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# Sarra Boussaïdi

Euromed Cluster Forward Coordinator,  
ANIMA

# Who is ANIMA

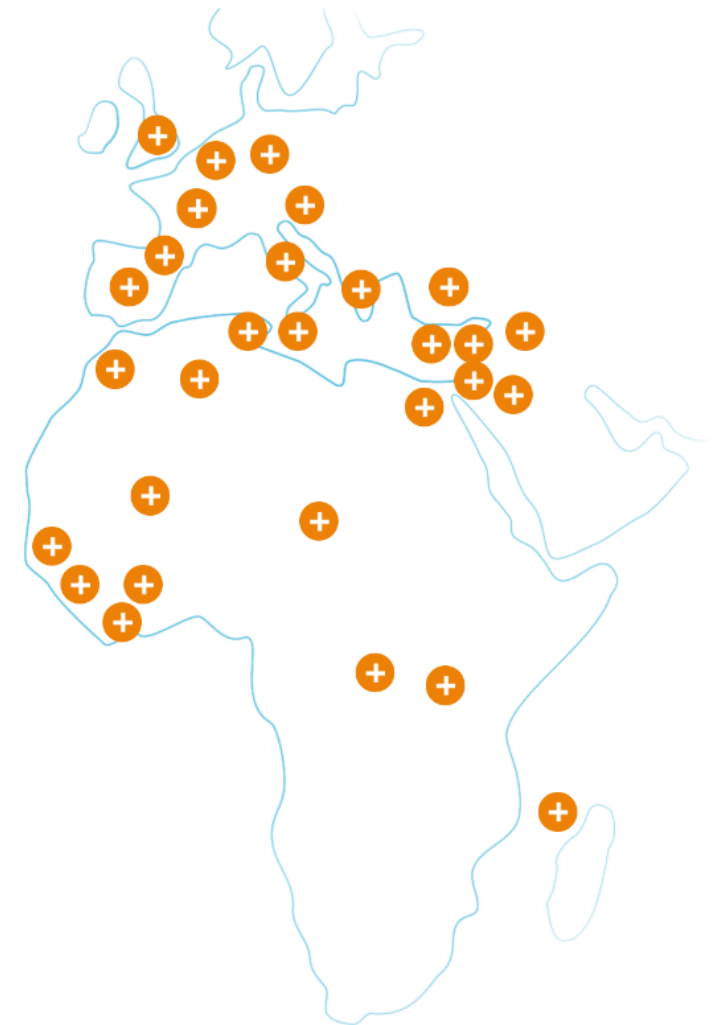
ANIMA is an association working for economic development in **Europe, the Middle East and Africa** that is aligned with the challenges of social and environmental responsibility.

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



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# 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



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## 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**



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# Thank you!

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