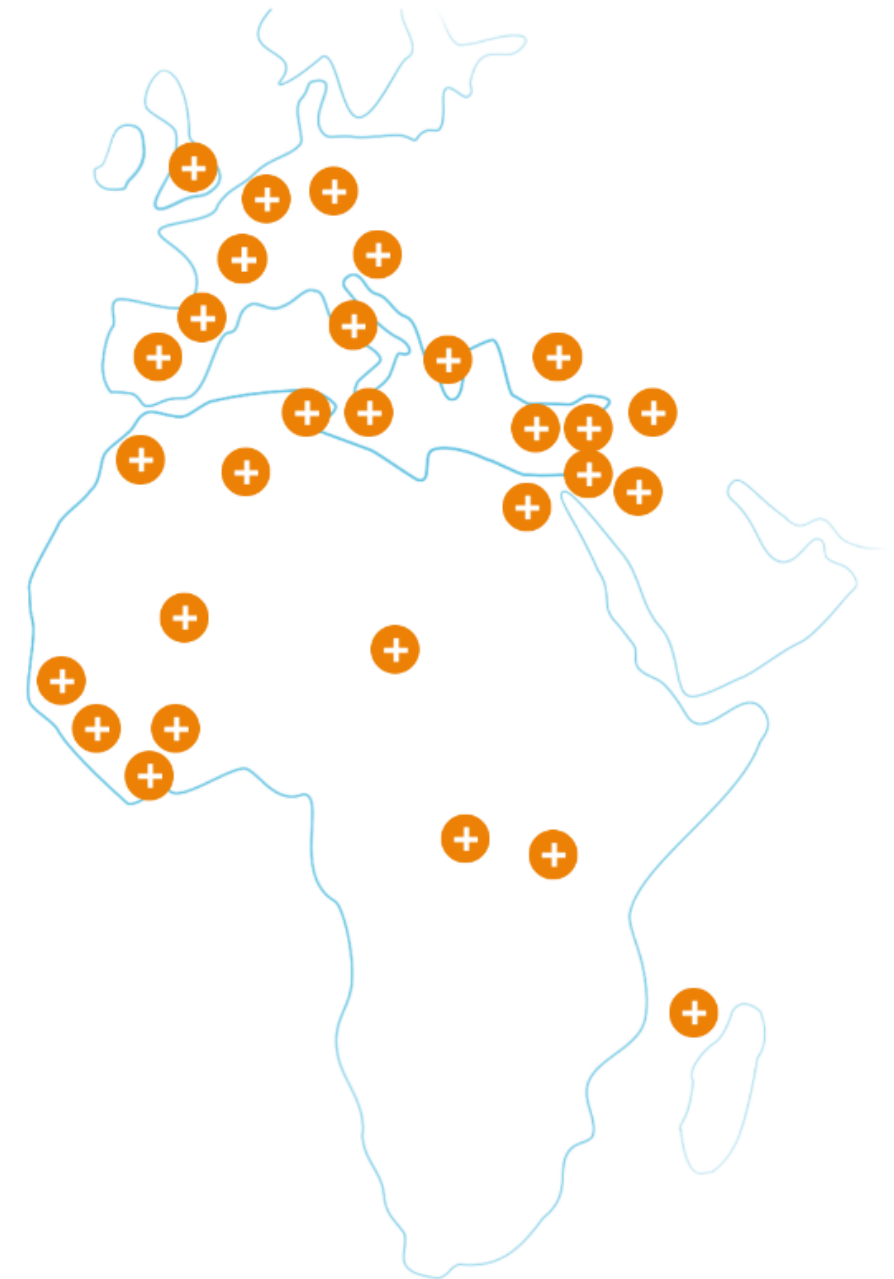
ANIMA is an association working for economic development in **Europe, the Middle East and Africa** that is aligned with the challenges of social and environmental responsibility.

It was created in 2006 as part of the Barcelona Process - Euromed Partnership.

ANIMA's headquarters are in Marseille, France, and the network has an office in Morocco.

Our aims:

- To **engage countries in cooperation** aimed at transforming their economies and enhancing their attractiveness.
- **Improve the performance** of business support policies and institutions.
- **Promote companies that create value** for society.





Project overall objective

Strengthening clusters and their members by promoting **inclusive innovation** and **competitiveness** in the **Euromed region** in order to improve **growth, economic diversification, sustainable development** and **employment**.



Timing

01/04/2022 to 01/10/2026



Budget

€7.7 M (co-financed at 90% by DG NEAR, EU)



Scope

- Southern neighbourhood - Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia
- National & regional focus depending on activities and goals
- Individual and group support
- Mix of digital and on-site activities

Partners



Affiliate partners





Specific objectives & activities



**Fostering policies for
clusters development and
collaboration**

- Strategic studies
- National policy dialogues
- Technical assistance on clusters policies



**Strengthening clusters
capacity & regional
cooperation**

- Capacity building for cluster managers and members (Online & on-site academies, webinars)
- Peer-to-peer expertise between South Med and European Clusters
- Benchmarking visits in Europe & the South region
- 7 in-depth Technical Assistance for clusters across the South region



**Activating Euromed key
value chains through inter-
clustering**

- Tech Days/ EU-South Med matchmaking events
- Made by Euromed: Collaborative projects between clusters to activate regional value chains
- Cluster Business Connect
- Regional high-level working group





5.3 | Activating Euromed key value chains through inter-clustering

Tech Days | 4 out of 7

Tech Days - Matchmaking events for clusters and companies in collaboration with **ECCP**

- Euromed Clusters Forward Summit, **Malta, Nov 2022**
- EU-South Med Matchmaking Event x GITEX **Marrakech, June 2023**
- Find your Matches for the call for Collaborative Projects, **online, March 2024**
- EU-SouthMed Matchmaking Event x Achema **Frankfurt, June 2024**
- **Upcoming events:**
 - 13-15 May: Power X Entrepreneurship Summit - Beirut, Lebanon**
 - 16-18 June: EU-SouthMed Matchmaking Event - Cairo, Egypt**
 - November: Mediterranean Forum on Artificial Intelligence, Tunis, Tunisia**



230+ participants



230+ B2B meetings

Countries represented



5.4.2 | Cluster Business Connect : Inter-cluster collaboration

Creating new collaborations between clusters and forging regional value chains (RCVs) in the Euro-Mediterranean region - Twinnings & matchmaking activities between clusters in 2, 3 or more South Mediterranean & European countries

Examples of activities and KPIs:

- Access to market and business development
- Development of collaboration strategy and sustainable partnerships
- Development of new products and services
- New sales channels
- Joint technical or research collaboration
- Collaboration with new markets



Scope

- Europe x Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia
- Minimum 2 countries involved of which minimum 1 European country and 1 South Mediterranean country

Budget

- Up to 10 projects x €30 000 for a consortium of 2 clusters or 45 000€ for a consortium of 3 clusters
- Management by the lead cluster

Timing

- Launch of the call: **May 14th**
- Deadline of the call: **Beginning of June, 2025**
- Duration: **8 months maximum**
- Implementation period: **2025-2026**



EUROMED
CLUSTERS
FORWARD



Thank you!

Contacts:

ANIMA Investment Network

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Zoé Luçon | WP5 Coordinator | zoe.lucon@anima.coop



euromed-clusters-forward



@EuromedClusters



EUROPEAN CLUSTER
COLLABORATION PLATFORM

[Euromed Clusters Forward](#)

Join the [WhatsApp group](#) of Euromed Clusters Forward. Stay informed about the latest project updates!



Overview of past events and testimonials

Teodora Jilkova

Veritas Cluster, ECCCP Team member

EU-South Med Matchmaking event in Marrakech 2023

In the framework of GITEX Africa



117

Bilateral meetings

EU-South Med Matchmaking event in Frankfurt, Germany 2024

In the framework of ACHEMA expo



74

Bilateral meetings



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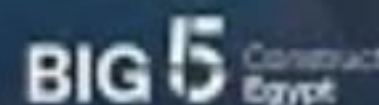
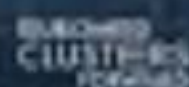
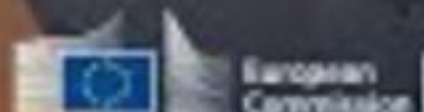
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APPLY NOW

CAIRO, EGYPT

16 - 18 JUNE 2025



Market Access Information session

Dr. Jan-Philipp Kramer

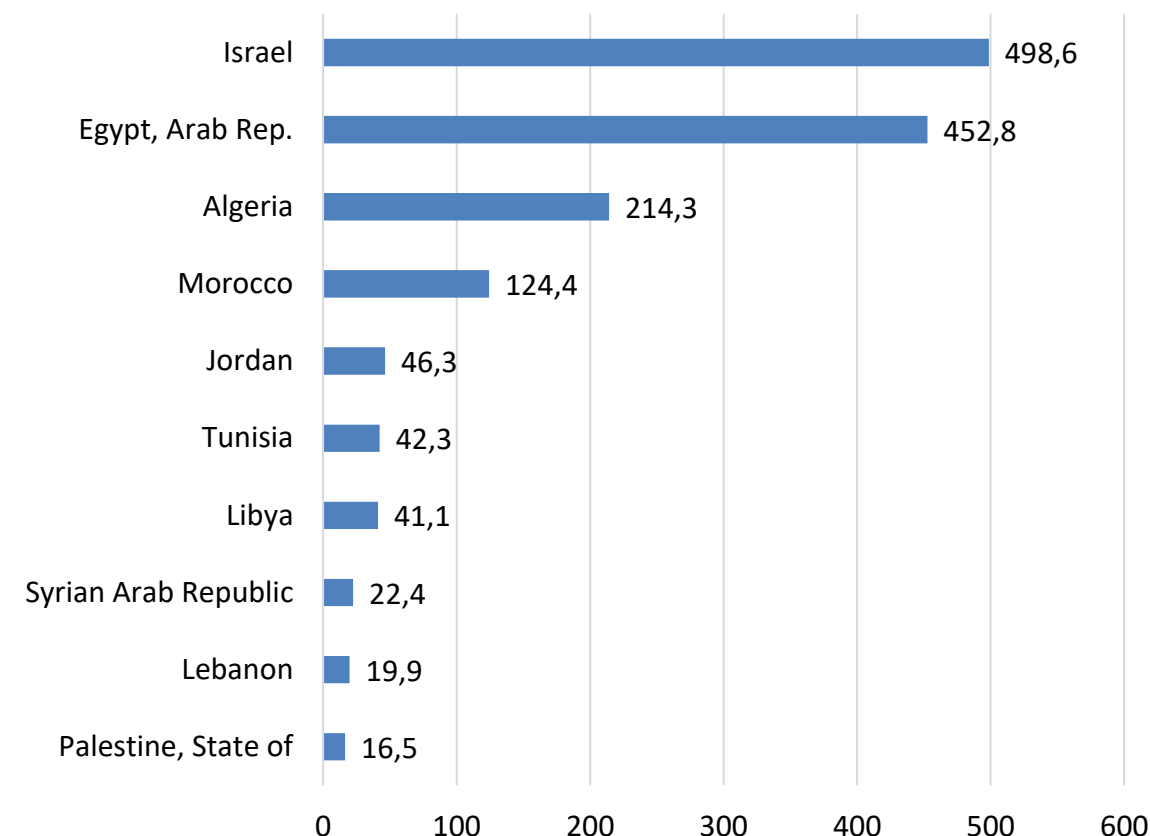
Head of EU Services, Prognos, ECCCP Team Member

Economic profile of the Southern Mediterranean (South Med) region

General characteristics of the economy:

- Israel is showcasing the highest **GDP in the South Med**, followed by Egypt
- In total, the region accounts for a GDP of **€1,478 billion**
- Most countries have a **GDP per capita** between 3,300€ and 5,700€ with Israel being a strong outlier (52,000€)
- **Diverse region** with different stages of economic development

GDP by country, bn. €



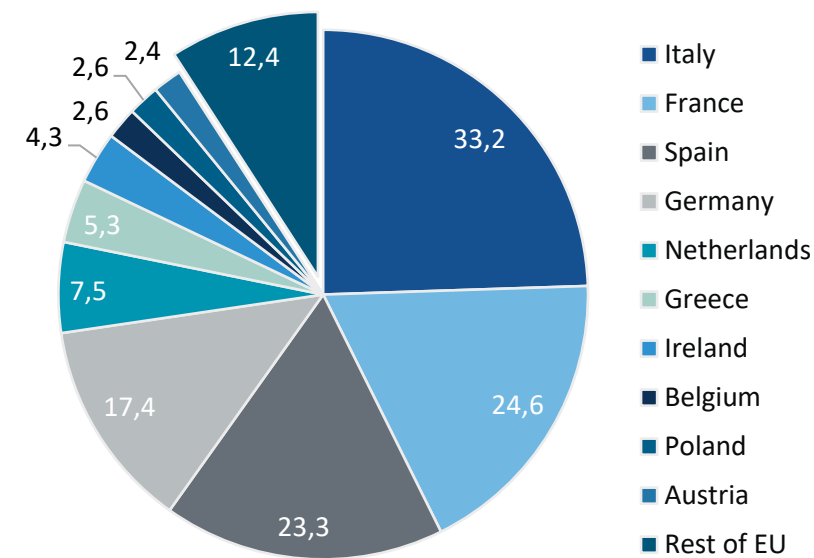
Source: ECCP (2025), own calculation based on World Bank.. Data exported on 09.05.2025. Note: The total GDP has been converted from USD to EUR based on the ECB conversion rates

EU-South Med trade: Most relevant EU trading partners for the South Med region

- **Morocco:** EU's 21st **largest trade partner**, 1% of the EU's total trade in goods
- The EU is **Tunisia's largest trade partner**, 56% of its trade in 2023
- The EU is also **Egypt's biggest trading partner** (25% of Egypt's trade volume)

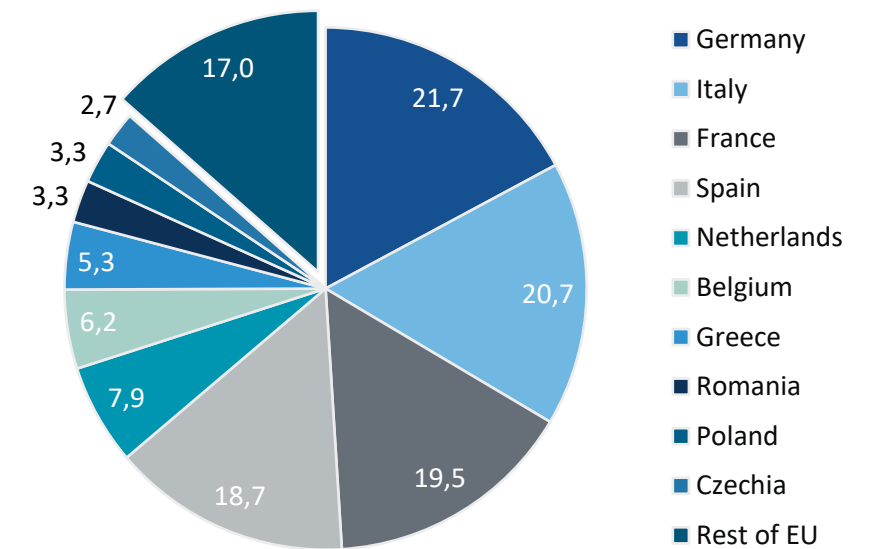
Top 10 EU27 trading partners for South Med countries, by imports from and exports to the South Med region, in bn. €

Imports from South Med region, in bn. €



€135.6 bn.

Exports to South Med region, in bn. €



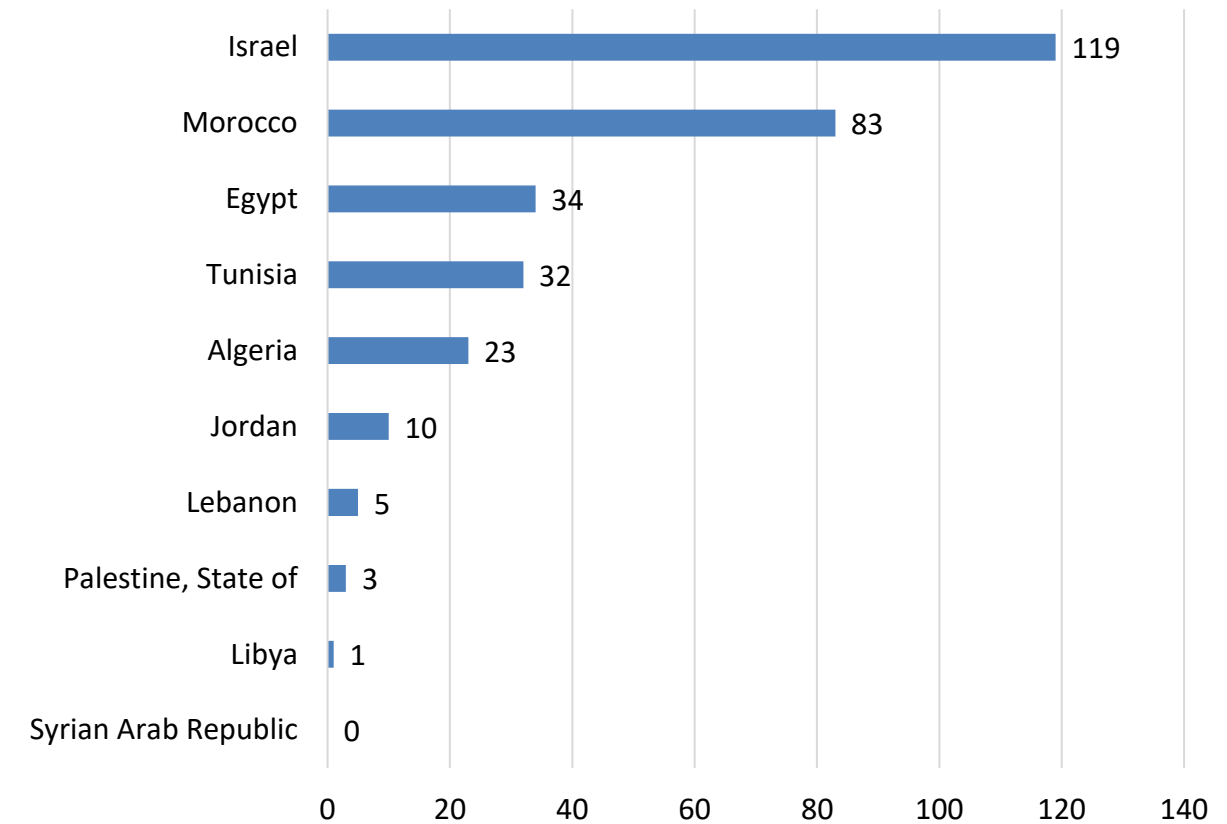
€126.2 bn.

Source: ECCP (2025), own calculation based on UN Comtrade Database. Data exported on 07.05.2025

Most relevant countries in the Southern Mediterranean for EU27 cluster organisations

- **Israel is the most popular target market** for EU27 cluster organisations in the southern Mediterranean region
- Both **Israel** (8) and **Morocco** (11) are among the **top 15 target markets** of EU cluster organisations
- Highlighting the **economic ties** and interests between the EU and the South Med

South Med as Target Markets of EU 27 Cluster Organisations

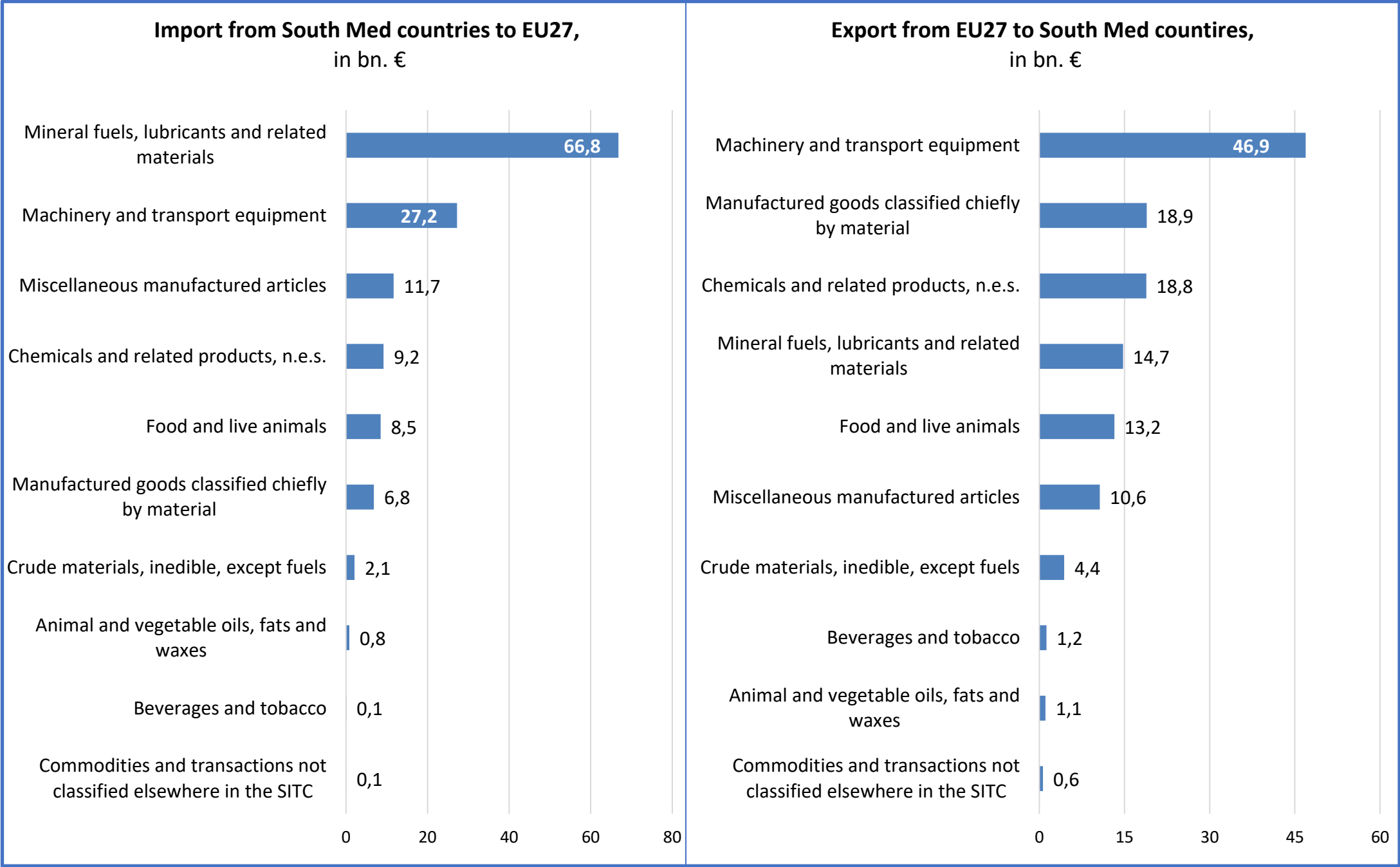


Source: ECCP (2025) own calculation based on ECCP data. Data exported on 07.05.2025

Overview of traded goods between the EU27 & Southern Mediterranean, by imports to EU27 and exports from the EU27 in 2022, values in billion Euro

The **most significant sectors** in terms of trade volume between the EU and the South Med region include:

- Mineral fuels
- Machinery
- Chemical products
- Manufactured goods
- Food and live animals



EU-South Med Trade: Agreements and National Trade Reforms

EU Trade Agreements

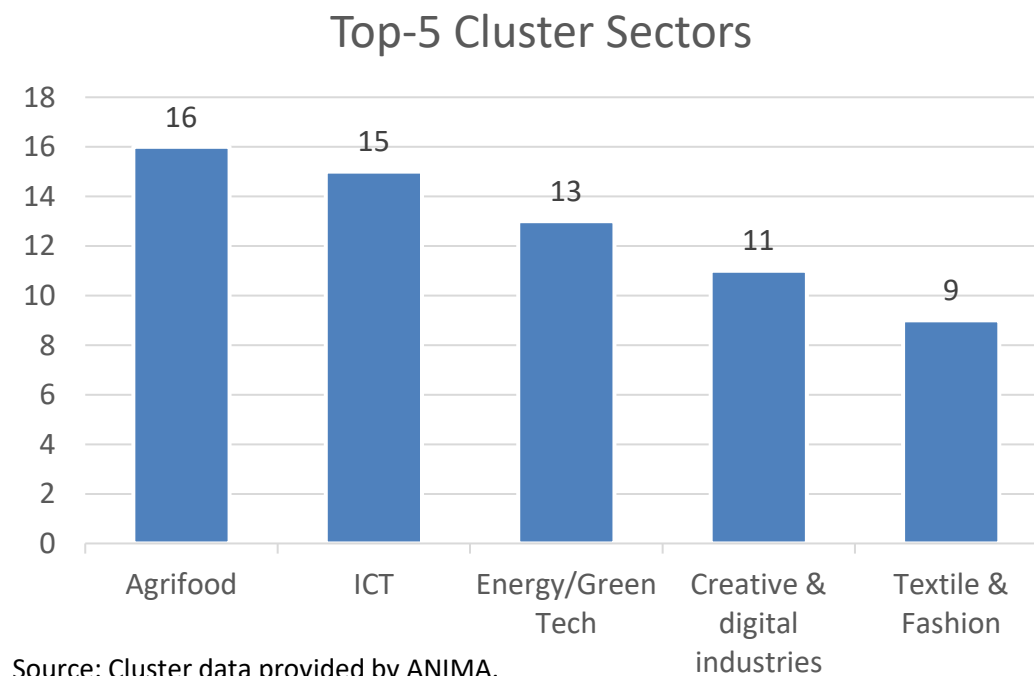
- 1. **Euro-Mediterranean Partnership** aims for a shared free trade area
- 2. **EU has Association Agreements** with most South Med countries
- 3. **Agadir Agreement** supports South–South trade & EU integration
- 4. **European Neighbourhood Policy (ENP)** is a bilateral cooperation framework with the countries of the Southern Neighbourhood
- 5. **Deep and Comprehensive Free Trade Areas (DCFTAs)** are intended to go beyond tariff elimination

South Med Countries Trade Liberalisation

	Morocco: Liberalised industrial goods; advanced agricultural trade
	Tunisia: Gradual goods liberalisation; key EU partner
	Egypt: Agriculture trade expanded via 2010 agreement
	Jordan: Covers services, procurement; active in EU trade programmes
	Algeria: Trade liberalisation slower; challenges in implementation
	Lebanon: Gradual goods liberalisation; customs and standards cooperation
	Palestine: Interim Trade Arrangement with preferential access

The Southern Mediterranean Cluster Landscape

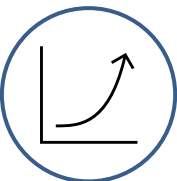
- The Southern Mediterranean hosts a **growing and diverse cluster landscape**
- Particularly in **sectors** like **textiles, agri-food, ICT and energy**
- **Tunisia, Morocco, and Egypt** stand out with the highest number of clusters



Sectors addressed by cluster organisations



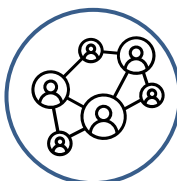
Final Remarks



The region has a diverse economic landscape, translating into a total **GDP of €1,478 billion**, with Israel and Egypt having the highest GDP.



Key **traded goods & commodities** between the EU & South Med can be linked to several EU industrial ecosystems. Several Free Trade Agreements further enhance the trade and economic ties between the EU and the South Med.



The Southern Mediterranean has a diverse and growing **cluster landscape**, especially in textiles, agri-food, ICT, and energy, with Tunisia, Morocco, and Egypt leading in cluster numbers.



THANK YOU

Africa IP SME Helpdesk

Andrea IORI

Africa IP SME Helpdesk Project Manager
European Union Intellectual Property Office (EUIPO)

Africa IP SME Helpdesk

Who are we?

An EU funded project implemented by the EUIPO



Under the scope of the Project AfrIPI: a cooperation programme focusing on IP and innovation in Africa



About AfrIPI



1. Legislative support



2. Support to national IP offices in Africa

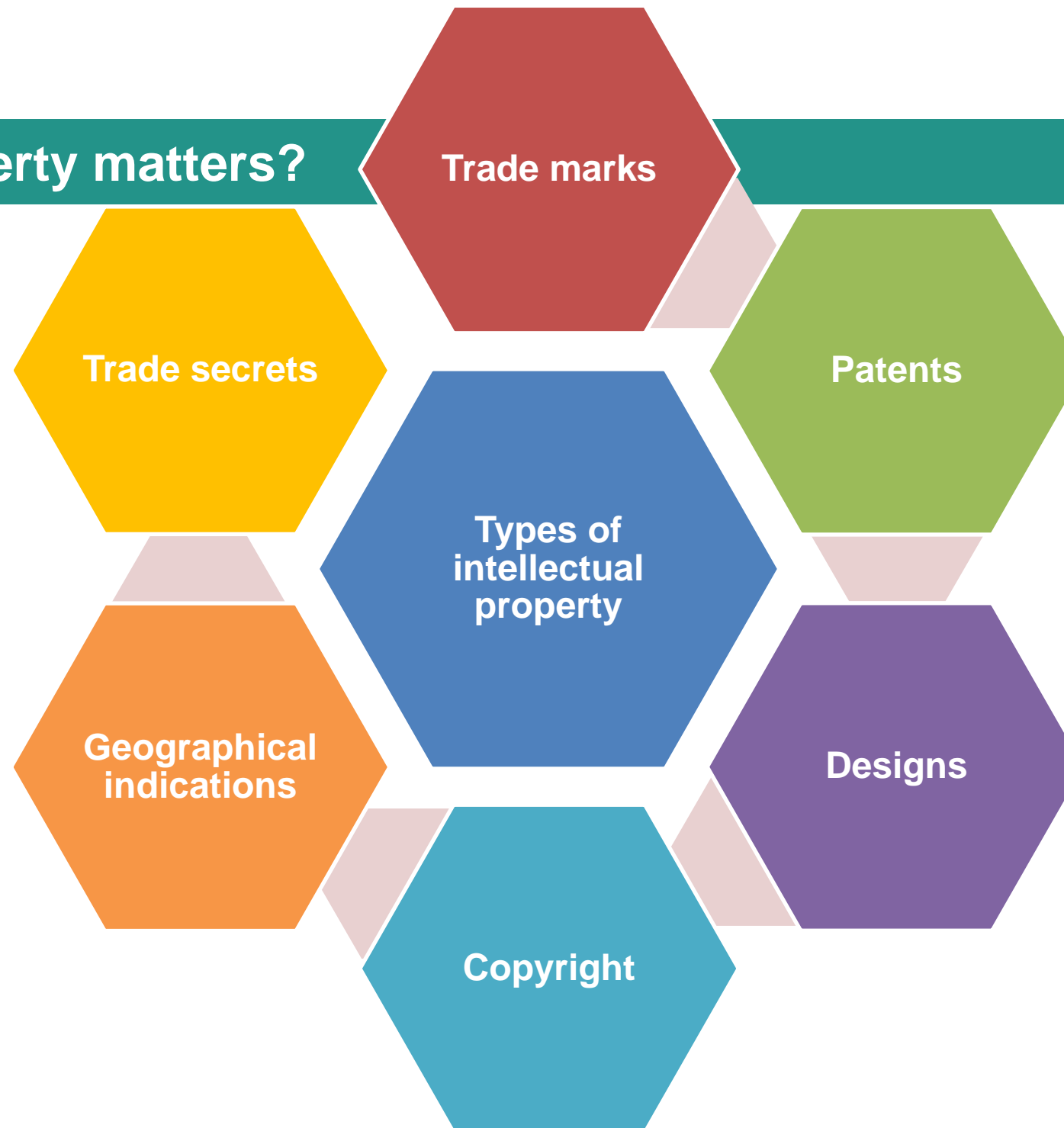


3. Support to SMEs



4. Supporting on geographical indications

Why Intellectual Property matters?



Why Intellectual Property matters?

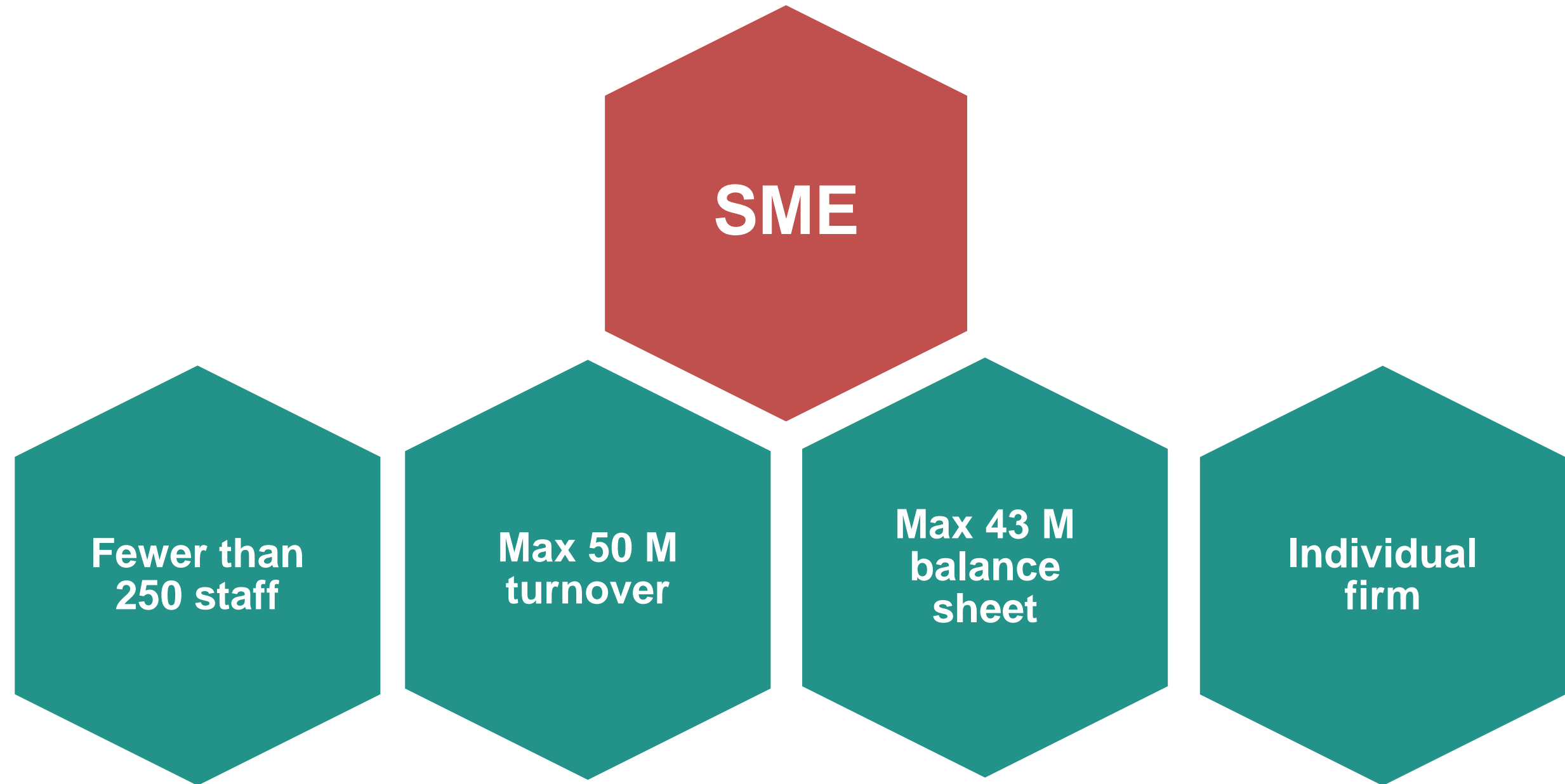
IP is a key business asset

To have
exclusive
rights

To use
these
rights for
distribution

To defend
your
business
interests

Is y business eligible?



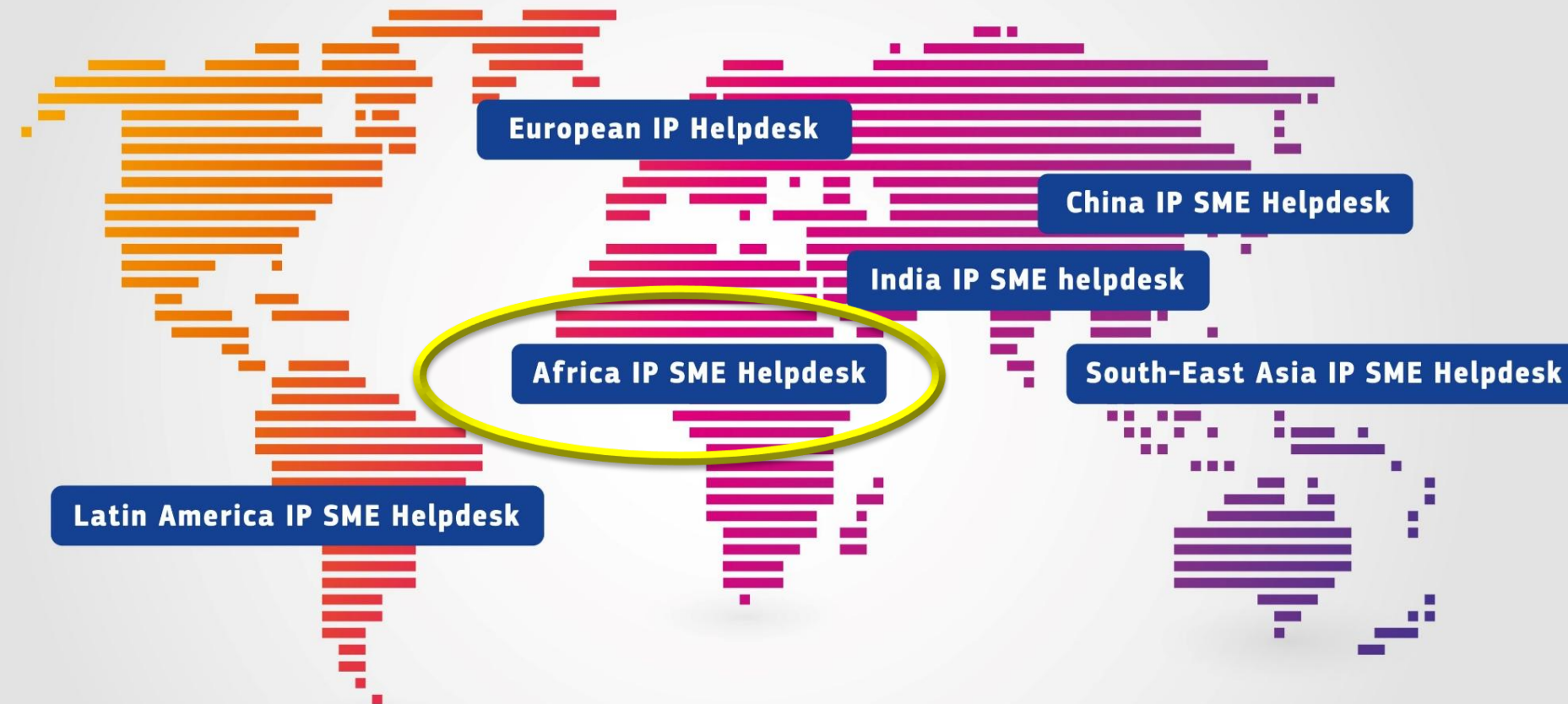
SME scoreboard

- ✓ SMEs represent 99% of European businesses;
- ✓ Only 10 % of EU SMEs owns registered IP rights;
- ✓ 93% reports a positive impact;
- ✓ 45 % of IP rights' owners have sought financial gains through their IP assets;
- ✓ 36% declares to have succeeded.

2022 Intellectual Property SME Scoreboard

International IP SME Helpdesks

INTELLECTUAL PROPERTY ADVICE FOR YOUR BUSINESS



Six EU-funded helpdesks offer free resources to your small or medium-sized business to help you manage your intellectual property.



IP Helpdesk

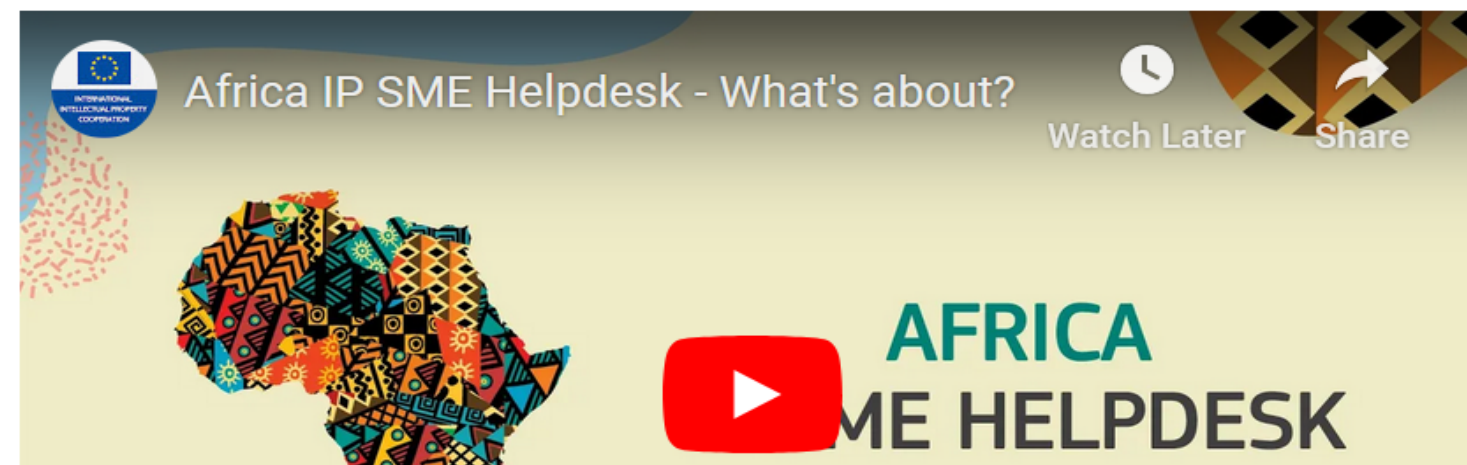
[Home](#) | [Services](#) | [Regional helpdesks](#) | [IP management and resources](#) | [News & Events](#) | [About](#)

[Home](#) > [Regional helpdesks](#) > [Africa IP SME Helpdesk](#)

Africa IP SME Helpdesk

A first-line IP assistance service for European SMEs that operate or intend to access the African market and look to improve their global competitiveness.

The Africa IP SME Helpdesk supports small and medium-sized enterprises (SMEs) from the European Union (EU) to both protect and enforce their Intellectual Property (IP) rights in/or relating to Africa by providing free information and services. These comprise jargon-free, first-line, confidential advice on intellectual property and related issues, as well as training, materials and online resources.



Services



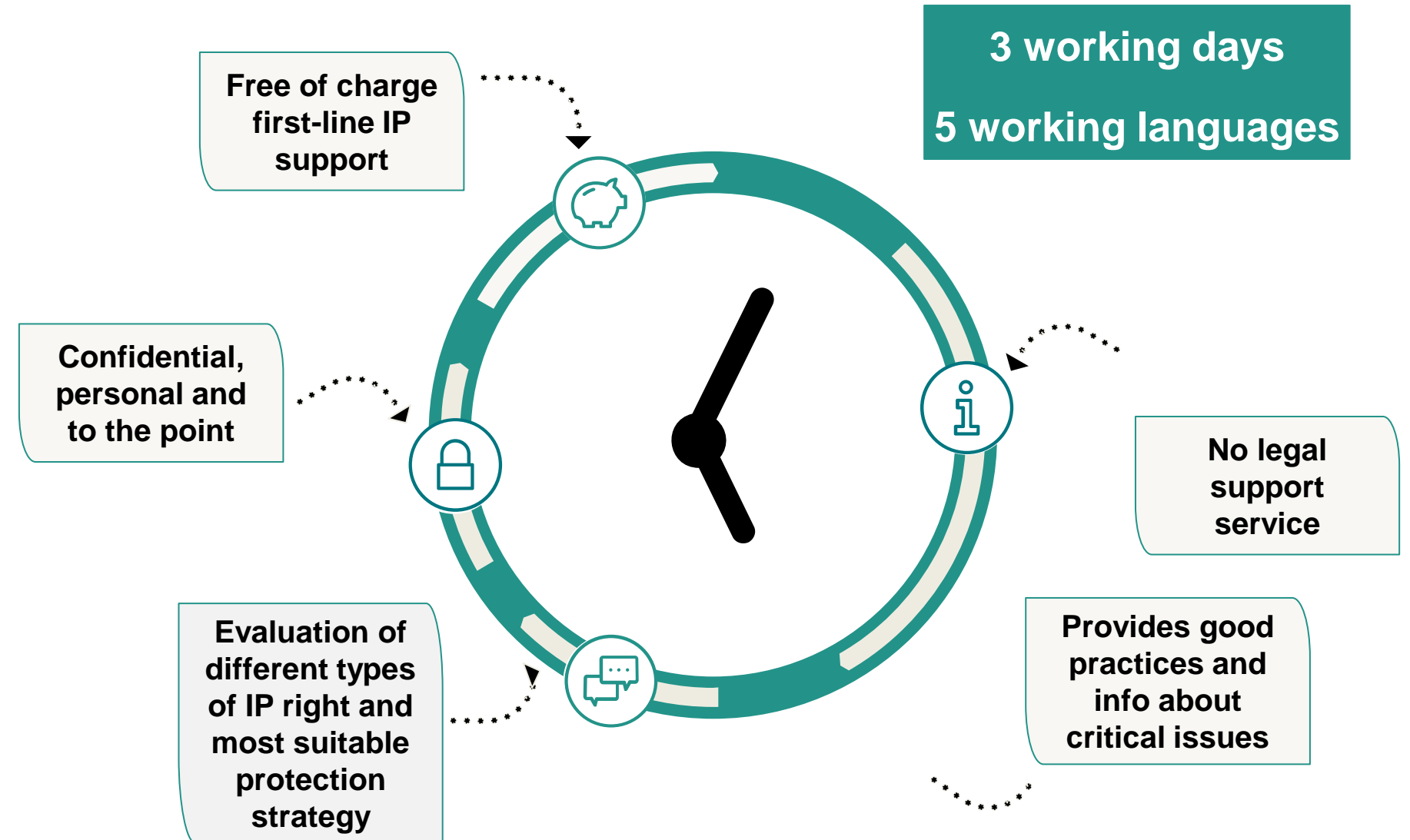
Helpline

IP Materials

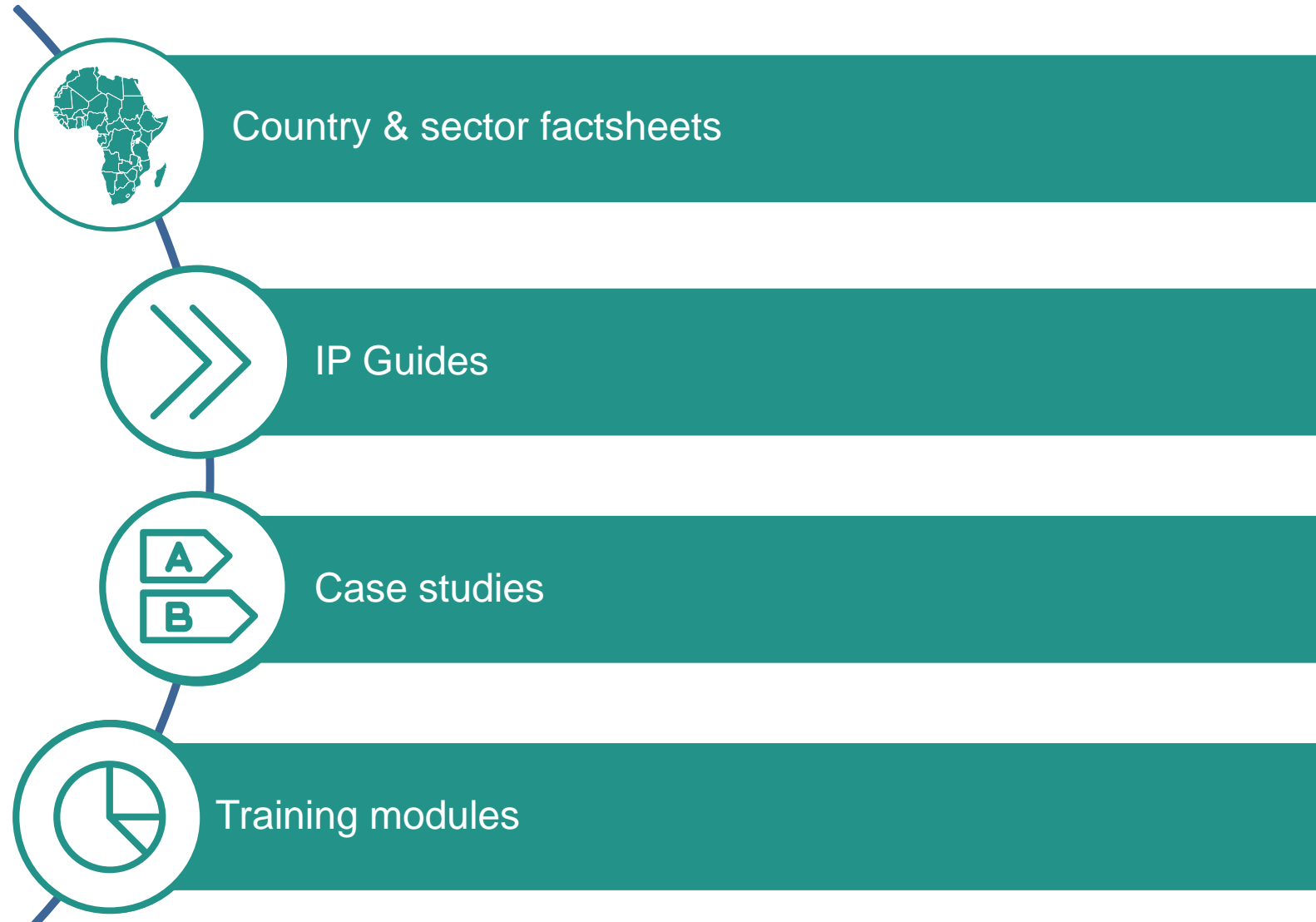
Events and training

FREE OF CHARGE

Helpline



Online resources



Online resources



> 50 country factsheets




14 case studies
and IP guides



24 online training modules



Example



European Commission | **AFRICA**
IP SME HELPDESK

PATENT VALIDATION SYSTEM IN TUNISIA

Background
Company X, a fast-rising data infrastructure company from a country in the Single Market Programme, provides integrated data services and cloud operations solutions to enterprise customers across Europe. The company recently developed cloud operations software designed to help nursing homes and other geriatric facilities streamline their client information systems. Company X had registered the patent prior to the software's launch and quickly penetrated the European markets.

In line with its Africa 2030 internationalisation agenda, the company decided to open its first African headquarters in Tunisia. The company decided to explore Tunisia's intellectual property system and determine the best approach for patent registration in the country.

Actions undertaken
After reviewing Tunisia's intellectual property system, Company X discovered that the country had signed a patent validation agreement with the European Union in 2016. This agreement allows for the extension of European patent protection to Tunisia for patents granted by the European Patent Organisation (EPO). In effect, European patents may be validated in Tunisia upon the applicant's request. However, this request must be made within a specific time frame, and the applicant must pay the required fee to the EPO. If the payment is not made within six months of the European patent grant, the validation request will be deemed withdrawn, although a two-month grace period may apply.

Based on this information, Company X, which had initially intended to file patents for the new software alone, resolved to enter a validation request for all its EU patents to be registered in Tunisia. Within a few months of meeting the local requirements stipulated by Tunisia's patent laws, all the patents were validated, and the inventions were protected accordingly.

Lessons learnt


- Understanding the intellectual property system of prospective markets prior to expansion is a business imperative.
- By taking the initiative to explore the local IP system, Company X realised they could validate all their EU patents, rather than just one, through the seamless and cost-effective validation method.
- International collaborations significantly optimise brand expansion and internationalisation opportunities for businesses worldwide. Therefore, businesses must actively seek out existing alliances that best support their commercial objectives.

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Case study on custom protection

IP guides



European Commission | **AFRICA**
IP SME HELPDESK

Guide to IPR Protection in EGYPT



Training and events



Online and on-site

Connecting SMEs with each other
and with multipliers

Capacity building

Participation in matchmaking
events

Collaboration with local experts
and stakeholders

On countries' IP landscapes, regional IP
systems, industries, key amendments

Outreach



47 promotion and matchmaking events



69 training events



>2400 stakeholders reached



Contacts

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Email africa.iphelpdesk@euipo.europa.eu

Click to chat <https://afripi.org/en/helpdeskchatbox>

Facebook [@AfricaIPR](https://www.facebook.com/AfricaIPR)

X (Twitter) <https://twitter.com/AfricaIPR>

LinkedIn <https://www.linkedin.com/company/africaipr>



Thank you



Presentation of Egypt Infrastructure and Water Expo and The Big 5 Construct Expo

Mamdouh Elgohary

Event Director – Big 5 Construct Egypt and Egypt Infrastructure and Water Expo

Next Steps Towards the matchmaking event

- **Teodora Jilkova**, Veritas Cluster, ECCP Team member
- **Rania ELNADY**, Head of SMEs Unit and Project Coordinator,
Federation of Egyptian Industries

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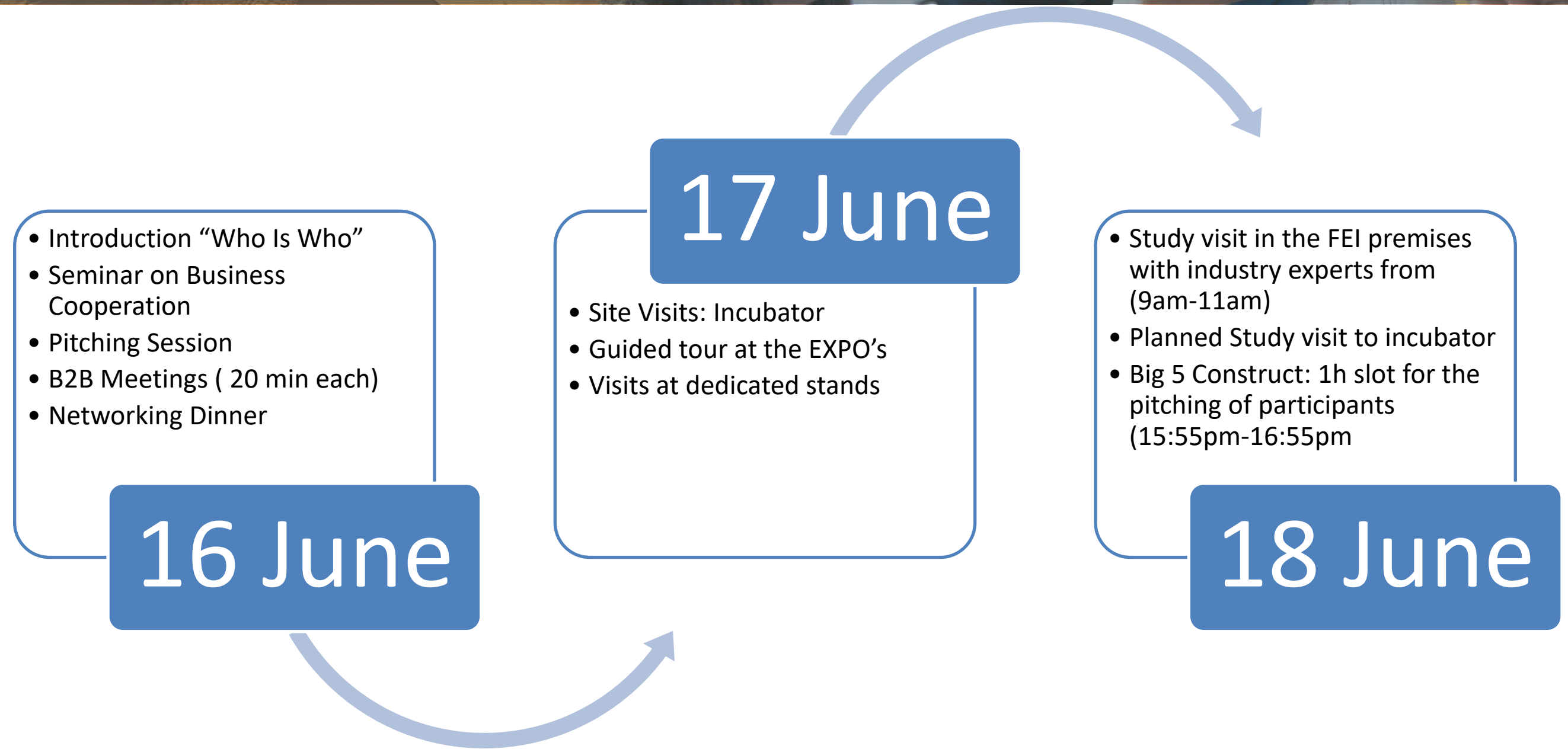
In the context of Egypt Infrastructure and
Water Expo and The Big 5 Construct Egypt

CAIRO, EGYPT **16 - 18 JUNE 2025**



Next Steps Towards the matchmaking event

DRAFT AGENDA



Next Steps Towards the matchmaking event

- **Join the LinkedIn Group**
- **Follow up the instructions regarding accommodation**
- **Update your profiles in B2match after activation**
- **Respond to any instructions regarding the pitching sessions and site visits**
- **Save the date 27 May for the Technical Webinar (time tbc)**

Federation of Egyptian Industries (FEI)

FEI is one of the country's largest employers' organizations comprising, as members, 19 industrial chambers which represent over 170,000 industrial enterprises, 90% of which belongs to the private sector. FEI accounts for more than 8 million workers and 20% of the national economy.

More than 90% of its members are SMEs.



اتحاد الصناعات المصرية

FEDERATION OF EGYPTIAN INDUSTRIES

FEI Structure



اتحاد الصناعات المصرية
FEDERATION OF EGYPTIAN INDUSTRIES

- FEI was established in 1922. A presidential decree was issued in 1958 to organize the work of FEI and affiliated industrial chambers. Since the structure of the economy during that time was more government-driven so that the majority of corporate were state owned ones.
- Due to total change in the configuration of FEI membership map, this entailed an accompanied change in its legal structure to be more private led institution and a real partner in industrial decision making process.
- As such, FEI is now governed by law no. 70 for the year 2019 that gave the Federation its independence from the state. Major changes that the law introduced MSMES are now more represented in the general assembly for each industrial chambers where 12 seats are allotted and elected from MSMES.

Industrial Chambers



- The FEI members are categorized into 19 active chambers, each representing a formal industrial sector operating in Egypt. The chambers work closely with their members and provide technical assistance to enhance growth of their affiliated enterprises, they are as follows

- | | |
|----------------------------------|----------------------------------|
| • Chamber of Food Industries. | • Chamber of Chemical Industries |
| • Wood and Furniture Chamber | • Metallurgical Chamber |
| • Pharmaceutical Chamber | • Engineering Chamber |
| • Petroleum and Mining Chamber | • Textile Industries Chamber |
| • Printing Industries Chamber | • Ready-Made Garments Chamber |
| • Information Technology Chamber | • Leather Chamber |
| • Leather Tanning Chamber | • Cereals & Its Products Chamber |
| • Cinema Chamber | • Building Materials Chambers |
| • Health Care Chamber | • Real Estate Development |
| | • Handicraft industry Chamber |

FEI Objectives

- FEI is the voice of the industry. It advocates for the industry interest as a employer organization. FEI participates actively in formulating industrial policies with Gov and legislative institutions.
- Facilitating access to essential knowledge, information, advice and consultation services.
- Raise the awareness environmental compliance and sustainable development.
- Promoting economic development by advancing the usage of clean & innovative technologies.
- Establish branches and units to assist companies and provide services accordingly.
- Provide service to its members to elevate the competitiveness of companies.
- Creating a conducive business environment through public policy advocacy and availing advice and consultation to the government in this regard.



اتحاد الصناعات المصرية
FEDERATION OF EGYPTIAN INDUSTRIES

FEI geographical coverage through various branches

Alexandria branch to cover these areas: El-Behaira, Marsa Matrouh, Alexandria and Al- Daqahlia..

Damitaa branch to cover these areas: Damitaa, Bour saeed,

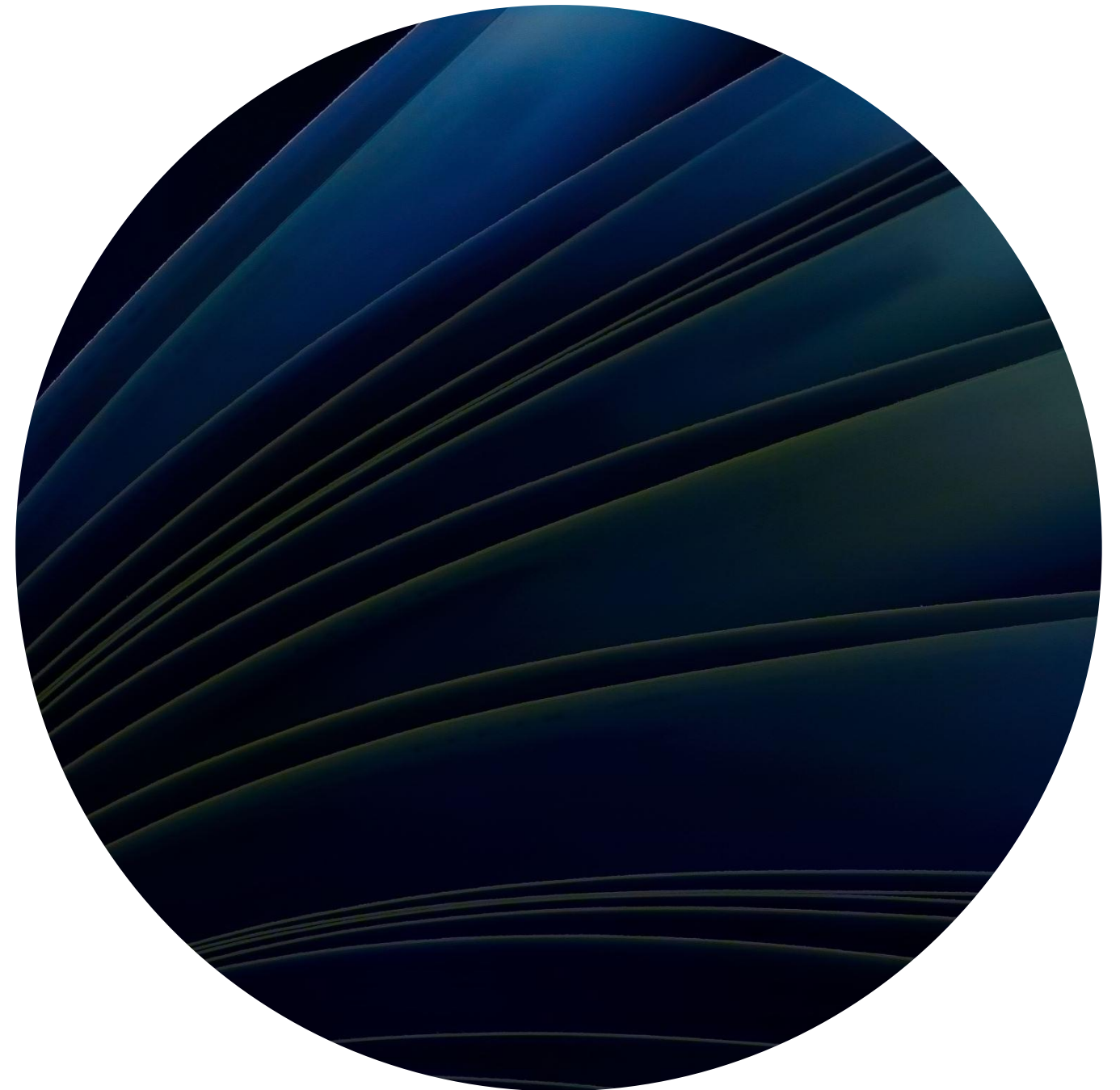
6th of October branch to cover these areas :6th of Oct., Banisuief, Fayoum.

10th of Ramadan branch to cover these areas: Ismailia, Badr, Canal cities, El- Sharqia.

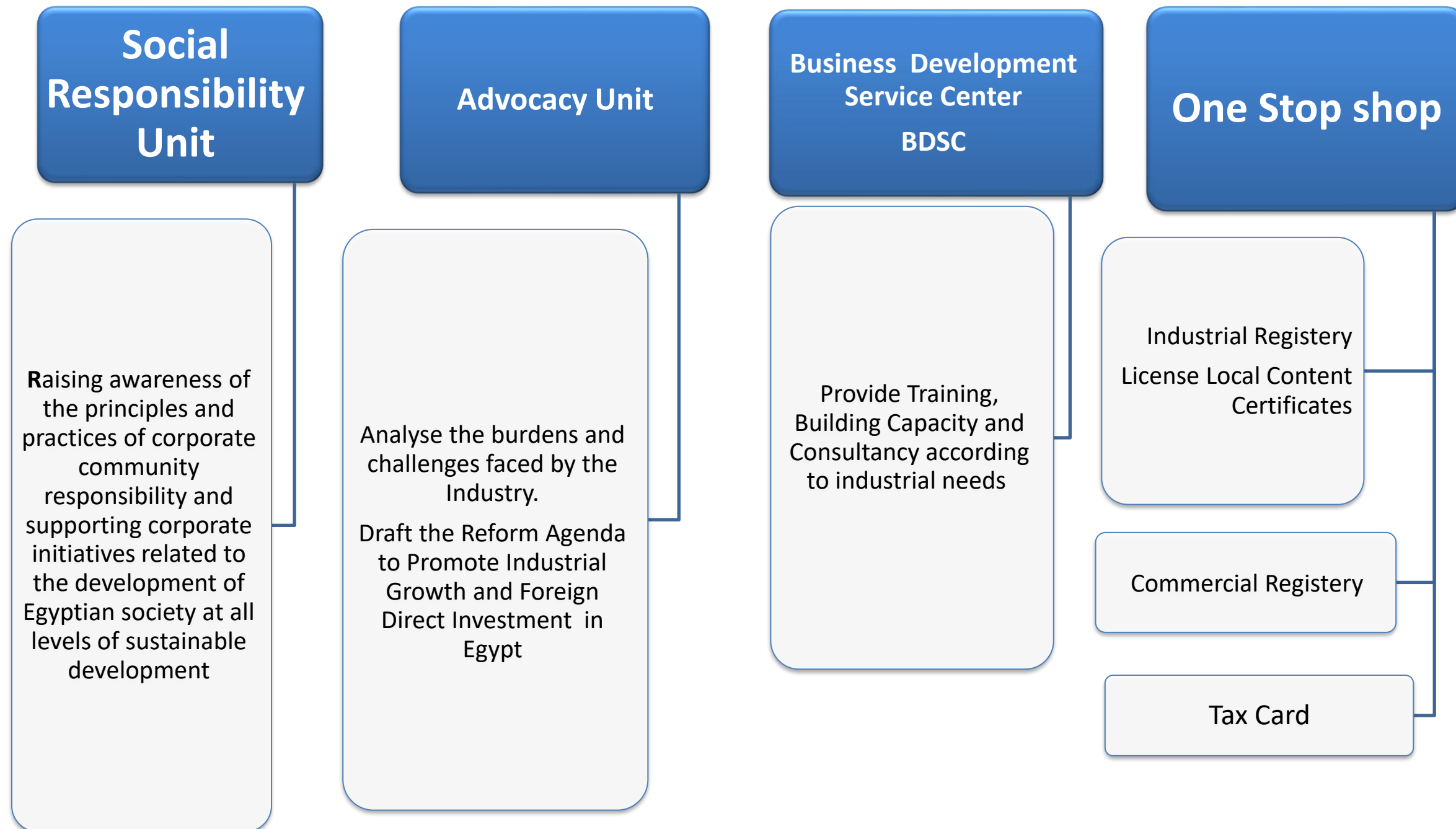
El –Sadat branch to cover Monofia governorates.

Aswan branch to cover Aswan-EL-Minia- Luxor

Also the FEI is expanding its geographical presence in different governorates.



The development of the institutional structure of the FEI to serve its members



Cont'l

Labor Unit

Assisting companies to comply with
National Labor Legislation and
International Labor Standards through
training and consultancy

Women in Business Unit and Human Recourse Academy (HRA)

Ensure greater participation of -
women in the field of business -
Coordination at the national level for
the Women Entrepreneurs Network

Administration of the HRA to train
managers and cadres of HR deps on the
foundations of HR management -
international labor standards, national
labor legislation – and promoting
equality in the work environment

FEI previous experience

- FEI aligns companies with SDGs. It focuses on sustainability, innovation, and inclusive growth.
- Projects
 - * DICE program (2019–2021): Trained 100 SMEs on sustainable business models.
 - * Green Accelerator (2021–2022): Supported green startups, focusing on women, disabled people, and at-risk groups.
 - * Systemic 2-DICE: Built a platform for creative entrepreneurs during COVID-19.
 - * Training Framework (2021): Delivered online sessions and expert panels.
 - * CLUSTER4GREEN (2021–2023): Designed a Circular Economy Program, trained SMEs, and built investment alliances.
- FEI is a partner in the Employment Promotion Project (Dec 2024–Apr 2025) with MoETE and GIZ to enhance Dual System training, develop green job curricula

Next Steps Towards the matchmaking event

Rania Elnady

Head of SMEs Unit and Project Coordinator,
Federation of Egyptian Industries

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EVENTS** ★

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www.clustercollaboration.eu



@Clusters_EU



European Cluster Collaboration Platform



European Cluster Collaboration Platform - ECCP

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