

Pitching session

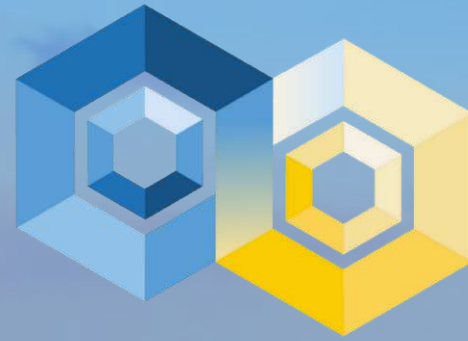
Cross-Border Collaboration Starts Here: Meet EU & South MED Organisations Ready to Partner

18 June 2025

Moderator: Teodora Jilkova, Veritas Cluster, ECCP Team member



An initiative of the European Union



ECCP MATCHMAKING EVENTS ★

WELCOME



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

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



Welcome

- **Teodora Jilkova**, Veritas Cluster, ECCP Team member
- **Emmanuel Noutary**, General Delegates, ANIMA INVESTMENT NETWORK
- **Rania Elnady**, Head of SMEs Unit, Federation of Egyptian Industries

Visit the ECCP website and follow us on social media



www.clustercollaboration.eu



@Clusters_EU



European Cluster Collaboration Platform



European Cluster Collaboration Platform - ECCP

#ECCP #ECCPMatchmaking



Cross-Border Collaboration Starts Here

Emmanuel Noutary

General Delegates, 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.


















Who is ANIMA

The ANIMA network brings together **70 member organisations in 20 countries** and over 400 experts and partners who can be mobilised.

- **Business networks** (federations, clusters, industrial zones)
- **Public agencies** in charge of economic issues and international cooperation
- **Entrepreneurs** and skills from the diaspora
- **International cooperation organisations**, associated country ministries



A multi-country governance

 <p>Tarak Cherif CONECT Tunisie Président</p>	 <p>Philippe Yvergnaux Business France France Trésorier</p>	 <p>Vasso Kyrkou Enterprise Greece Grèce Vice Présidente</p>	 <p>Radwa Kamouna GAFI Égypte Vice Président</p>	 <p>Marios Tannousis Invest Cyprus Chypre Administrateur</p>
 <p>Philomena Meli Malta Enterprise Malte Vice Présidente</p>	 <p>George Catinis SEBC Syrie Vice Président</p>	 <p>Yasmine Soufiani AMDIE Maroc Administratrice</p>	 <p>Sonia Fernandez AMEC Espagne Administrateur</p>	 <p>Federico Maria Bega Promos Italie Administrateur</p>
 <p>Dominique Tournour AWEX Belgique Administrateur</p>	 <p>Ramy Boujawdeh Berytech Foundation Liban Administrateur</p>	 <p>Zied Lahbib FIPA Tunisie Administrateur</p>	 <p>Ibrahim Abdalrahim HCIE Palestine Administrateur</p>	 <p>Bernard Kleynhoff Région Sud France Administrateur</p>

Our missions

CONNECT economic actors and facilitate their cooperation

- Networking/ partnerships
- Marketing/ promotion
- Ecosystem building

ENLIGHT decisions and participate in the dissemination of expertise

- Studies & benchmarks
- National and international events
- Twinnings

CREATE solutions in response to common challenges

- Project engineering
- Financing
- Tools

REINFORCE capacities and private sector support ecosystems

- Training
- Consultancy
- Public/ private dialogue and advocacy

Contacts

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General Delegates
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anima.coop

Cross-Border Collaboration Starts Here

Rania Elnady

Head of EMEs Unit, Federation of Egyptian
Industries

Pitching Session Round I:

EU Participants



- **Federica Fernandez**, Cluster Ecodomus, Italy
- **Irena Lobocka**, sustainable Infrastructure Cluster, Poland
- **Jean-Christophe de Tauzia**, Descartes Développement et Innovation, France
- **Liene Leikuma-Rimicane**, Latvian IT Cluster, Latvia
- **Marius Alexa**, Iconic Cluster, Romania
- **Rodica Lupo**, Technology Enabled Construction Cluster – TEC, Romania
- **Skirmante Baležentienė**, Photovoltaic Industrial Technology Cluster – FETEK, Lithuania
- **Vladimir Gumilar**, Construction cluster of Slovenia
- **Vincent Civita**, AQM Normandy, France
- **Ercan KÜÇÜKARSLAN**, ASES Training, Türkiye

Moderator: Teodora Jilkova, Veritas Cluster, ECCP Team member

Pitching session

Federica Fernandez

Cluster Manager - Prof. PhD. Arch.

Pitching session



CLUSTER ECODOMUS

SUSTAINABLE CONSTRUCTION, ENERGY
SAVING AND TECHNOLOGIES POWERED BY
RENEWABLE SOURCES

ITALY

Main goals

Promote **collaboration** among enterprises, research centers and public administration

Improve the **economic** and **environmental competitiveness of SMEs** in the national and international markets

Improve the **know-how** and the **expertise** of SMEs promoting networking and international cooperation



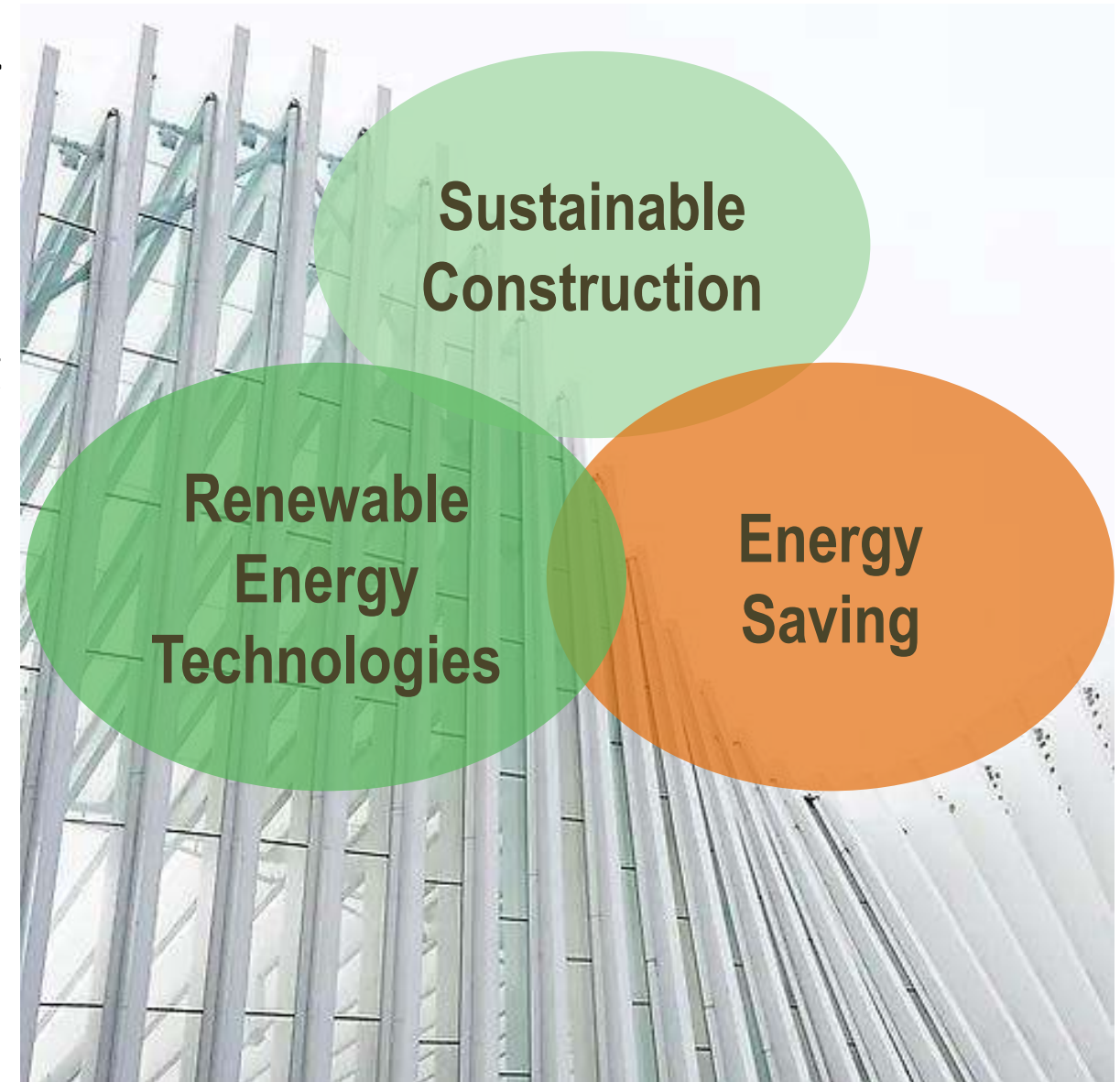
The Cluster Ecodomus

The Cluster represents **167 Italian SMEs**, bringing together other public and private entities in the national territory operating in the **sustainable construction and energy saving sector**, covering the entire sustainable construction chain, from the design of the **sustainable building** to the disposal of construction **waste**, passing through the **construction** and **maintenance** of the "building" product, **renewable energy** production and **smart mobility**.

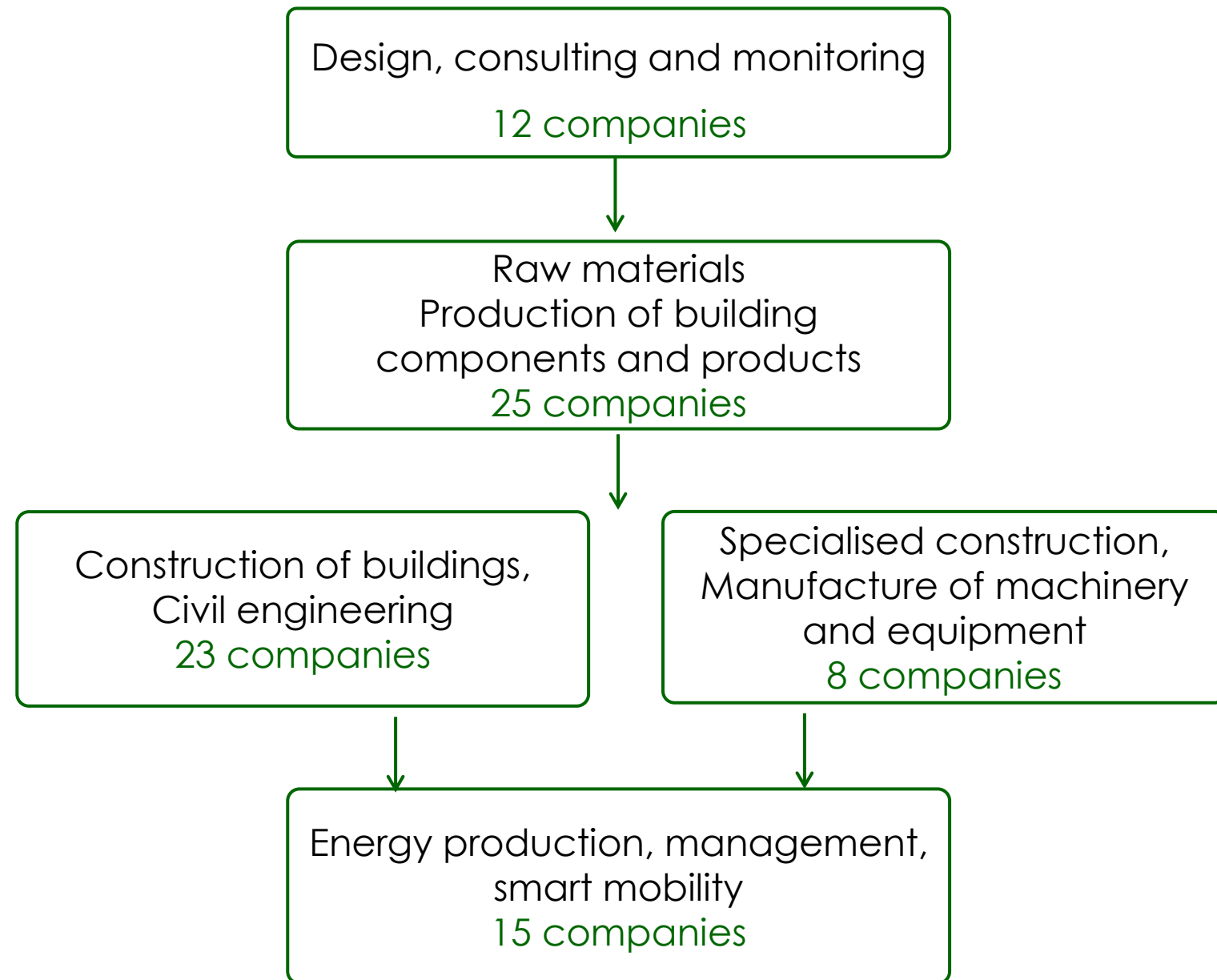
Mission

The Ecodomus Regional District mission is to support companies in the joint planning and implementation of **environmental sustainability strategies in the building sector**.

Eco-innovation of product and process, energy and resource efficiency, eco-compatible design, are just some of our objectives.



Our companies and value chain



ELETTRO COSTRUZIONI

PLASTICA ALFA
INNOVATION & WATER TECHNOLOGIES

TATANO energie rinnovabili

SYFAR
NATURAL CORK PANELS

Ascot
Energy Everywhere

escooh

ES Engineering Company

SICEF

IMPRESA SCANCARELLO

CTS^{H2}
CLEAN TECHNOLOGY SYSTEM
HYBRID & HYDROGEN

SERVIZI SPECIALI
services, technologies & consulting

Sicilgesso
GESSO. MALTE TECNICHE.
Gruppo MGI

ENNETI
INGEGNERIA • SERVIZI

GLI INGEGNERI DEL LEGNO

ES EDIL SIDER SPA

G2S

What we are looking for



- ✓ **NETWORKING**
- ✓ **BUSINESS PARTNERS/DISTRIBUTORS**
- ✓ **SOLUTION AND MATERIAL SUPPLIERS**
- ✓ **INVESTORS**
- ✓ **DIRECT PROCUREMENT**
- ✓ **RESEARCH AND DEVELOPMENT**

!!!! SEARCH FOR PARTNERS !!!

Call: HORIZON-NEB-2025-01 - A research agenda for a beautiful, inclusive and sustainable transformation of neighbourhoods
RIA 100% funded

Project title: **FIBRA - Future Innovations with Bio-based Residues for Architecture**
From waste to wonder. Regenerative bio-materials shaping the future of sustainable construction.

Deadline date: 12 November 2025

Project budget: 5 000 000 euro

Expected outcomes:

- Bio-fabricated construction materials and their beneficial properties are better known and accepted by construction ecosystem professionals.
- Innovative, sustainably sourced, beautiful^[1] bio-fabricated construction materials can be produced at mass-scale at competitive costs.

Contacts



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distrettoecodomus@gmail.com



www.linkedin.com/company/ecodomus-cluster



www.facebook.com/ConsorzioEcodomus



CLUSTER ECODOMUS

SUSTAINABLE CONSTRUCTION, ENERGY
SAVING AND TECHNOLOGIES POWERED BY
RENEWABLE SOURCES

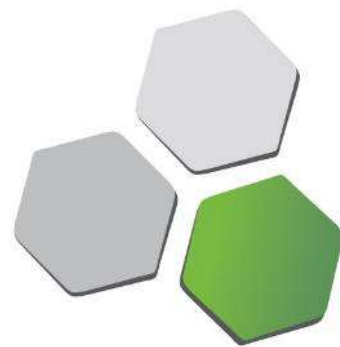
Sustainable Infrastructure Cluster

Irena Lobocka

Cluster Manager/POLAND



KEY
NATIONAL
CLUSTER



**SUSTAINABLE
INFRASTRUCTURE
CLUSTER**



Sustainable Infrastructure Cluster

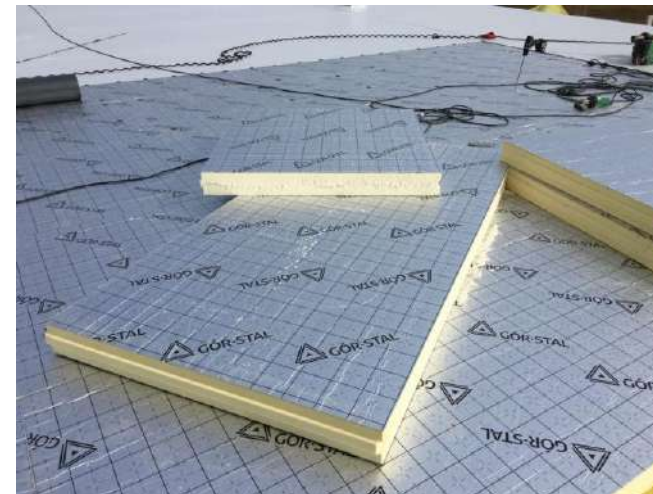
Sustainable Infrastructure Cluster organisation for the:

- ✓ development of sustainable construction
- ✓ smart buildings and smart cities
- ✓ energy efficiency
- ✓ renewable energy sources

Location - **Cracow, Poland (Malopolska Region)**
2016, 2019, 2022 - obtaining the status of a
Key National Cluster



Sustainable Infrastructure Cluster



What do we offer?



expertise in sustainable, green and healthy construction



a variety of cluster members technologies for construction, insulation materials and smart home systems



Green transformation and sustainable solutions for construction sector



Energy efficiency services and green energy technologies development



Partnership in international projects

What do we search for?



international project cooperation and partnership in Cosme, Erasmus+, Horizon Europe, InterREG etc.



possibilities for cluster members' technologies promotion and development, market expansion

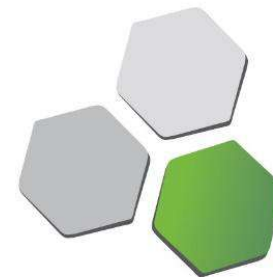


inspiration and partnership with other cluster organisations to improve cluster services and management of cluster initiative

If you want to go fast...
go alone...

If you want to go far...
go together !!!

Irena Łobocka
Cluster Manager/Poland
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+48 603525634



**SUSTAINABLE
INFRASTRUCTURE
CLUSTER**



Pitching session



Jean-Christophe de Tauzia

CEO Descartes Développement et Innovation France,
Paris Region



DDI: short description

Descartes Développement & Innovation (DDI) is the Technopole, information, engineering and promotion association of the Sustainable City Cluster at the heart of Cité Descartes, East of the Paris Region, France.

DDI facilitates serendipitous connections between academia, institutions and businesses and has established partnerships with corporates to create collaborations that promote seamless networking, experimentation, co-developoment and open innovation.

DDI also operates a fablab, an incubator and a French Tech Community as part of its scope of operations.

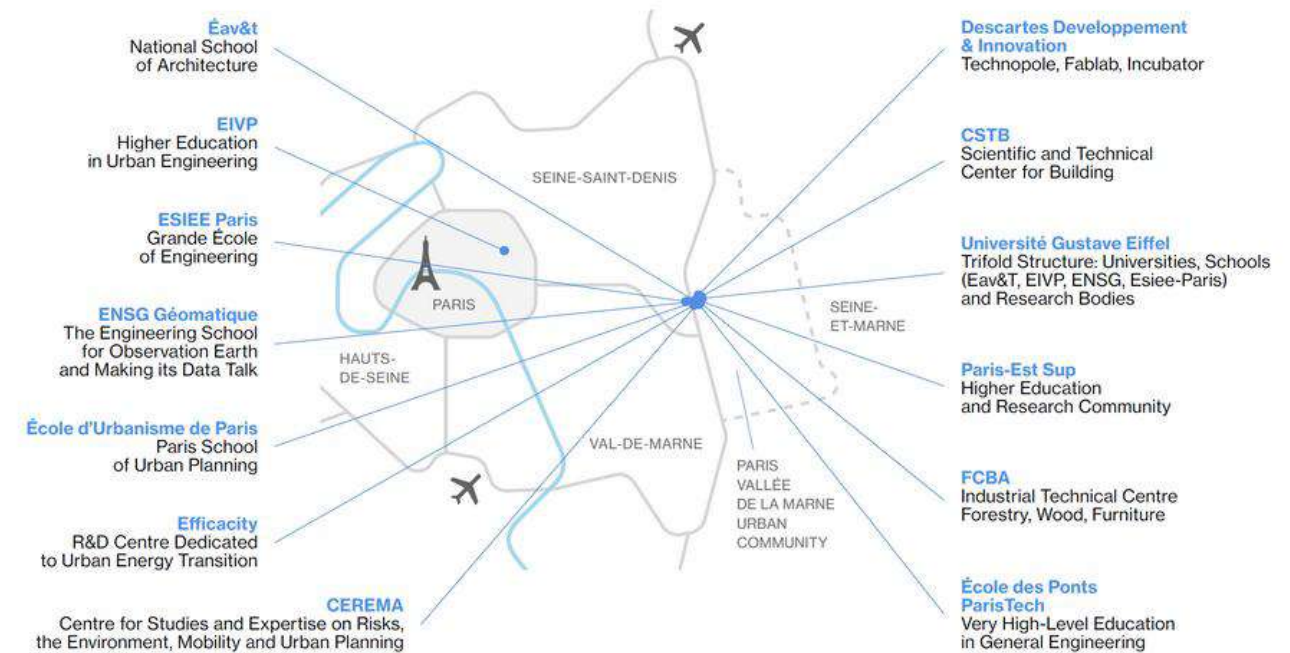


DDI services: launch, innovate, develop, recruit& train

- Access to an entire ecosystem: construction, eco- activities, digital, mobility, etc.
- Events program: Conferences on technological themes
- Prototyping: Fablab Descartes
- Incubation and Acceleration: Descartes Incubator, Village by CA
- Expertise and collaborative project with Research: contractual research-innovation and expertise services, access to technological platforms, etc.
- Recruitment / Life-long learning
- Partnerships and Open Innovation with big corporates
- On-campus experimentation
- Firms' location
- Internationalization: Soft landing program to discover new markets.

Cité Descartes Sustainable Cities Innovation Hub

An Exceptional Living and Working Environment



ECCP EU-South Med Cairo Matmaking objectives:

- Meet with MED peers
- Prepare for cluster connect proposal
 - Confirm partners (and their costs)
- Discuss & confirm project aim, target, activities, planning, budget

Contacts

jcdetauzia@descartes [-devinnov.com](http://devinnov.com)

+331 60 53 62 45

Pitching session

Liene Leikuma-Rimicane

Head of Internationalisation and Strategic Partnerships

Latvian IT Cluster



Pitching session

#1 in the world in mobile data usage
(OECD, 2024)

#4 in the EU for share of renewable energy
(Eurostat, 2023)

#1 globally for drone technology development
(fDi Strategy Awards, 2021)

#1 worldwide in public administration chatbot and voicebot usage

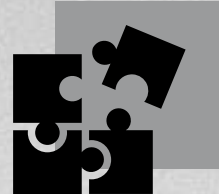


5th among EU for high-speed internet coverage in households

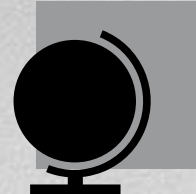
1st 5G military test site in Europe



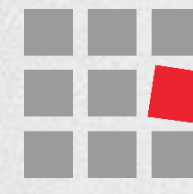
**80+ ICT
Companies**



**Innovation &
Digitalization Impact**



**Global IT
Export Support**



**Latvian Digital
Innovation Hub**
POWERED BY LATVIAN IT CLUSTER

**LET'S SHAPE THE FUTURE
TOGETHER**



- **COMPANIES OR INSTITUTIONS THAT FACE DIGITALISATION CHALLENGES** and are looking for reliable tech partners
- **INDUSTRIAL ACTORS IN NEED OF TAILORED ICT SOLUTIONS** (health, transport, energy, logistics, public services)
- **CLUSTERS OR BUSINESS SUPPORT ORGANISATIONS** interested in joint innovation or market-entry partnerships
- **PARTNERS FOR EU PROJECT COLLABORATION** (e.g. Euroclusters, EIE, Eraskus+, COSME, Horizon Europe)

Liene Leikuma-Rimicane

Head of Internationalisation and Strategic Partnerships
Latvian IT Cluster

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www.itbaltic.com



Pitching session

Dr. Marius Alexa

Iconic Cluster president

Pitching session

Sectorial focus

- Information Technology and Communications (IT&C)
- Creative Industries

Pitching session

Organizational Interest in the Egypt Market:

- ITC development projects.
- International projects on education
- Startups and innovation ecosystems.
- SMEs internationalisation. Import/Export matching in various industries.
- Looking to find a representative in Egypt.



**ECCP
MATCHMAKING
EVENTS** ★



Contacts
www.iconic.ro



Pitching session

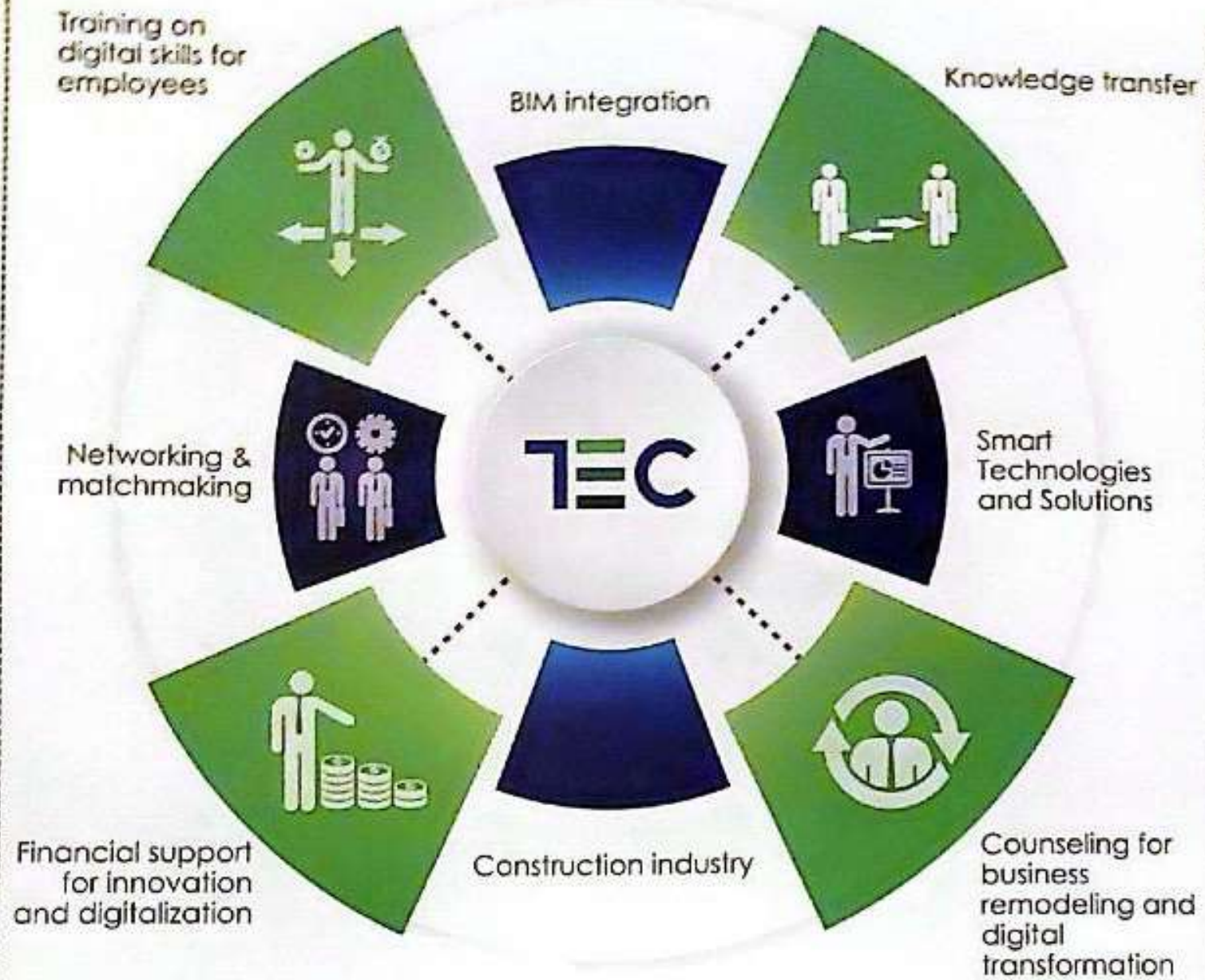
Rodica Lupu

General Director, TEC Cluster Romania



- Just 5 years old
- +90 members
- Approx 1 Bil EUR
- Champions of digitalization in the construction sector
- 1/3 EU funds, 2/3 private funds

Scanat cu CamScanner



- Building Information Modelling
- Innovative technologies
- VR/AR, IoT, AI, 3D Scanning
- Heritage
- Green Tech



BUS4RoBOOST
 BUILD UP SKILLS FOR MAINSTREAMING LONG-TERM
 RENOVATION OF ROMANIAN BUILDING STOCK

www.clustertec.ro

www.innoconstruct.ro

office@clustertec.ro

Rodica.lupu@loopoperations.ro

Pitching session



FETEK

Lithuanian Photovoltaics
Technology Cluster

Skirmante Balezentiene

Photovoltaics Industrial Technology Cluster

proTECH 
Cluster Coordinator



Pitching session

Lithuania's **Photovoltaics** sector overview. **Co-opetition** over Competition Since 2008

4

Main Photovoltaics Manufacturers

45

Photovoltaics Industrial Cluster Members
& 250+ associated Members

>50
mln. eur

ongoing joint RTD projects through
Horizon Europe, ERDF, international
initiatives

>120

joint RTD initiatives

>150M€

Annual sector turnover



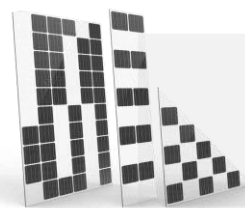
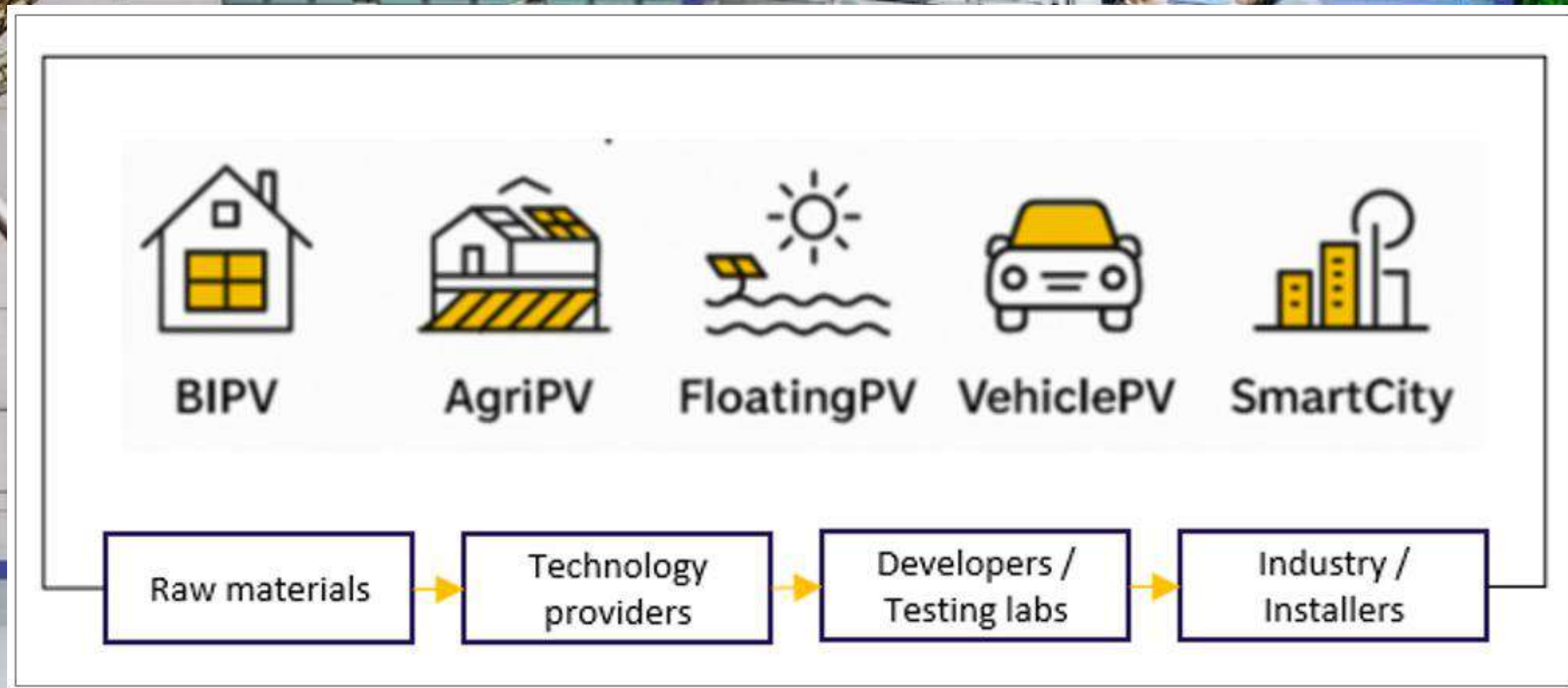
FETEK
Lithuanian Photovoltaics
Technology Cluster

SoliTek

INTELLIGENT
SOLAR

VALOE

metsolar



PHOTOVOLTAICS
TECHNOLOGIES &
PRODUCTS



Industry 4.1, Industry
5.0



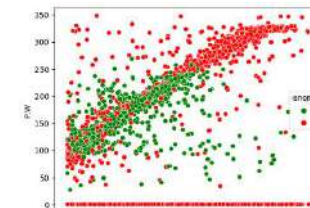
CO2 UTILIZATION SYSTEMS
& CO2 REUSE FOR HEAVY
INDUSTRY



Battery Energy Storage
Systems (BESS) SIB
(Sodium-Ion, Li-Ion)



THERMAL ENERGY STORAGE
(Industrial & Residential)

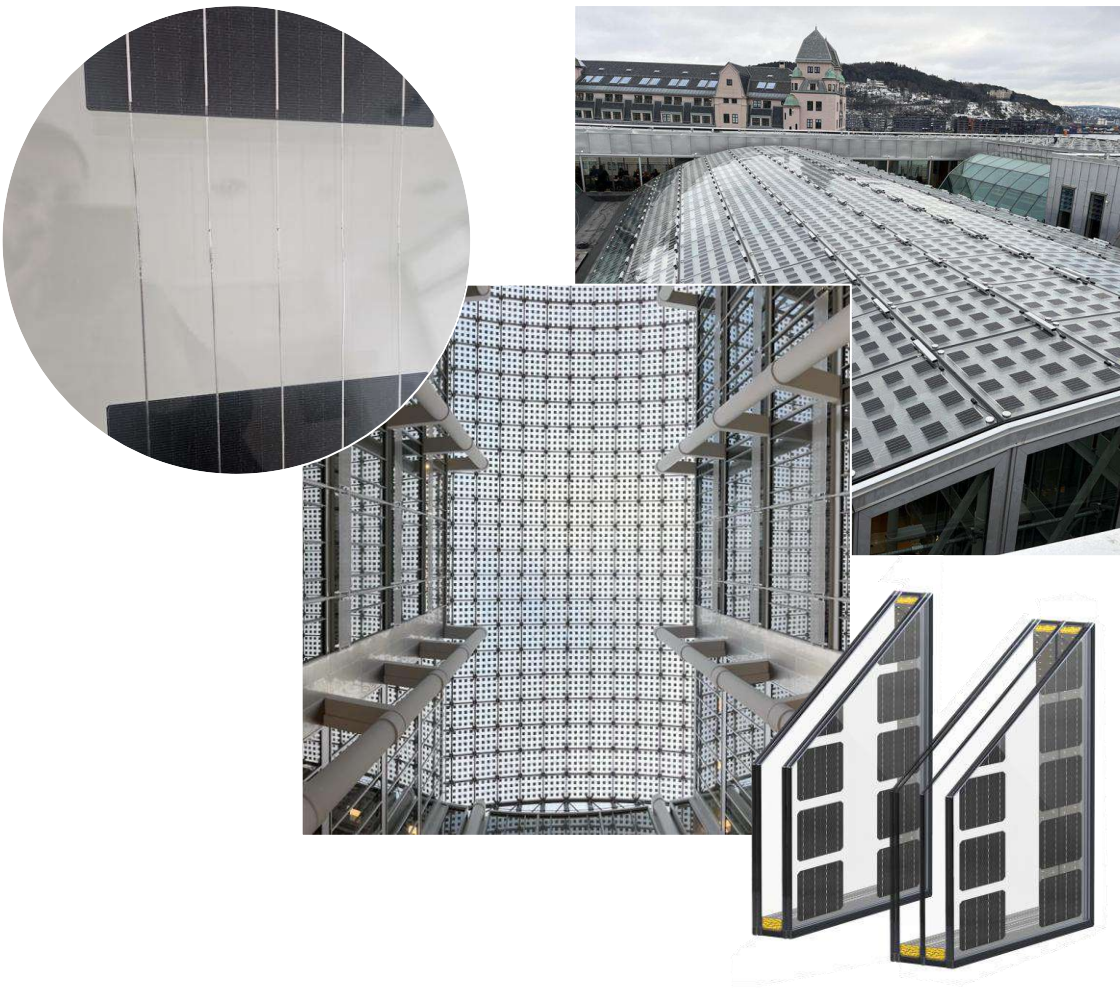


MLPE + deep-tech AI
for Integrated PV O&M

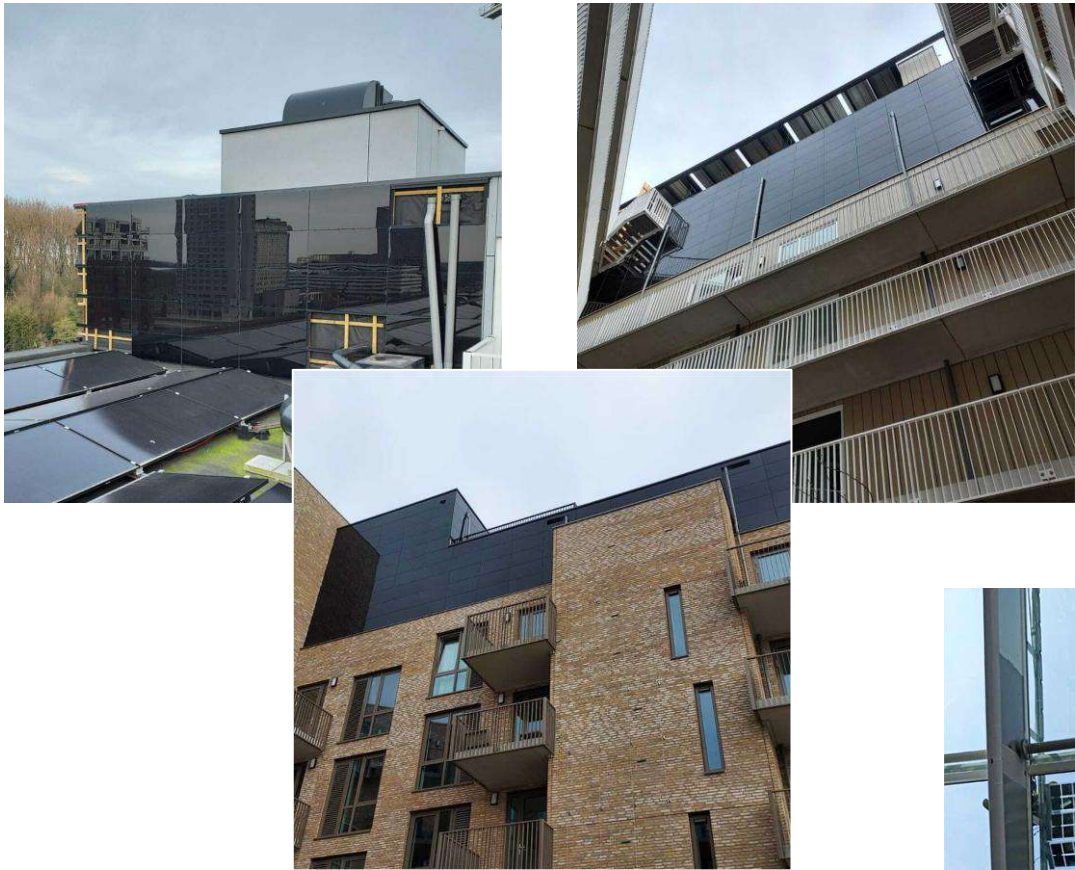
FETEK Few Examples



IGU project in Oslo



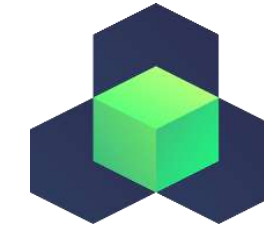
Project in the Netherlands



Project in the Milan



FETEK Opportunities



FETEK
Lithuanian Photovoltaics
Technology Cluster

Supply

RAW MATERIALS

FOR PV MANUFACTURING

RTD Collaboration

HORIZON EUROPE

Invest

AI DEEP-TECH STARTUP



SCALE-UP MANUFACTURING



Distribute

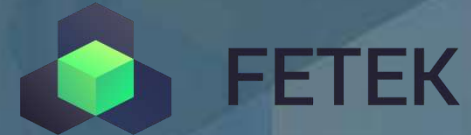
EU PV MODULES

EU BATTERIES

MOBILE CHARGING STATIONS

AI O&M SOFTWARE

HEAT BATTERIES



Let's **#RePowerSoutMed**
Together!

Skirmantė Baležentienė

Lithuanian PV Industrial Technology Cluster Coordinator

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skirmante@protechnology.lt

<https://fetek.lt>

Pitching session

Vladimir Gumilar

Director, Construction cluster of Slovenia

About the cluster

SGGCCS

SLOVENSKI GRADBENI GROZD / CONSTRUCTION CLUSTER OF SLOVENIA
Supporting business development, innovation and transition
to sustainable, digital and circular construction since 2004



Key domains of work

GO INNOVATIVE



GO CIRCULAR



GO DIGITAL



GO INTERNATIONAL



International cooperation

Activities: missions, matchmaking, partnerships, tech transfer, collaborative innovation projects



Technologies: green, sustainable materials, circular design, building, energy renovation, building energy system, renewables, water treatment, cluster management



**Contact:
Vladimir.Gumilar@sgg.si**

Pitching session



Vincent Civita

Project Manager / Administrator

Sectorial focus

- ✓ Quality
- ✓ Performance / Lean Management
- ✓ Sustainability
- ✓ Circular Economy
- ✓ Corporate Social Responsibility (CSR)

Services / Achievements

- ✓ CSR Auto-evaluation tool (ISO26000)
- ✓ Co-organisation of the 2024 European Congress of Quality (member of France Qualité, the national federation)
- ✓ Benchmarking session big companies / SME's in different thematic clubs
- ✓ National Quality Award



Project opportunity

Circular Economy/Sustainability, Corporate Social Responsibility

Development of collaborative projects focused on circular economy and sustainable development, with strong social, environmental, and economic impact. AQM offers a CSR assessment tool based on ISO 26000, adaptable globally to guide organizations in implementing effective CSR strategies. The project supports companies in structuring their CSR approach through benchmarking, best practice exchange, and capacity-building. It aims to create a replicable model to help businesses initiate or strengthen their sustainability efforts. Ultimately, it fosters impactful, standards-aligned CSR actions worldwide.

vincent.civita@aqm-normandie.com



Pitching session



Ercan KÜÇÜKARSLAN

ASES Training: Scalable Solutions for
Skills Development, Green Transition & Vocational Excellence

Ercan KÜÇÜKARSLAN

ASES Training & Consultancy, Ankara, Türkiye

www.asestraining.com

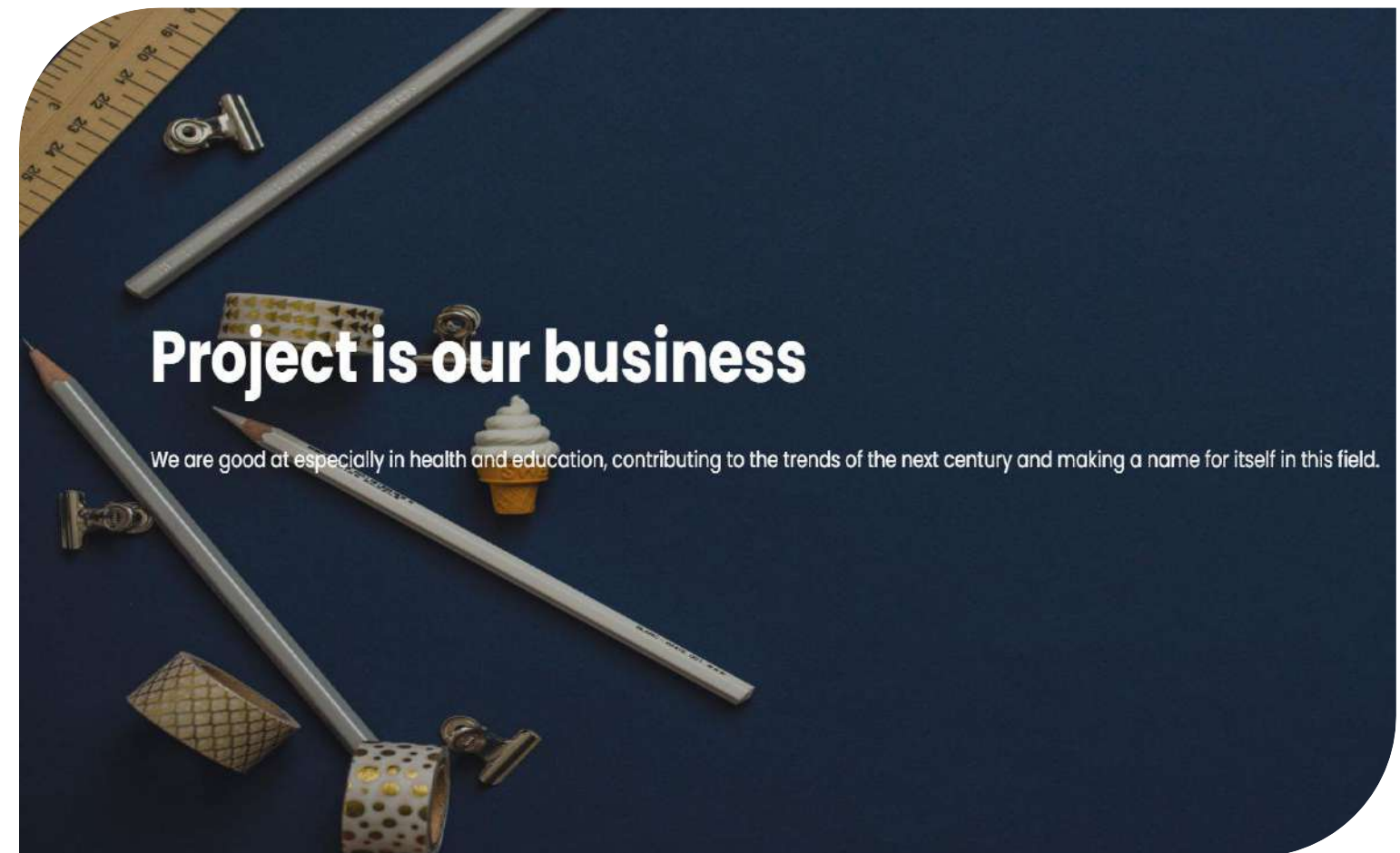


Pitching session

Who We Are – ASES Training & Consultancy

ASES is a leading provider of vocational education, digital skills development, and EU-funded project expertise.

We specialize in designing inclusive and future-ready learning models that support green, digital, and entrepreneurial transformation.



Pitching session

Who We Are – ASES Training & Consultancy

Over the past decade, we've worked with hundreds of trainers, SMEs, youth, and disadvantaged groups through Erasmus+ and Horizon Europe projects, bringing innovation and impact to education and workforce development.

Pitching session

We focus on 3 key areas

DIGITAL TRANSFORMATION IN VOCATIONAL EDUCATION AND TRAINING



We build AI-powered platforms, micro-credential systems, and adaptive learning content aligned with EU frameworks like DigComp, GreenComp, and ESCO.

Pitching session

We focus on 3 key areas

Through our training programs, we empower SMEs and communities with knowledge in sustainable construction, energy efficiency, and eco-innovation practices. development in sustainable infrastructure, smart water management, and digital construction practices.

GREEN & CIRCULAR SKILLS



Pitching session

We focus on 3 key areas

INCLUSIVE EDUCATION & CAPACITY BUILDING



We implement Train-the-Trainer models, MOOCs, and hands-on workshops for public bodies, SMEs, and educators, with a focus on vulnerable or underrepresented groups.

In the South MED context, we're ready to support skills development in sustainable infrastructure, smart water management, and digital construction practices.

Pitching session

ASES offers

- ✓ Scalable training modules adapted to local needs
- ✓ Proven expertise in EU cooperation and regional innovation
- ✓ A strong network of public and private stakeholders across Europe and the South Med region

Pitching session



International Education Health
and Counseling

ASES offers

Your Consultant

ASES takes place in national and international research and development structures with its expert staff.

We're here to create joint projects, pilot training solutions, and support workforce readiness aligned with green and digital transitions in infrastructure, construction, and water sectors. Let's build partnerships that transfer knowledge and empower inclusive growth across borders.

Contacts



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Pitching Session, Round II

South Med participants

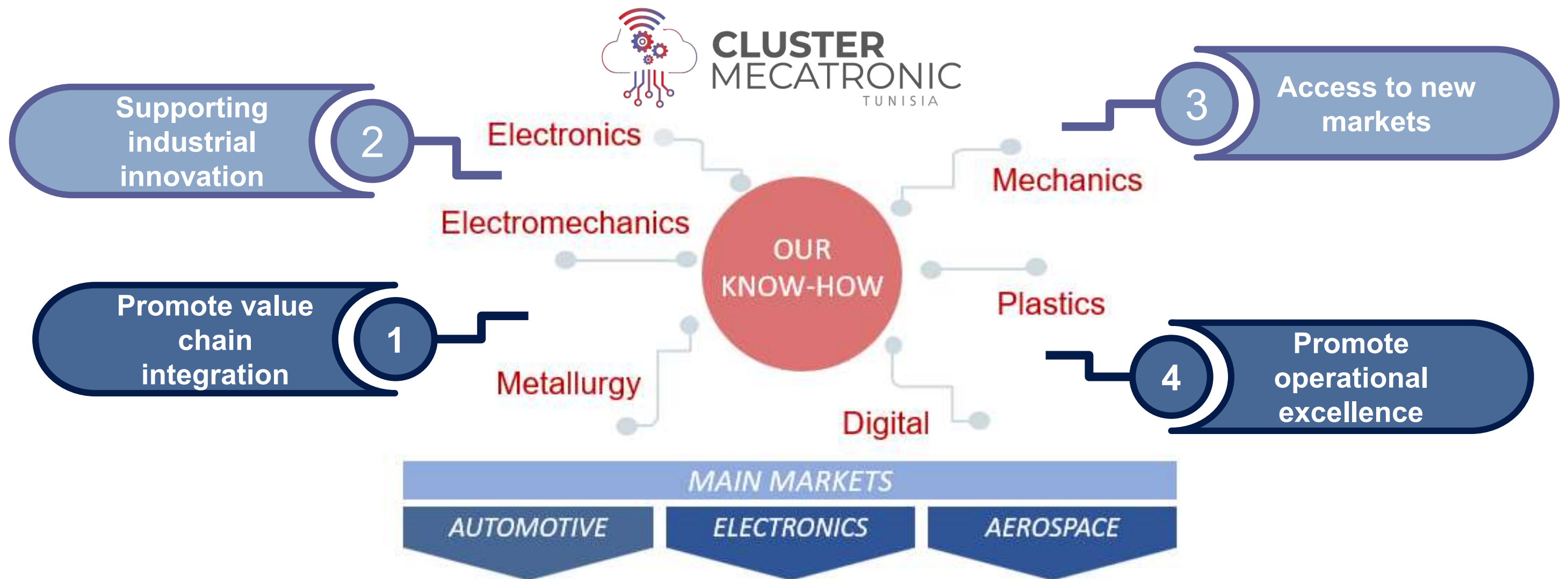
- **Amine Sellami**, Mecatronic, Tunisia
- **Salma Elloumi**, CONECT, Tunisia
- **Mohamed Taha El Ouaryachi**, ATAREC, Morocco
- **Hassan Aboleta**, Smart Company, Egypt
- **Moderator: Sarra Boussaidi**, Project Manager, ANIMA Investment Network

Pitching Session

Amine SELLAMI Executive Director Cluster Mechatronic Tunisia



THE FIRST TUNISIAN INDUSTRIAL CLUSTER SINCE 2012, PROMOTING COLLABORATIVE INNOVATION



OUR MEMBERS ARE ENGAGED ON INNOVATION

Engineering companies



Exporting companies in Europe/Africa



Mature Start-ups



Research centres and universities



THEY ARE LOOKING TO COLLABORATE ON SEVERAL COMMON INTEREST TOPICS

MICRO-MOBILITY



OPEN INNOVATION



AI IN INDUSTRY



VALUE CHAIN INTEGRATION

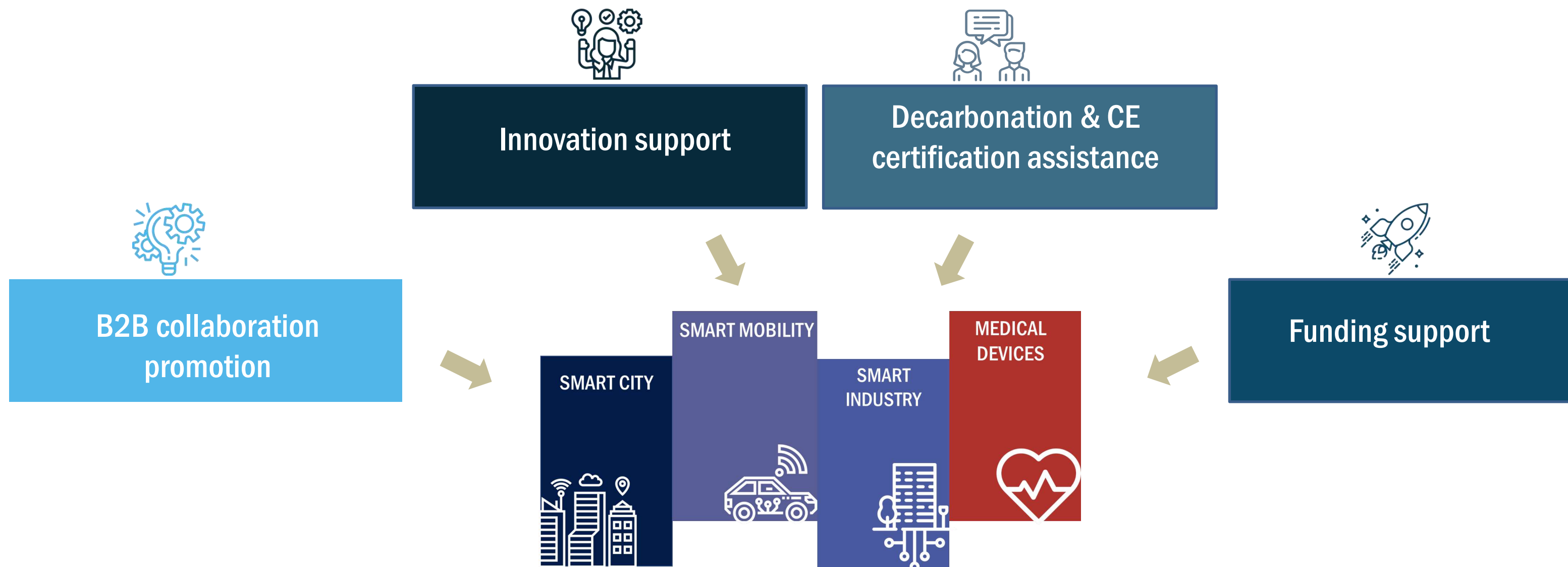
AEROSPACE/SEMICONDUCTRS



GREEN TRANSITION



WE ARE LOOKING FOR PARTNERS INTERESTED IN OUR CURRENT ROADMAP & COLLABORATION OPPORTUNITIES



OUR TEAM



AMINE SELLAMI

Executive director



SAMEH BEN YOUNES

Communication &
Membership Manager



SIWAR HORCHANI

Projects Development &
Innovation Manager



NADIA MHAT

Project Manager:
collaborate for stronger
value chains



FATMA BALTAGI

Project Manager:
collaborate for stronger
value chains

Thank you

Pitching session

Salma Elloumi

Vice-President CONECT International

CONNECT

Confédération des Entreprises Citoyennes de Tunisie

كنفدرالية المؤسسات المواطنة التونسية

Patronat
Innovation
Développement
Productivité
Croissance Croissance durable
Market économie
Entrepreneuriat Industrie
Export Environnement
Financement
Digitalisation



General Presentation



CONNECT is a leading Tunisian employers' organization that represents small, medium, and large enterprises across all economic sectors. Founded in 2011, it promotes an inclusive, citizen-focused approach to economic development, entrepreneurship, and social responsibility.



OUR MISSION

To support and promote Tunisian enterprises in their development and competitiveness.
To advocate for an inclusive economic model based on transparency, innovation, sustainability, and social equity.
To contribute actively to public policy by representing the interests of its members.



OUR VISION

A modern and responsible private sector that plays a central role in Tunisia's economic, social, and regional development.

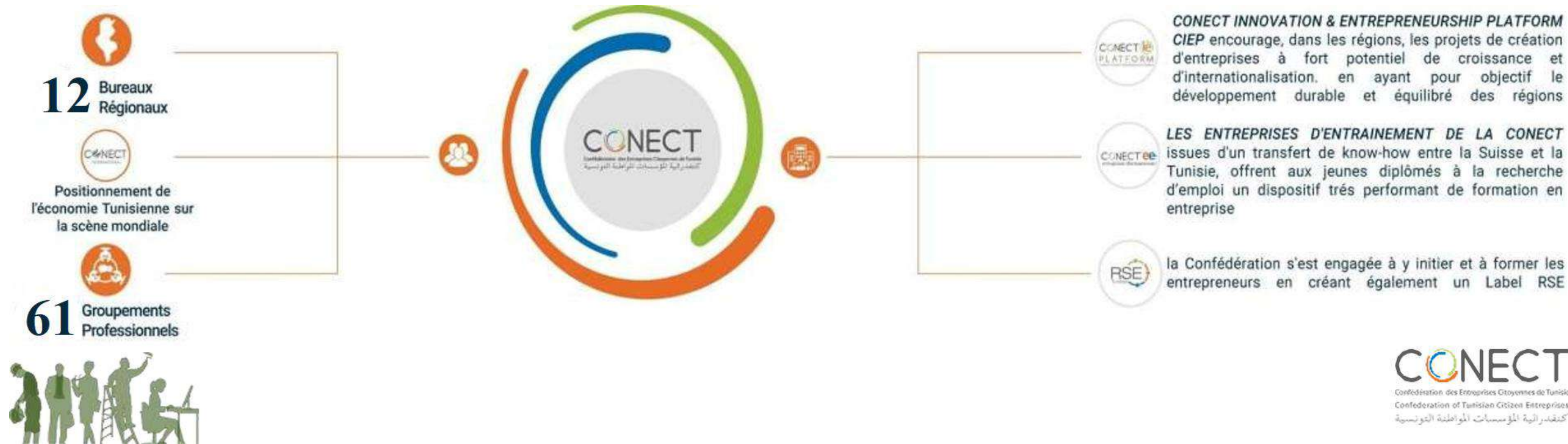


OUR VALUES

An organization whose political lines are supported by the values of: Citizenship, Solidarity, Transparency, Commitment to the national interest, Responsibility and Equity; all values which form the basis of the principles enshrined in its charter signed by each of its members.

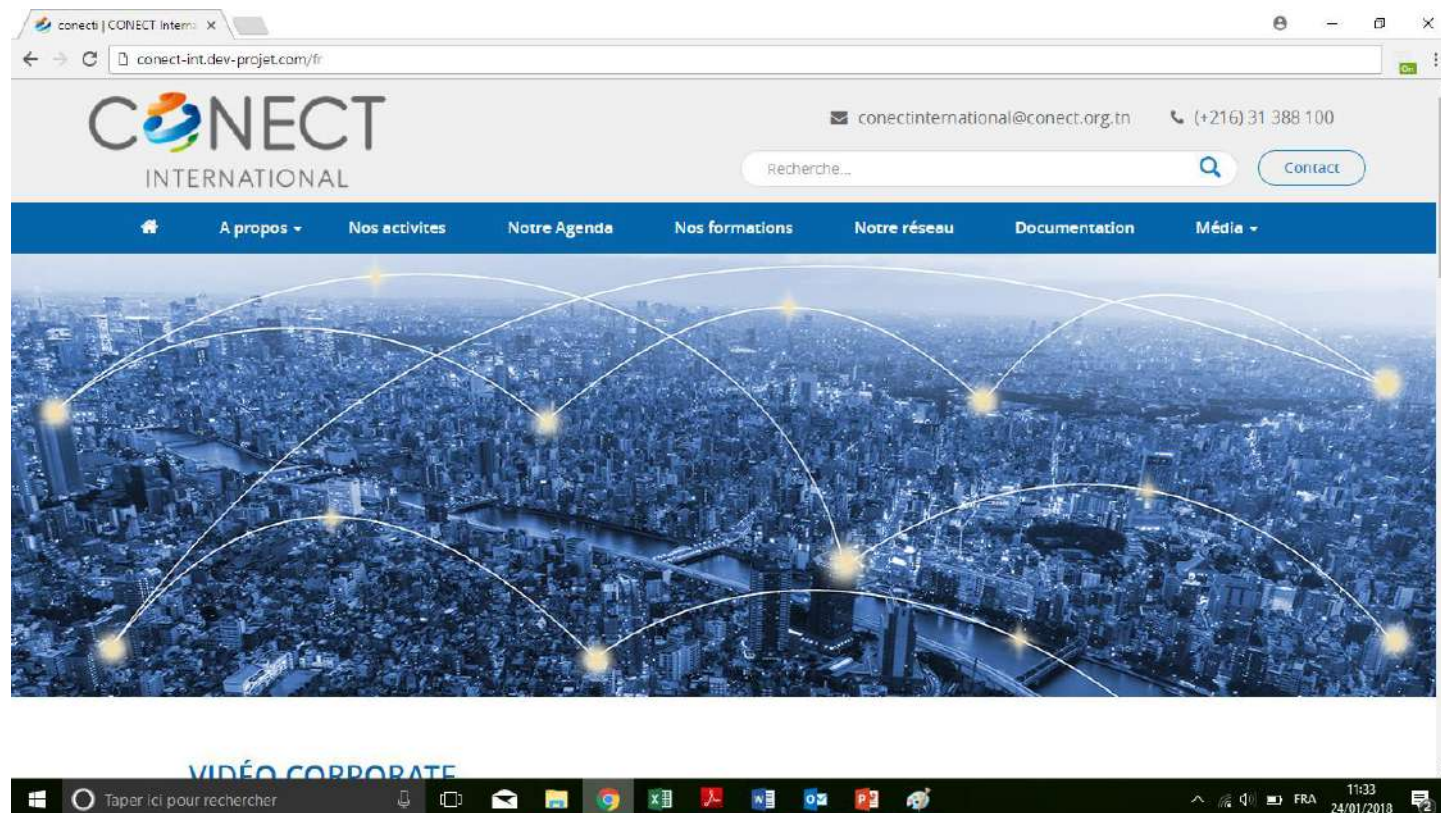
General Presentation

CONNECT is distinguished by an exceptional community of over 6,000 passionate members, symbolizing our collective strength and commitment to excellence. Each member is an essential part of our dynamic alliance, contributing their expertise and determination. This impressive number is a testament to the trust and value CONNECT places in its members, forming a diverse and influential community ready to tackle any challenge together.





A structure of the Confederation of Citizen Enterprises of Tunisia (CONECT), dedicated to international affairs and committed to supporting the development of Tunisian businesses.



OUR MISSION

To promote know-how, trade exchanges, technological cooperation, long-term partnerships, and investments, primarily in emerging and developing countries, as well as in traditional markets.



OUR VISION

To contribute to positioning the Tunisian economy within a dynamic of international outreach and influence.



OUR OBJECTIVES

Develop exports for Tunisian SMEs
Support Tunisian companies in their internationalization
Attract foreign direct investment (FDI)
Create synergies with the skills and expertise of the Tunisian diaspora

Key figures for CONECT International



+100

Agreements with
foreign
counterparts and
organizations



+100

Foreign
delegations
welcomed



+150

International
Activities

84



+600

Economic actors
who have
participated in
economic missions
abroad



+8000

B2B meetings
organized

Contacts



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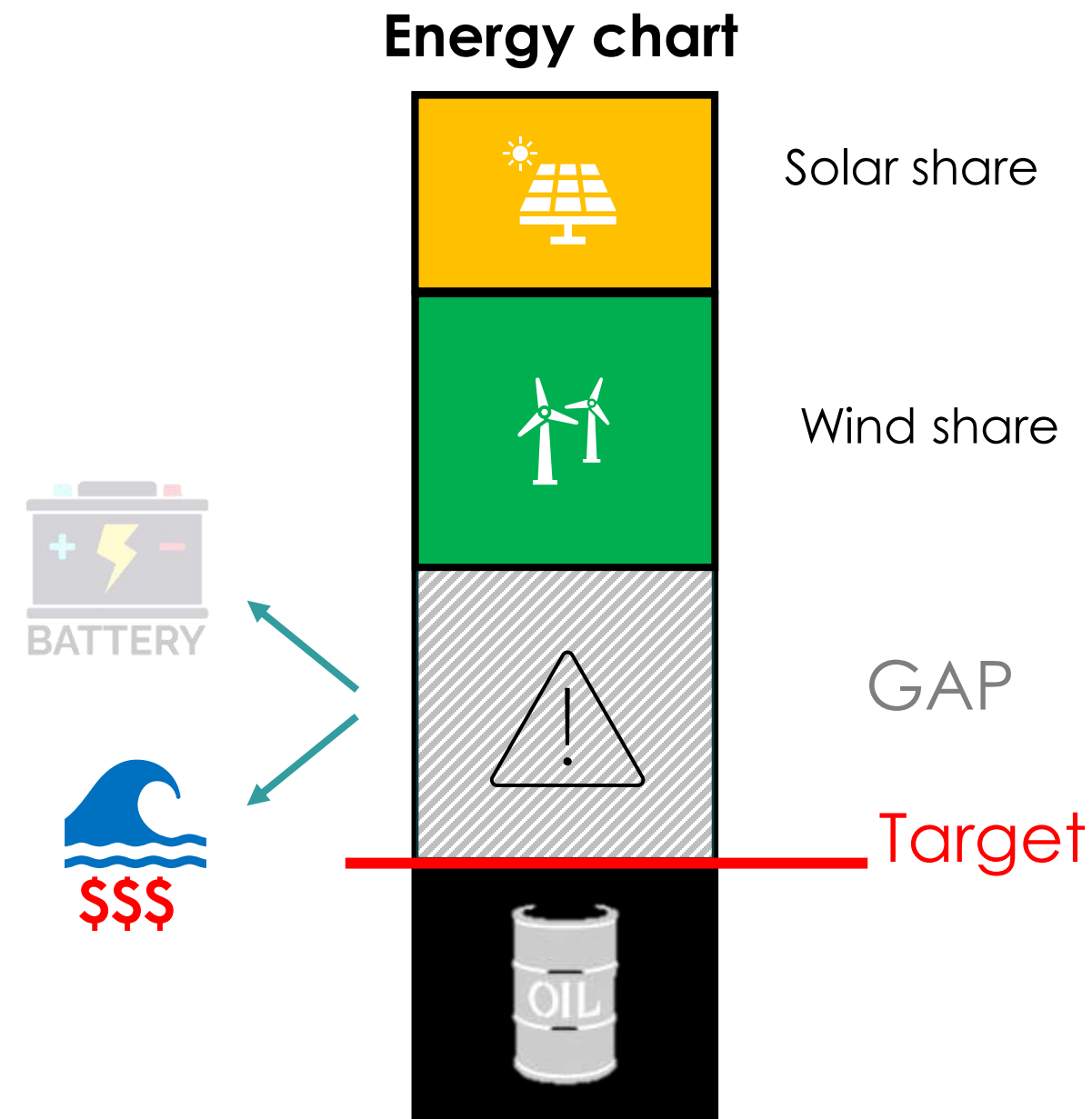
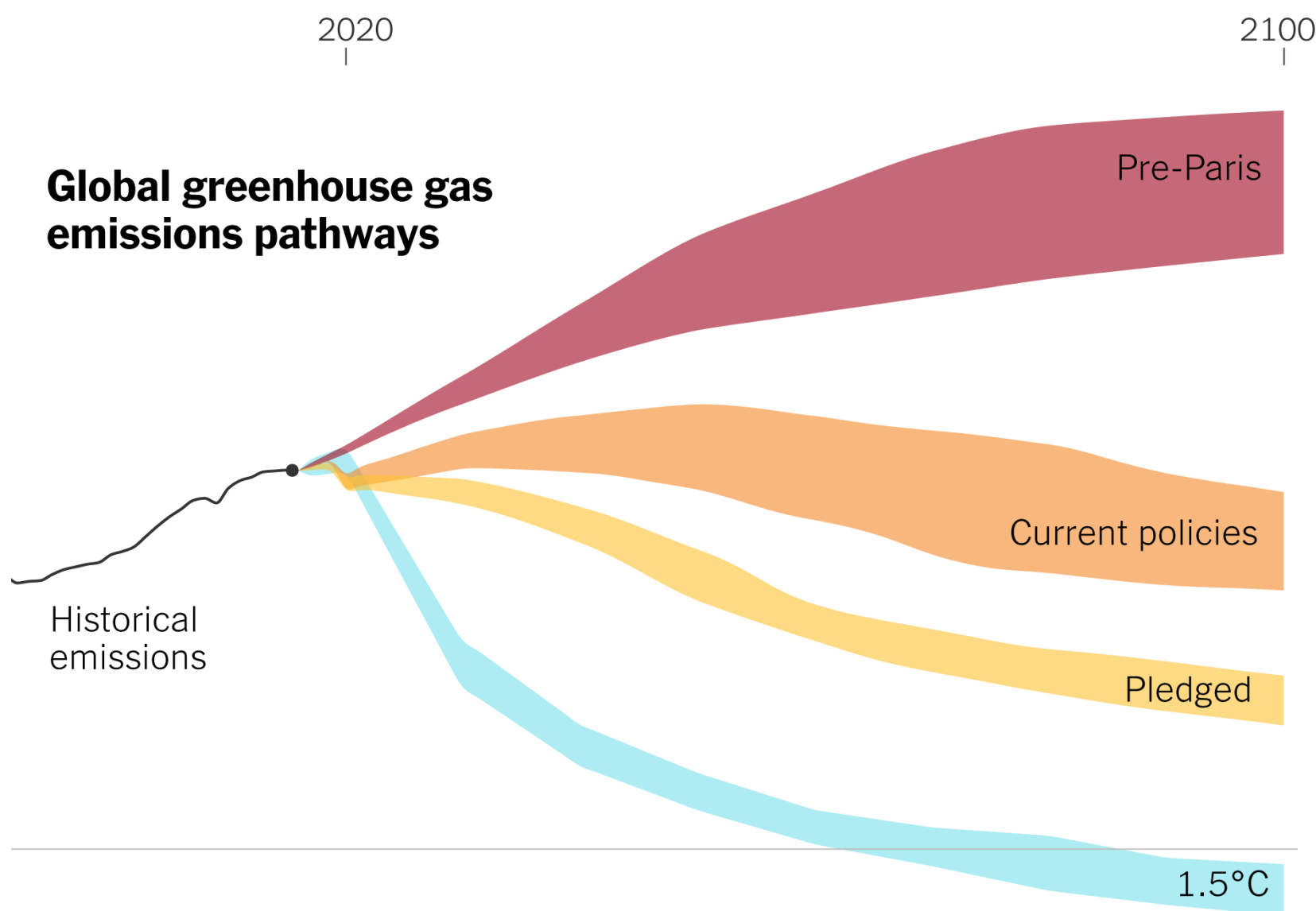
Pitching session



Mohamed Taha El Ouaryachi
Green and smart infrastructure



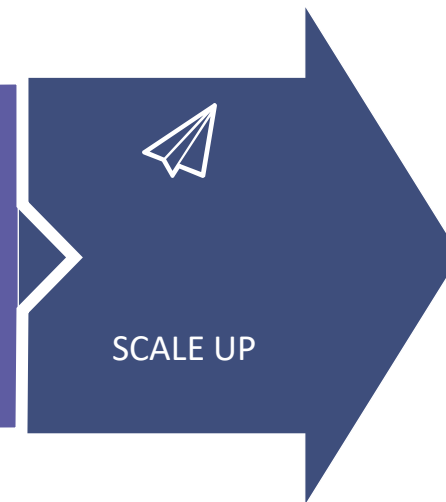
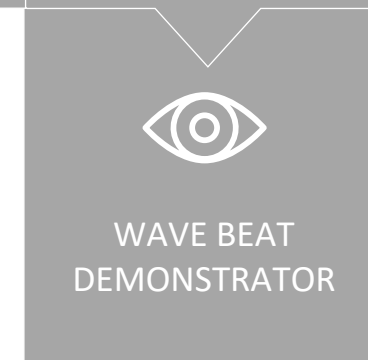
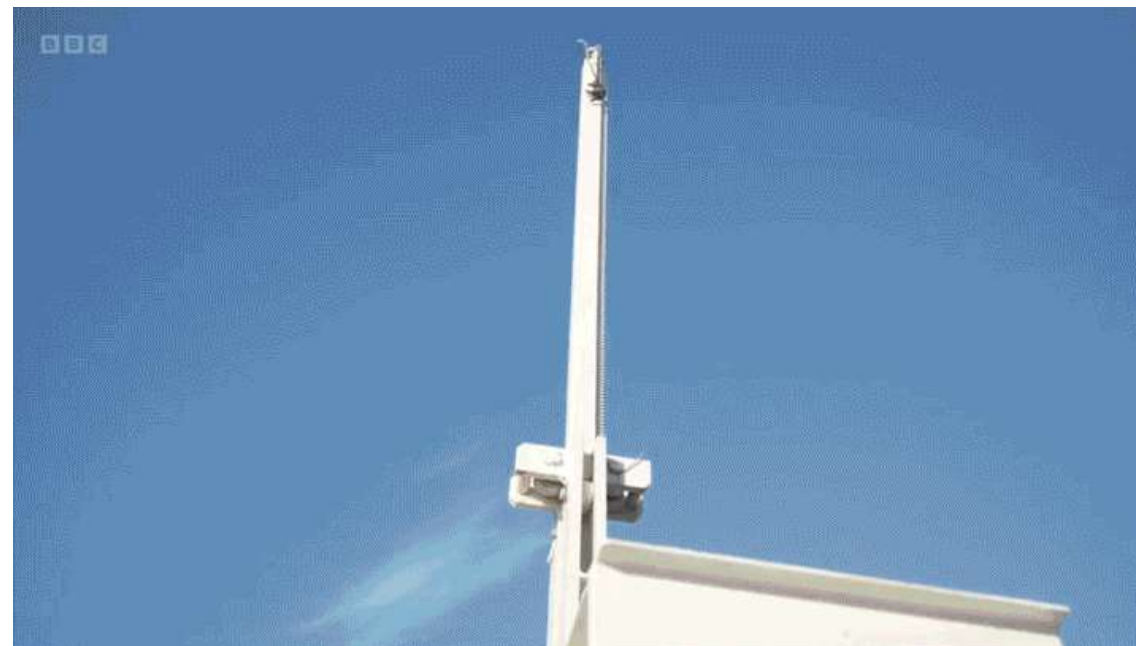
Pitching session



Pitching session



- Patented in +70 Countries
- TRL6 proved
- -70% in CAPEX (EU 2035 vision)
- 3 times more stable than solar



Scan the QRC to Watch
our last report

TANGER MED



PLUGANDPLAY



Ministry of Foreign Affairs
Netherlands



وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



Use Case 1 : Port Sector

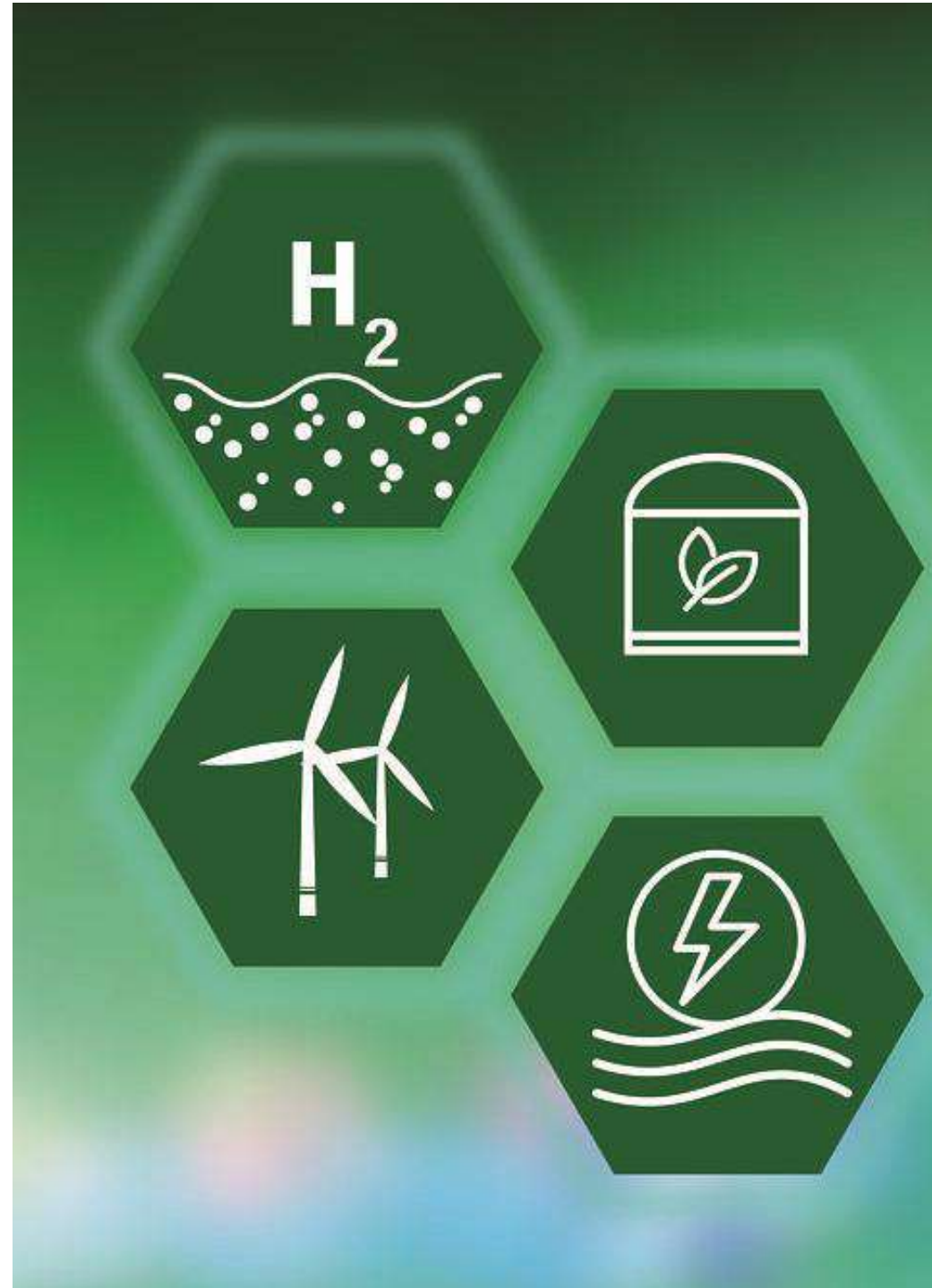
Tanger Med Port Case : Top 17 in the World

- **Capacity** **149 WAVE BEAT Units**
- **Power** **~20 MW**
- Client : TMU/TMPA
- Biggest Port in Africa and Mediterranean Sea
- First port to be certified ISO 55001
- ~5 Km of vertical breakwaters



© TANGER MED

Use Case 2 : Hydrogen



Two Main Challenges :

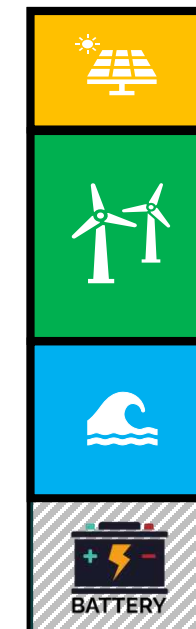
- Logistics
- Intermittence



Improve Moroccan
« Green Hydrogen »
Offer Competitvity



+



Solar

Wind

Wave

Storage

The « **Green Port** »,
Logistic and energy Hub

Use Case 3 : Desalination

- Up to 70% of m³ cost is energy
- Available existing infrastructures exposed to sea
- Strategical sector where autonomy is a priority



Decarbonation and green Infrastructure



www.atarec.com

Smart Infrastructure and Asset Management



www.imabw.com

Pitching session

Eng. Hassan Aboelata

Sustainability & Business Development Manager

Pitching session

About the company, Smart Electrical Industries is specialized in producing low voltage electrical wires and cables and other related electrical material. The company was established in 2020 in Egypt after an experience and journey in electrical supplies and manufacturing throughout decades.

Location, The manufacturing plant is located in Badr City – Industrial zone in Cairo using the state-of-the-art technology in production and quality control laboratory.

Smart EI Objectives, looking forward to fulfilling the market needs on national/regional and international levels in order to serve customers all over the world in accordance with the requested standards and accreditations as the quality is a top priority.

Smart EI sustainability policy statement, committed to protecting the environment, the health and safety of our employees, and the community in which we conduct our business as well as creating long-term value in all the actions we develop. We understand Sustainability as a cross-cutting and essential axis throughout the organization and areas of action. Our primary objective is to achieve a company that is more aware and responsible in the use of resources, its impact on the environment, its role in society and the community.

Pitching session



Core values

1

Our People

- Trust
- Confidence
- Teamwork
- Commitment
- Ethical
- Reliable
- Loyal

2

Factory

- Safe
- Secured
- Decent Working Environment
- Sustainable

3

Products

- Safe
- Reliable
- Standardized
- Accredited
- Stakeholder satisfaction
- efficient
- Standardized

Pitching session

Smart EI strength points,

- International Quality Standards,
- Young professional calibers, integrated working team, different experiences from different backgrounds,
- Modern and Flexible Production Facility that is equipped with advanced production lines for: Low voltage cables - Control cables - Fire-resistant cables - Indoor wires,
- Flexibility to produce for both local and international standards,
- Strong Sustainability Focus,
- Export Readiness and Global Ambition,
- Active steps toward international expansion,
- Wide Product Range Covering Various Applications,
- Strategic Vision in Marketing & Business Development,
- Technical and Engineering Support,
- Competitive Pricing for Quality,
- Offers strong value-for-money by combining high standards with cost efficiency.

Pitching session

Collaboration interests,

- Support International accreditation , recognition, and certificates
- International B2B matchmaking, Joint-ventures, collaborations, international commercial agencies,
- Capacity building and technology transfer,
- International supply chain integration,
- Organizational, governance support,
- Potential Twinning.

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ECCP
MATCHMAKING
EVENTS ★

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