



An initiative of the European Union

# EUCLUSTERS



# MATCHMAKING EVENTS

# EU-South Med MATCHMAKING EVENT

In the context of ACHEMA 2024

**Frankfurt, Germany**

**11-13 June 2024**



EUROMED  
CLUSTERS  
FORWARD

ACHEMA  
2024



# WELCOME

# AGENDA



<b>09:00 – 9:30</b>	<b>Opening Remarks and Speeches on EU-South MED Business Cooperation</b> <i><b>Mariella Masselink</b>, Head of Unit, DG GROW, European Commission</i> <i><b>Virginie Cossoul</b>, Programme Manager, DG Near, European Commission</i> <i><b>Emmanuel Noutary</b>, General Delegate, ANIMA Investment Network</i> <i><b>Martina Bacova</b>, Project Adviser at European Innovation Council and SMEs Executive Agency (EISMEA)</i>
<b>09:30 – 10:30</b>	<b>Breaking the ICE, Pitching Session, Round I</b>
10:30 – 11:00	Coffee Break
<b>11:00 – 12:00</b>	<b>Opportunities and examples in doing business and forging value chain cooperations between EU and South Med countries</b> <i><b>Dr. Patric Dufour - Bourru</b>, Regional Development Agency Heilbronn, cluster initiative TRANSFORMOTIVE DIALOG.</i> <i>Co-operation partners with the Tunisian Automobile Association</i> <i><b>Amine Sellami</b>, Tunisian Mecatronic Cluste</i> <i><b>Skirmante Balezentiene</b>, Cluster Coordinator, Lithuanian Photovoltaics Industrial Technology Cluster (FETEK)</i> <i><b>Viviane Volk</b>, Project manager, Enterprise Europe Network (EEN) and Chamber of Commerce and Industry Frankfurt am Main</i>
<b>12:00 – 13:00</b>	<b>Pitching Session, Round II</b>
13:00 – 14:00	Networking Lunch
<b>14:00 – 17:00</b>	<b>Matchmaking event: B2B Meeting</b>
<b>17:00 – 17:30</b>	<b>Debriefing session: feedback harvesting</b>
<b>20:00 – 22:00</b>	<b>Networking Dinner</b>

# Opening Remarks and Speeches on EU-South MED Business Cooperation

**Mariella Masselink**, *Head of Unit, DG GROW, European Commission*

**Virginie Cossoul**, *Programme Manager, DG Near, European Commission*

**Emmanuel Noutary**, *General Delegate, ANIMA Investment Network*

**Martina Bacova**, *Project Adviser at European Innovation Council and SMEs Executive Agency (EISMEA)*

**Moderator: Daniel Cosnita, ECCP Team Member**

# OPENING REMARKS

**Mariella Masselink**

Head of Unit, DG GROW, European  
Commission

# OPENING REMARKS

**Virginie Cossoul**

Programme Manager, DG Near,  
European Commission



# Cooperation with Southern Neighbourhood

Virginie Cossoul, European Commission - DG NEAR  
**Regional Cooperation Neighbourhood South**  
[virginie.cossoul@ec.europa.eu](mailto:virginie.cossoul@ec.europa.eu)





## EU regional cooperation for South Med

- Strong focus on **inclusive economy** : *'an economy that works for people'* (New Agenda 2022)
- Support at all levels (full EU Toolbox) => includes policy dialogue, grants and blending/guarantees with financial institutions
- Use pilot function with possible continuation in countries
- Push for relevant reforms, empower the local ecosystem and improve skills/scale-up of entrepreneurs => 100 M€ / year



## Objectives of our assistance

- PSD support: to increase the competitiveness of SMEs and stimulate the ecosystem => ***more efficient and better organised***
- Builds on the ***industrial policies*** defined by the partner countries
- ***Better exposure*** to European markets and integration into value chains
- Regional projects brings expertise and **better access to finance** (IFIs)
- To name a few initiatives: *The Next Society ; SPARK; SwitchMed ; social economy ; WEE*



## European Cluster Forward

Now at full speed (April 22 => Sept 26 / **4,5 years**)

### **Expected outputs relate to:**

- Improving regulatory framework/measures stimulating the development of clusters in the partner countries
- Improving capacity of cluster organisations towards innovation & growth
- Encouraging clusters cooperation (with Europe and South-South)

=> Crucial role of DG GROW & ECCP in targeting niches/sectors having potential

=> Thank you to ANIMA, consortium, local partners, DELs

# OPENING REMARKS

**Emmanuel Noutary**

General Delegate, ANIMA  
Investment Network

# Project Overall objectives

Emmanuel Noutary

**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**

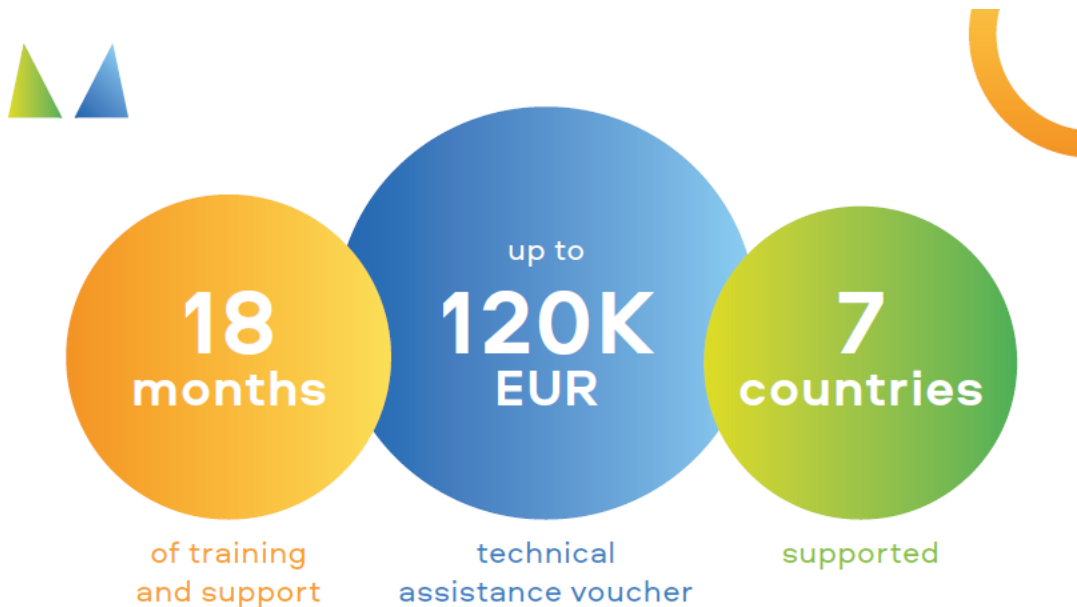
- Tech Days/ EU-South Med matchmaking events
- Made by Euromed: Collaborative projects between clusters to activate regional value chains
- Regional high-level working group



# Euromed Clusters Forward upcoming activities

# Cluster Booster

The Cluster Booster programs aims at enhancing the capabilities of clusters in the South Mediterranean region, by providing technical assistance and capacity building for cluster managers, staff, and SME members.



## Countries

Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia



## Budget : 120 000€

Co-financed at 90% by DG NEAR, EU  
Led by Euromed Clusters Forward partners and affiliate partners



## Timing

Application open **until 30 june**  
18month of training and support

*Apply now !*

# Made By Euromed Clusters

Creating new collaborations between clusters and forging regional value chains (RCVs) in the Euro-Mediterranean region.

## Examples of KPIs:

- Number of **participants**
- Number of **BtoBs**
- Number of **partnerships**: commercial, technical, research, other
- Number of **new activities**: business generated, development of new products and services, new sales channels, joint technical or research collaboration, collaboration with new markets, etc.



## Scope

- Europe x Southern neighbourhood - Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia
- At least 3 countries involved including at least 1 in Europe
- Mix of digital and on-site activities



## Budget

Up to 10 collaborative projects x € [50,000 - 80,000]  
Co-financed at 90% by DG NEAR, EU  
Led by Euromed Clusters Forward partners and affiliate partners



## Timing

Launch of the call: November 2024  
Collaborative project duration: 12 months max.

# Cluster Connect

Twinnings, matchmaking and knowledge sharing activities between a South Mediterranean cluster – the Visitor and a host organization – the Host.

## Examples of twinnings activities:

- Capacity building
- Access to market, and business development.
- Networking, site visits, conferences, exhibitions, events...
- Acquisition of certifications and labels.
- Service and Innovation development



## Scope

- Europe x Southern neighbourhood - Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia
- 2 countries involved



## Budget

Up to 12 Twinnings x €16 000  
Co-financed at 90% by DG NEAR, EU



## Timing

Launch of the call: July 24  
Duration: 3 months



# Stay updated on our next events

## AGENDA 2024

### JUNE

Apply now!


 **CALL FOR PROJECTS – Cluster Booster** **Online**  
Technical assistance mission for 7 South Mediterranean clusters



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### JULY

Apply soon!


 **B2B / FORMATION– Cluster Connect (twinning intercluster)** **hybrid**  
2nd cohort – 7 pairs of clusters implement their joint cooperation project during 3 months



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### OCTOBER

Apply soon!

 **CONFERENCE & B2B – Beirut Innovation Days – Power X** **Beirut, Lebanon**  
TechDays #5 Euromed Clusters Forward in partnership with Berytech



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### DECEMBER

Apply soon!

 **CALL FOR PROJECTS – Inter-cluster projects for the development of value chains** **Online**  
Grants for projects presented by multi-country consortia



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Apply soon!

 **TRAINING & VISIT – Innovation Factory: technology transfer and R&D valorization** **Cairo, Egypt**  
Benchmarking Visit & Face-to-Face Academy #5 Euromed Clusters Forward in partnership with Berytech



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# Thank you!

For more details, contact :

**Sarra Boussaïdi | Project Manager |**  
**sarra.boussaidi@anima.coop |**

# OPENING REMARKS

**Martina Bacova**

Project Adviser at European  
Innovation Council and SMEs  
Executive Agency (EISMEA)

# Breaking the ICE, Pitching Session, Round I

**Andrius Rakickas**, *Director, LAUGEA cluster*

**Omar Amrani Nejjar**, *Head of Partnership, Cluster Maintenance 4.0*

**Stefan Hristozov**, *CASTRA*

**Nourdine Bouyaakoub**, *CEO, CE3M(Electronic, mechatronic and mechanic cluster)*

**Sotiris A. Bouzeas**, *Founder & CEO, TIASI*

**Ayman Haiba**, *Prsident, SEDA*

**Amine Sellami**, *Tunisian Mecatronic Cluster*

**Nina Pona**, *Project Manager, Pôle MEDEE Cluster*

**Moderator: Daniel Cosnita, ECCP Team Member / ANIMA**

# COFFEE BREAK



# Opportunities and examples in doing business and forging value chain cooperations between EU and South Med countries

**Dr. Patric Dufour - Bourru**, *Managing Director Wirtschaftsförderung Raum Heilbronn GmbH*

**Amine Sellami**, *Tunisian Mecatronic Cluster*

**Skirmante Balezentiene**, *Cluster Coordinator, Lithuanian Photovoltaics Industrial Technology Cluster (FETEK)*

**Viviane Volk**, *Project manager, Enterprise Europe Network (EEN) and Chamber of Commerce and Industry Frankfurt am Main*

**Moderator: Emmanuel Noutary**, *General Delegate, ANIMA Investment Network*

# Opportunities and examples

**Dr. Patrick Dufour - Bourru**

Managing Director

Wirtschaftsförderung Raum

Heilbronn GmbH

# Some information about Patrick Dufour



- 52 years, married, two kids (19 + 16 years old)
- Geographer by training (Dipl.-Geogr. + Doctorate)
- Born and raised in Germany with close ties to Algeria, Morocco and Tunisia
- ~ 4 years in co-operation projects between Ruhr-Universität Bochum and Université Mohamed V Rabat
- 27 years of professional experience, thereof
  - six in industrial strategy development
  - 21 in regional development and cluster management

**Those who benefit from  
collaborations give first,  
give generously and often!**

# Overview of our cooperation with Tunisia in 2024



February 2024

May until Mid  
of August 2024

September 2024

TAA and CMT visit the WFG  
in Germany for a  
one-week study tour to  
Heilbronn-Franken

Cluster Exchange with the  
CMT within the „Cluster  
Connect Mission“

WFG visits the CMT and  
TAA in Tunisia for a one-  
week delegation trip to  
Tunis



# Study tour to Heilbronn-Franken in February 2024



- 4 representatives of the **Tunisian Automotive Association** (TAA) and the **Cluster Mecatronic Tunisia** (CMT) visited us in **Heilbronn-Franken** from the 19<sup>th</sup> of February until the 23<sup>rd</sup> of February as part of a study tour
- During this week, there was a varied program to give our guests an understanding of the **economic characteristics** of the Heilbronn-Franken region and to explain our **tasks** as a regional economic development agency
  - Presentation of our **regional** and **international** projects
  - Basics of cluster management and development
  - Meetings with **regional SMEs** in the automotive sector and **big OEMs** (e.g. AUDI)
  - Meetings with our **stakeholders** and partners (e.g. TUM Campus Heilbronn, Duale Hochschule Baden-Württemberg, IG Metall, Südwestmetall)

# Study tour to Heilbronn-Franken in February 2024



## About our guests



### Tunisian Automotive Association (TAA)

- Non-profit organization, launched in 2016
- Promote exchanges, collaborations and synergy between companies in the automotive industry sector and to support the Tunisian authorities to develop and promote this field in Tunisia
- Members and partners, amongst others:
  - Dräxlmaier
  - Ampehnol
  - GIZ



### Cluster Mecatronic Tunisia (CMT)

- Non-profit organization, launched in 2012
- Promote economic, commercial, technological and social development of its members through support, investment and / or industrial cooperation actions in the field of mechatronics to develop and promote this field in Tunisia
- 96 member companies, amongst others:
  - Dräxlmaier
  - Actia
  - Proxym

# Study tour to Heilbronn-Franken in February 2024





# Study tour to Heilbronn-Franken in February 2024



# “Cluster Connect Mission” from May until Mid August 2024



- **Exchange program** between a German and Tunisian cluster, here: WFG from Heilbronn-Franken and CMT from Tunis
- Host organization of this funding project is **Berytech**
- **Aim** of this project: the mature German cluster **supports** and **boosts** the Tunisian cluster by experience exchanges, knowledge transfers and different workshop programs
- Within the project time, the Tunisian cluster CMT will also visit us for a **one-week study tour** in Heilbronn-Franken to **deepen collaboration**
- Besides that, contact to other **European partner clusters** of the WFG will be build up

# “Cluster Connect Mission” from May until Mid August 2024



Excerpt from the current project agenda, whereby weekly online meetings with the CMT take place

July 2, 2024	Input presentation on the following topics: <ul style="list-style-type: none"> <li>• Branding (vision and mission)</li> <li>• Market analysis: benchmark with other clusters, where does the CMT stand, with whom could we cooperate?</li> </ul>	
	Additional meeting with another Spanish cluster (partner cluster of the WFG)	
July 09, 2024	“Travel mission to Heilbronn-Franken”: The CMT visits the WFG for one week in Heilbronn-Franken, i.e. from the 08 <sup>th</sup> of July until the 12 <sup>th</sup> of July	
	Competence matrix and value chain map: Presentation and discussion of interim results and the Excel template	
July 16, 2024	Company visits: Presentation and explanation of our guidelines for company visits	
	Additional meeting with another cluster (partner cluster of the WFG)	
July 23, 2024	Meeting with another partner cluster of the WFG	
July 30, 2024	Presentation of the finalized competency matrix	
August 06, 2024	Presentation of the finalized value chain map	
August 13, 2024	Final meeting: feedback discussion, further procedure for planning the kick-off event, what are our next steps?	

Back-office tasks: development of the competence matrix and value chain map



# Funding of our cooperation with Tunisia in 2024



- **The co-operation has several funding partners:**

- **GIZ**
- **VDIVDE-IT**
- **Berytech**

All of the aforementioned partners use funds of the European Union but we wouldn't know where the funds are coming from exactly. .

- **WFG Raum Heilbronn GmbH**

We are calculating that 20 % of the project costs will be covered by our own funds.

- Südwestmetall Heilbronn-Franken is considering a delegation to Tunisia in Q1 2025 and is inviting a delegation from Tunisia to Heilbronn in Q1 oder Q2 2025.

# Delegation Trip of the WFG to Tunisia in September 2024



- **Delegation trip** of the WFG to Tunis for one week to visit the CMT and the TAA
- Within our delegation group, there will also be **important stakeholders** of the WFG and an **experienced CEO** of a German SME, a representative of Technische Universität München.
- Aim is to get a better **impression** about Tunisian automotive and mechatronic companies and to make up **new contacts** for the CMT and to discuss about **further collaboration** opportunities
- Südwestmetall Heilbronn-Franken is considering a delegation to Tunisia in Q1 2025 and is inviting a delegation from Tunisia to Heilbronn in Q1 oder Q2 2025.

**Co-operation is based on trust.**

**Trust is based on respect.**

**Respect grows through personal  
contacts!**

# Opportunities and examples

**Amine Sellami**

Tunisian Mechatronic Cluster

# Opportunities and examples

## **Skirmante Balezentiene**

Cluster Coordinator, Lithuanian  
Photovoltaics Industrial  
Technology Cluster (FETEK)

# Opportunities and examples

## Viviane Volk

Project manager, Enterprise Europe  
Network (EEN) and Chamber of Commerce  
and Industry Frankfurt am Main



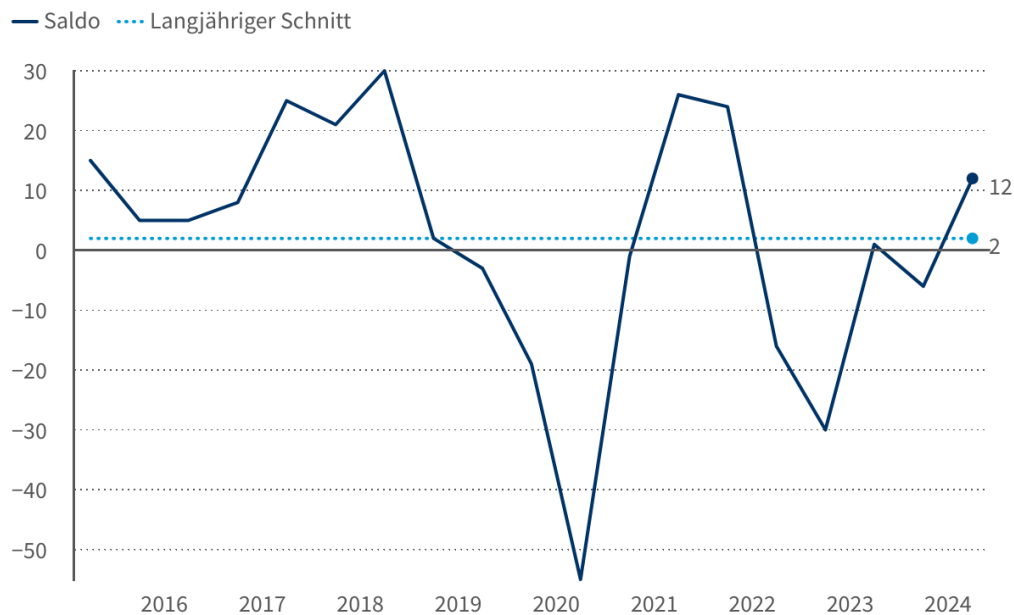
## Opportunities and examples in doing business and forging value chain cooperations between EU and South Med countries

Viviane Volk, IHK Frankfurt am Main

- Current business outlook for Europe and South MED – the German perspective
- Hessen pavilion at the ACHEMA fair – cooperation opportunities
- Services offered by our chamber in the Enterprise Europe Network

# Current economic outlook of globally active companies from Germany

## Konjunkturerwartungen der Unternehmen



Saldo aus "besser" minus "schlechter"-Antworten

Quelle: AHK World Business Outlook Frühjahr 2024



- Survey conducted by the German Chamber of Industry and Commerce (DIHK) and the German Chambers of Commerce Abroad (AHKs)
- Feedback from almost 4,300 globally active AHK member companies
- Balance of 'better' and 'worse' expectations
- Survey was conducted in spring 2024

# Little movement in Europe...

Business expectations for the coming twelve months remain below the global average and are only improving slightly.

## Problems preventing a stronger upturn:

- Persistent shortage of skilled labour
- low demand for products and services
- increased labour costs
- uncertain economic policy conditions

# ... better mood in MENA region

In the MENA region in particular, German companies are more optimistic compared to the previous survey due to

- favourable conditions in Morocco
- easing of the liquidity crisis in Egypt
- continued good investment opportunities in the region

## Current business expectations of German companies in MENA:

**62%** expect their business to improve within next 12 months

3% expect a decline in their business

# Egypt: initiatives at a glance

- **Germany's foreign trade fair programme**

includes several trade fairs in Egypt with German pavilions, e.g.:

The Big 5 Construct Egypt 2024 25-27 June 2024, Kairo

35. Sahara Expo 15-17 September 2024, Kairo

The Future Energy Show MENA (1-3 May 2025), Kairo

- **other initiatives:**

Egypt-EU Investment Conference 2024 29-30 June, Kairo

Company mission „[Production of hydrogen with renewable energies in Egypt](#)“ organized by the German bilateral chamber (9 -13 September 2024) with B2B matchmaking

# Algeria: expanding cooperation in the energy sector

**February 2024:** Germany-based VNG signed a supply contract with Sonatrach → first time a German company will purchase pipeline gas from Algeria

## future prospects:

- **Green hydrogen** produced using renewable energies to play a role in the long term
- increasing focus on green hydrogen as part of the [German-Algerian energy partnership](#)
- cooperation and private investment (especially from SMEs) are fostered by the Algerian government in different sectors



# Morocco: strategic market openings

## ■ **Water Sector Development**

- 53 seawater desalination projects planned over the next decade
- Construction of artificial water reservoirs, connecting canals, sewage treatment plants, and agricultural irrigation systems

## ■ **Transport Infrastructure and Logistics**

- Public-private investments crucial for economic growth
- Railway company ONCF tendering high-speed lines and rolling stock
- Plans for LNG terminals, port expansions, and road/motorway network extensions

## ■ **2030 World Cup Preparations**

- Construction of sports facilities, transport routes, and spectator accommodations
- Cities like Casablanca, Rabat, Agadir, Marrakesh, and Tangier enhancing sports facilities, public transport, railway stations, airports, and tourist facilities

# Tunisia: energy transition back in focus

## ▪ **Solar Energy Expansion**

- Foundation stone laid for 100 MW solar park in Kairouan on 8 May 2024
- General contractor: Emirati company AMEA Power
- Completion expected by summer 2025
- Additional 500 MW of solar capacity planned by 2026

## ▪ **Upcoming Renewable Projects**

- Bids for 1.7 GW of solar and wind energy expansion to be submitted in 2024
- Larger projects under the concession regime

## ▪ **ELMED Electricity Project**

- International financing secured, including German KfW Development Bank
- Undersea cable to connect Tunisian Cap Bon with Sicily by 2028
- Potential for transmitting renewable energy electricity to the EU

# The Hessen pavilion at ACHEMA

## Sectors of interest:

Energy, Water and green techs , Process Heat and Energy Efficiency, Pharma & Biotech

- [W-Plattform](#): Start-up developing a solution for the treatment and valorisation of CO2
- [CHEMPARC](#) : public-private partnership aims to contribute to the economic development of the Lacq Industrial Park (in the Pyrenees Atlantique department in South West France).
- [BioBall](#): is part of the ECCP Platform and it accelerates the material use of biogenic residual and waste materials in the Frankfurt/Rhine-Main metropolitan area.
- [Algoliner](#) develops and manufactures photobioreactors for the production of various types of microalgae using a novel, sustainable and inexpensive technology.
- [Home - Graph-Co](#): offers digitization and migration of engineering flowcharts into graph-based, intelligent P&ID models.
- [H2BZ-Hessen](#): The Hydrogen and Fuel Cell Initiative Hessen (H2BZ-Initiative Hessen e.V.) is the Hessian network in the field of hydrogen and fuel cells.
- [HCP Sense](#): Measuring bearing loads. Monitoring lubrication. Preventing damages. Resilient maintenance by prevent damage instead of just predicting it.
- [Proteineer](#): offers the world's best protein engineering web app, built by and for biologists.

# IHK Frankfurt am Main: #EENCanHelp

## Business Partnering

Helping SMEs find the right **business partners** in Europe and worldwide. <https://een.ec.europa.eu/partnering-opportunities>

## Single Market

Help SMEs navigate **EU legislation**, rules and formalities and address Single Market obstacles <https://www.frankfurt-main.ihk.de/een>

## Internationalisation

Supporting SMEs to help them access **international markets** and business opportunities <https://een.ec.europa.eu/local-contact-points/eg>,  
<https://een.ec.europa.eu/local-contact-points/tn>

# Thank you.

# Pitching Session, Round II

**Hesham Wahby**, *Cultive LLC*

**Sabrina Monsonis**, *Amec's Projects and partnerships manager*

**Jose Ramón Natal**, *Cluster Manager, MetalIndustry4. Advanced Manufacturing Cluster of Metal Industry in Asturias*

**Ahmed Kamal**, *CEO, Egyptian Resource Efficiency Cluster*

**Adel Kehalil**, *Coordinator, Coordinator*

**Amelie Beutel**, *Expert on sustainability & innovation processes, bwcon research gGmbH*

**Pedro Rocha**, *Executive Director, PRODUTECH*

**Bechara Maalouf**, *Business Development Manager, SWORD*

**M.Sc.Yasser A.Khalil**, *ERECRI Cluster Facilitator*

**Moderator: Daniel Cosnita, ECCP Team Member / ANIMA**



# Debriefing session: feedback harvesting

## EU Participants:

**Martina Bacova**, *Project Adviser at European Innovation Council and SMEs Executive Agency (EISMEA)*

**Christophe Guichard**, *Policy Officer at DG GROW, European Commission*

## South Med Participants:

**Virginie Cossoul**, *Programme Manager, DG Near, European Commission*

**Emmanuel Noutary**, *General Delegate, ANIMA Investment Network*

# LOGISTIC ASPECTS

# NETWORKING LUNCH

# MATCHMAKING EVNET: B2B MEETINGS



 [www.clustercollaboration.eu](http://www.clustercollaboration.eu)



# THANK YOU





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European Cluster Collaboration Platform

#ECCP #ECCPMatchmaking