

Contributing to a sustainable development in the Mediterranean				
Initiative	Leader	Countries	Description	Mail
<a href="#">Med Water</a>	ACCIO COPCA	Israel, Italy, Spain	The development of water technology, innovation and services is clearly a priority issue in the Mediterranean basin. In this context, Med-Water is setting a full co-operation programme between Spain, Greece, Israel & Morocco in order to develop the water management and treatment sectors, to promote innovation or investment and to respond to the concern of water shortage.	<a href="mailto:fsubirats@gencat.cat">fsubirats@gencat.cat</a>
<a href="#">Batimed</a>	Chambre de Commerce Polonaise	Algeria, Morocco, Poland	This project aims to increase trade and the flows of investments between countries of the EU (notably Poland) and the Mediterranean region in the construction field. Algeria and Morocco implement significant housing and construction programmes and may interest companies of the EU. The project will concentrate on these two Mediterranean countries and Poland.	<a href="mailto:asalamonczyk@kig.pl">asalamonczyk@kig.pl</a>
<a href="#">Med Energy</a>	Euro-Mediterranean Development Agency (ASEM)	Egypt, Italy, Spain, Tunisia	Med Energy is promoting and supporting enterprises in the sector of alternative and renewable energy which intend to invest in Tunisia or Egypt. Through exchanges of know-how, technologies and scientific cooperation it is dedicated to the development of industrial partnerships and the creation of stable cooperation agreements. Around 75 entrepreneurs or economic operators from the energy sector will gathered to participate in workshops and BtoB meetings.	<a href="mailto:mya.hornsby@asem-net.org">mya.hornsby@asem-net.org</a>
<a href="#">Building Insulation</a>	CCI d'Algérie	Algeria, Germany, Morocco, Tunisia	The Maghreb countries lag behind their European counterparts for the development of new applications, the emergence of industries and value chain in the building insulation sector, a major source of energy savings. This initiative aims to share best practices and develop a Mediterranean business network in this booming industry, between 3 Maghreb countries and 3 European ones. It includes the edition of a guidebook listing the existing industries and skills in Maghreb, niches to be addressed, and a BtoB event involving more than 80 organisations and industries.	<a href="mailto:ahmed.zitouni@gmail.com">ahmed.zitouni@gmail.com</a>
<a href="#">So'Eco</a>	Interco Aquitaine	France, Lebanon, Syria, Tunisia	Following European efforts to raise the environmental standards in the construction industry (eco-construction of new units & renovation of existing ones), a specific technical and institutional (regulation, incentives) know how has been developed by specific clusters such as the Bordeaux one. This initiative aims at sharing this know how with Mediterranean countries willing to address both their social housing needs and the environmental constraints they are facing, such as Syria, Lebanon and Tunisia. This initiative will both allow local construction companies to acquire new skills in eco-construction and also enable local authorities to adapt and adopt new standards.	<a href="mailto:marie-laure.moreno@interco.aquitaine.fr">marie-laure.moreno@interco.aquitaine.fr</a>
<a href="#">Sun for Med-Sustainability</a>	ACC1Ó - Agència per a la innovació i la internacionalització de l'empresa catalana	Egypt, France, Israel, Italy, Palestinian Authority, Spain, Czech republic	Sustaining a solid Euro-Mediterranean partnership committed to the development and spread of Renewable Energies is paramount to address regional common challenges such as environmental sustainability and energy security. This initiative, under the leadership of COPCA and with partners from Palestine, Israel, Egypt, Czech Republic, France and Italy, intends to contribute to this aim by unleashing Mediterranean business potential and enhancing sustainable regional cooperation with ongoing initiatives in the solar heating and photovoltaic sectors.	<a href="mailto:fsubirats@gencat.cat">fsubirats@gencat.cat</a>
<a href="#">Euromed Green Building</a>	AIP - Association of Portuguese Industry	Algeria, Egypt, Greece, Morocco, Portugal, Spain	The main goal of this initiative is to contribute to improve the environmental performance of the construction sector in the Euromed region. It aims at fostering the dissemination of best practices through 2 types of operations organised in the framework of Tektonica, the main trade fair for the public works and construction sector in Portugal, to take place in Lisbon on May 11-13, 2010: on the one hand, workshops dedicated to the relevant players (regulatory bodies for the construction sector, construction companies, building materials & machines providers, engineering, consulting, environmental studies & certification services providers, etc.) and on the other hand, a large BtoB meeting. Tektonica 2010 will indeed feature a new part, Tek Green which will gather companies in the sustainable construction domain, energy efficiency in buildings and social responsibility in constructions and public works.	<a href="mailto:csequeira@aip.pt">csequeira@aip.pt</a>
<a href="#">ENER-TECH</a>	AMEC	Egypt, Jordan, Lebanon, Spain	New Technologies and solutions to improve industrial processes in terms of Energy Efficiency and Renewable Energies will be presented to all partners of the initiative. To this end a thematic workshop will be organised and Business co-operation agreements between European and MED countries will be promoted. Both activities will be organised in the framework of the Spanish exhibition MATELEC.	<a href="mailto:paznar@amec.es">paznar@amec.es</a>
<a href="#">Med Competitiveness</a>	CGEM - Confédération Générale des Entreprises du Maroc	Egypt, France, Lebanon, Morocco	"Fostering Competitiveness for South-Med Products" aims at assisting Egyptian, Moroccan and Lebanese SMEs to manufacture products which are compliant with European environmental directives, and thereby gain more potential in order to export to the European markets. The initiative involves awareness raising workshops, training of trainers and manufacturers on how to comply with those directives; technical assistance to SMEs and a Business to Business event among Mediterranean and European companies.	<a href="mailto:hanan.hanzaz@cmpp.ma">hanan.hanzaz@cmpp.ma</a>
<a href="#">Med Zones</a>	Chambre de Commerce et d'Industrie Marseille Provence	France, Morocco	Med-Zones will allow different partners of the Mediterranean to share good practices in terms of sustainable planning of specific activity zones. Three operations will be implemented in the framework of this initiative: a workshop with enterprises and developers will raise awareness of business realities, a training session in sustainable planning will be organised for technicians and a best practice guidebook will be issued.	<a href="mailto:nicolas.frachon@ccimp.com">nicolas.frachon@ccimp.com</a>

### Modernising the agrifood sector in the Mediterranean

Initiative	Leader	Countries	Description	Mail
<a href="#">EnviroFood tech</a>	Promofirenze	Egypt, Italy, Palestine, Spain, Syria	The initiative aims at developing regional synergies between Mediterranean and EU SMEs in the specific sector of technologies for food processing and water waste treatment between business support organisations of the two rims through the share of common practices. The processing of food from raw materials requires large volumes of water. In countries which suffer water shortage and drought it is essential to apply environmental sustainable food processing technologies that foresee water re-use.	<a href="mailto:laura.tettamanti@promofirenze.com">laura.tettamanti@promofirenze.com</a>
<a href="#">Agroalimed</a>	Cámara Oficial de Comercio, Industria y Navegación de Valencia	Spain, Morocco	Agroalimed is an initiative offering assistance to Med and EU SMEs specialising in the agrifood sector for their internationalisation process. Very concrete workshops focusing on EU agribusiness regulations will be held in Spain and Morocco in the fringes of two major agrifood fairs. Staff exchanges between Spanish and Moroccan Chambers of Commerce will consolidate the knowledge acquired and reinforce the partnership between these institutions.	<a href="mailto:jtronch@camaravalencia.com">jtronch@camaravalencia.com</a>
<a href="#">Mag-Trace</a>	Union Maghrébine des Agriculteurs - UMAGRI	Algeria, France, Italy, Morocco, Spain, Tunisia	The MagTrace initiative seeks to develop national competences in Maghreb leading to the adoption by producers of a generalised traceability system for agricultural products. After a preliminary analysis of the specific needs of the three target countries, the UMAGRI (Maghreb Farmers' Union) and their partners will carry out tailored-made instructor trainings within the three national farmers unions. They will also take advantage of the expertise developed in Egypt by UNIDO, through the Etrace program. Furthermore, exchanges workshops and BtoB meetings will be organised in the framework of the SIAMAP Fair to establish contacts between Maghreb and European companies and therefore facilitate technology transfers.	<a href="mailto:fatma.br.hezami@umagri.org">fatma.br.hezami@umagri.org</a>
<a href="#">Tech Fruits &amp; Vegetables</a>	Chambre de Commerce italienne en Marseille	Algeria, France, Israël, Italy, Morocco, Tunisia	The CCIFM and its various Mediterranean partners will organise a two-day Euro-Med Conference, gathering operators of the fruits and vegetables (fresh and processed) sector from various Mediterranean countries around the themes of food safety and innovating processes. This convention will include agribusiness exchange workshops between poles and BtoB appointments, in order to support a technology transfer between the Northern and Southern rims of the Mediterranean.	<a href="mailto:entreprises-agroalimentaire@ccif-marseille.com">entreprises-agroalimentaire@ccif-marseille.com</a>

### Promoting value-added tourism in the Mediterranean

Initiative	Leader	Countries	Description	Mail
<a href="#">BestMed</a>	Union-Camere	Egypt, France, Greece, Italy, Morocco, Tunisia	In order to promote the development of eco-sustainable tourism in the Mediterranean, BestMed sets up two complementary strategies to support the sensitising of the tourist-hotel operators to the advantages of sustainable tourism and to encourage via BtoBs the matching of supply and demand in the sector of the eco-sustainable products. This initiative aims to be an important lever not only for the tourist sector but also for other branches of industry related to new eco-sustainable technologies.	<a href="mailto:carlo.spagnoli@unioncamere.it">carlo.spagnoli@unioncamere.it</a>
<a href="#">ETINET</a>	CCI Malaga	France, Morocco, Spain, Tunisia	ETINET intends to contribute to the tourist investment promotion towards the Med countries, to establish regional partnerships and to generate commercial transactions in two key sectors with high added value: cultural tourism and nautical tourism. Two studies will measure the evolution of these sectors, followed by BtoBs. A workshop will facilitate the dissemination of innovative information relating to the sectors. This initiative will be associated with major international tourist events such as Meditour, the FITC or TopCruise.	<a href="mailto:esther.martinez@camaramalaga.com">esther.martinez@camaramalaga.com</a>
<a href="#">MovieMed</a>	Chambre de Commerce et d'Industrie Marseille Provence	Egypt, France, Lebanon, Morocco, Spain, Tunisia	The initiative aims at promoting the Mediterranean cinematographic sector and identifying new development opportunities. The consortium will undertake a general study on the added value of the region for the cinema industry and will organise workshops and BtoB meetings between professionals of the audiovisual sector. Based on a strong economic and cultural partnership, this initiative highlights the tourist and economic advantages generated by an attractive marketing of the Euro-Mediterranean territory.	<a href="mailto:richard.bower@ccimp.com">richard.bower@ccimp.com</a>

Developing entrepreneurship				
Initiative	Leader	Countries	Description	Mail
<a href="#">Med Women Entrepreneurship</a>	Association des femmes chefs d'entreprises du Maroc (AFEM)	Algeria, Morocco, Tunisia	The Med Women entrepreneurship initiative is part of a long-term project aiming at consolidating a Maghrebian Federation of Women Entrepreneurs. It intends to mobilise 5% of the women entrepreneurs of the region and to encourage them in establishing sustainable company partnerships. A workshop will first give the opportunity to women entrepreneurs to enhance their skills while the opportunities offered by the Maghrebian market will be analysed. BtoB meetings will also be planned in the framework of an important regional fair in order to facilitate women's integration.	<a href="mailto:i.mourabiti@afem.ma">i.mourabiti@afem.ma</a>
<a href="#">Med Franchise</a>	Chambre de Commerce et d'Industrie de Slovénie	Egypt, Jordan, Morocco, Slovenia, Spain	Med-Franchise uses the model of franchise as a tool for business cooperation and FDI attraction. By supporting new enterprises in SME sectors owned by women, through training, mentorship and network development, it encourages a better participation of businesswomen organisations in the process of international partnership and exchanges.	<a href="mailto:Marta.turk@quest.arnes.si">Marta.turk@quest.arnes.si</a>
<a href="#">PLATO Egypt</a>	Fédération des Chambres de Commerce de Belgique	Belgium, Egypt	PLATO is a bilateral mentorship programme focused on the development of SMEs. During monthly sessions and group discussions, managers from major companies offer individual support to teams of 15 to 20 SMEs owners or managers. This specific PLATO programme, focused on the Egyptian areas of Alexandria and Cairo, will generate a transfer of professional know-how between Egyptian and Belgian companies as well as a cross-border networking opportunities.	<a href="mailto:vgeeraerts@cci.be">vgeeraerts@cci.be</a>
<a href="#">Young entrepreneurs</a>	UTICA	Belgium, France, Morocco, Tunisia	The initiative "Young Entrepreneurs" is aimed at supporting the development of innovation, ensuring a transfer of technology between young Tunisian and Moroccan entrepreneurs as well as developing partnerships between these entrepreneurs and European investors. A first study will tackle various issues related to knowledge management from the perspective of innovation centres and organisational innovation. A personalised tutorship will be provided and BtoB meetings will be organised within the framework international events.	<a href="mailto:m.labidi@utica.org.tn">m.labidi@utica.org.tn</a>
<a href="#">Med Young Entrepreneurs Coaching Network</a>	Réseau Entreprendre International	France, Lebanon, Morocco, Tunisia	The ambition is to favor the emergence of business creators or takeovers of future SMEs. It supports the creation of sustainable jobs thanks to the commitment of experienced businessmen, mobilized (at no cost) to study and validate entrepreneurship projects, to accompany the entrepreneurs who benefits from loans on honor, collective coaching and networking from experienced businessmen.	<a href="mailto:vbaradel@reseau-entreprendre.org">vbaradel@reseau-entreprendre.org</a>
<a href="#">PACEIM</a>	Institut de Recherche pour le développement	Algeria, France, Lebanon Morocco, Tunisia	PACEIM objective is to identify the best potential South Mediterranean entrepreneurs in European universities and research centers, students, Phd, researchers, engineers and technicians, and to facilitate their project by support and technical assistance at a regional level. For this Invest in Med pilot project, workshops are planned in France and south Mediterranean countries from 2010 in France in order to identify the best business founders, screen business plans, and connections with potential investors, business partners and coaches of two rims of the Mediterranean.	<a href="mailto:regis.ferron@ird.fr">regis.ferron@ird.fr</a>
<a href="#">Algerian Diaspora Investment</a>	ACIM	Algeria, France, Germany	ACIM leads in 2009 a mission to better understand the wishes and investment capacity in Algeria economic actors from the Algerian diaspora living in France.	<a href="mailto:tahar.rahmani@neuf.fr">tahar.rahmani@neuf.fr</a>

Reinforcing organisations' capacity in supporting SME development				
Initiative	Leader	Countries	Description	Mail
<a href="#">Business Services in Med</a>	Confédération Générale des Entreprises du Maroc (CGEM)	France, Italy, Lebanon, Morocco	Enhancing the capacities of Med enterprise federations in providing efficient services to their affiliated members and reinforcing the links between Med and EU Federations is essential for enterprise internationalisation and investment attraction. The initiative proposed by the CGEM answers both needs, by planning staff exchanges and technical training for managing business organisations.	<a href="mailto:m.filali@cgem.ma">m.filali@cgem.ma</a>
<a href="#">Made in Euromed</a>	BDA	Algeria, Germany, Tunisia	In order to reinforce business relationships between Europe and Algeria in a mid-term perspective, the BDA, the union of German companies, will implement a capacity building programme for Algerian enterprise federations, with technical assistance missions and management training. In addition, BtoB meetings between German and Algerian enterprises during the Algiers International Fair are foreseen.	<a href="mailto:Katharina.Benz@mbw-team.de">Katharina.Benz@mbw-team.de</a>

<a href="#">Economic intelligence for FDI attraction</a>	Invest in Greece	Greece, Spain, Egypt, Israël, Jordan, France	This Training is aimed at building the capacity of Euro-Med business supporting organisations to attract FDI by fostering their knowledge of the advantages and possibilities that the economic intelligence offers. During two days, participants will be briefed on all the various aspects of economic intelligence, from the general ones (what is economic intelligence and its practical applications), to the presentation of concrete experiences of the different participating Investment Promotion Agencies and ANIMA. The possibility of establishing of a Euro-Med network on this field will also be discussed.	<a href="mailto:v.kyrkou@investingreece.gov.gr">v.kyrkou@investingreece.gov.gr</a>
<a href="#">Strategic assistance Unit</a>	Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat (UTICA)	Tunisia	This Training is aimed at building the capacity of Euro-Med business supporting organisations to attract FDI by fostering their knowledge of the advantages and possibilities that the economic intelligence offers. During two days, participants will be briefed on all the various aspects of economic intelligence, from the general ones (what is economic intelligence and its practical applications), to the presentation of concrete experiences of the different participating Investment Promotion Agencies and ANIMA. The possibility of establishing of a Euro-Med network on this field will also be discussed.	<a href="mailto:m.fkih@utica.org.tn">m.fkih@utica.org.tn</a>
<a href="#">ICC Services in Med</a>	Chambre de Commerce et d'Industrie de Paris	Belgium, France, Morocco, Tunisia	A Consortium led by Paris CCI is organising a 2-day training seminar. The main objective of this seminar is to contribute to the reinforcement of the Chambers' legitimacy by involving them in a real collaborative and efficient network. In addition, it will empower Chambers to deploy services to companies, to participate in the structuring of private sector and promoting the Mediterranean area as a hub for international trade between Europe, the Mediterranean and Africa.	<a href="mailto:gfisher@ccip.fr">gfisher@ccip.fr</a>
<a href="#">Business Networks in Med</a>	Association des Chambres françaises de Commerce et d'Industrie	France, Morocco, Tunisia	The ACFCI and their partners will organise in Casablanca a two-day training on business networks management dedicated to Tunisian and Moroccan business support organisations. Conducted by professionals of the sector, the training will focus on some strategic sectors such as ICT, textile, tourism, mechanical industry as well as automotive and aeronautics subcontracting. The final objective is to ensure a transfer of know-how so that Tunisian and Moroccan collaborators will be able to assist companies, and in particular SMEs, to switch from an individual production system to a collective one.	<a href="mailto:a.zimmermann@acfcici.fr">a.zimmermann@acfcici.fr</a>
<a href="#">Regional investment attraction guide</a>	CCI Tafna	Algeria, Spain	This initiative aims to develop a pilot tool for the promotion of the Tafna Region (Algeria), an instrument of diffusion of relevant information and of access to specific business opportunities for investors. The 6 months project will be organized around a SWOT analysis of the area, a benchmarking with other regions and a dissemination workshop in Barcelona, involving other regions of the Mediterranean basin.	<a href="mailto:r.allal@ccitafna.com">r.allal@ccitafna.com</a>
<a href="#">Meda Finance</a>	CEEBA	Egypt, Germany	The initiative aims at sourcing available financial tools & instruments in a study format and presenting them in a conference for multipliers addressed by senior representatives of the European Commission, European Investment Bank, European Union member states and multilateral aid organisations and development banks. Guidelines to apply for these supports will also be published on the Invest in Med web site. The objective is to compensate the lack of information from private companies and support access to finance and growth of existing SMEs as well as the launch of new investments.	<a href="mailto:ezztips@link.net">ezztips@link.net</a>
<a href="#">Mediterranean Institute of International Trade</a>	Chambre de Commerce et d'Industrie de Tunis	France, Spain, Tunisia, Turkey	In order to contribute to the development of the trade in the Mediterranean region and to its positioning in the worldwide economy, it is planned to create a dedicated structure of training and research : a Mediterranean Institute of the international Trade (IMCI). The opportunity study comprises two missions of technical assistance : a first one will evaluate the relevance of the project, its originality and its interest for Invest in Med. The second one will lead to a precise definition of the project.	<a href="mailto:dir.formation@ccitunis.org.tn">dir.formation@ccitunis.org.tn</a>

### Promoting industrial co-development

Initiative	Leader	Countries	Description	Mail
<a href="#">Med Industrial partnership</a>	ADECI	Algeria, Belgium, France	Efficient methods of industrial partnership and coaching have been developed over the past years by the ADECI, leading to in-depth technical exchanges between SMEs of both rims of the Mediterranean. Med-Coaching aims at establishing a direct dialogue between Med and EU SMEs working in the same sectors, generating personal relationships and increased commercial partnerships: workshops and BtoBs, an itinerant mission of EU enterprises in Maghreb and a guidebook on companionship methodology will consolidate the experience.	<a href="mailto:adeci@adeci.org">adeci@adeci.org</a>
<a href="#">Med Industrial Partnership (phase II)</a>	ADECI	Algeria, Belgium, France, Morocco, Tunisia	This initiative is made up of five operations aiming at setting up an official Euro-Mediterranean network of industrial partnership and to establish common working methods. The tools developed in the framework of the initiative include the creation of a catalogue of industrial partnership projects, the exchange of working methodologies and various field actions, all this in order to ensure the effectiveness and the sustainability of this Network by 2011. BtoBs (collective or individual operations) aiming at generating business connections and partnerships between SMEs will also be organised in parallel.	<a href="mailto:adeci@adeci.org">adeci@adeci.org</a>

<a href="#">PaperMed</a>	Lucca Promos	Algeria, France, Italy, Morocco	The project contributes to the reinforcement of the mechanical sector supplier of paper industry by the development of co-operation between SMEs of the two banks of the Mediterranean. On the Northern rim, the Italian production of paper and paperboard positions the country among the top producers at the European level. On the Southern rim, in Algeria, investments in the industries processing raw materials are insufficient and the majority of the paper pulp is imported. In Morocco, 80 % of the paper companies are under-equipped. A study will make an inventory of the products (machines and tools, paper, tissue, hygiene and packing).	<a href="mailto:valeria.giusti@lu.camcom.it">valeria.giusti@lu.camcom.it</a>
<a href="#">MEDA Industrial Heritage</a>	Federation of Egyptian Industries	Egypt, Greece, Spain, Tunisia	Mediterranean crafts and ethnic industries are in deep need of modernisation: its development is hindered by a lack of clustering, efficient promotion tools and information about funding opportunities. A better understanding of intellectual property rights is also crucial for the wealth of the sector. The initiative conducted by the Federation of Egyptian Industries is addressing these issues by providing technical assistance to companies of the sector and by organising a high level conference as well as BtoB meetings.	<a href="mailto:sshorbagi@imc-egypt.org">sshorbagi@imc-egypt.org</a>
<a href="#">Mashreq TEX</a>	Federation of Egyptian Industries	Egypt, Germany, Spain	The objective of the "Subcontract in Egypt" initiative is to increase the number of Egyptian garment manufacturers subcontracting and franchising to international brands, along with the necessary technology transfer, training and quality insurance. It has the ambition to attract investors by favouring joint venture agreements. The initiative includes the drafting of study on the sector, participation of Egyptian enterprises to major European garment fairs and exchange of experience workshops.	<a href="mailto:hyhafez@fei.org.eg">hyhafez@fei.org.eg</a>
<a href="#">Med Cosmetics</a>	CCIA Beyrouth Mont Liban	France, Lebanon, Syria	MED Cosmetics is dedicated to supporting and enhancing the cosmetics sector in Med countries, through the establishment of the bases for long-term cooperation with European SMEs. The project will help Med producers increase their production levels, their exports, and therefore improve their employment capacities. The project includes the elaboration of a diagnosis of the cosmetics sector in Lebanon and in Syria, a BtoB event that will take place besides an international fair, and a thematic workshop. Recommendations proposed at the end of the project will lay out possibilities for further cooperation amongst actors of the cosmetics sector.	<a href="mailto:research1@ccib.org.lb">research1@ccib.org.lb</a>
<a href="#">Furnish From Mashreq</a>	Federation of Egyptian Industrialists	Egypt, Germany	The initiative aims at branding the Mashreq as a key economic player for the furniture market, raising its profile within the EU, and enabling sourcing by global customers. This will be done through targeted studies, the establishment of a Euro-Mediterranean pilot working group, business missions to Europe and participation to dedicated international business fairs, with more than 150 matchmakings to be achieved.	<a href="mailto:ezztips@link.net">ezztips@link.net</a>
<a href="#">Med Ports</a>	CCI Cagliari	Egypt, Italy, Spain, Tunisia	MED PORTS aims at improving the competences and the relationships of Business Supporting Organisations and SMEs operating in the field of port logistic services. Its final objective is to improve the opportunities of business for the companies that work in the main port areas of Egypt, Tunisia, Morocco, Italy and Spain. The project intends to build the management capacities of involved organisations and enterprises and develop a deeper knowledge of the market opportunities of this sector.	<a href="mailto:laura.congia@csmiprese.it">laura.congia@csmiprese.it</a>
<a href="#">Novel Euromed Post Services</a>	Réseau Euromed Postal / La Poste	France, Tunisia	The Euromed Postal Network intends to develop postal services in two strategic domains (emigrant remittances and print & mail services). An opportunity study will evaluate the technical and institutional feasibility of these new types of services enhancing exchanges within Euro-Med countries. A JV will also be considered. The major stakeholders concerned (users, SMES) will be associated via parallel workshops.	<a href="mailto:ac.dispotkearney@laposte.fr">ac.dispotkearney@laposte.fr</a>

Encouraging innovation				
Initiative	Leader	Countries	Description	Mail
<a href="#">TexTechMed</a>	European Business and Innovation Centre Network	Belgium, France, Morocco, Tunisia	EBN and their partners propose a market driven project that will map, promote and develop the value chains of targeted European and Mediterranean countries in the textile industry, by 2013. The objective of TexTechMed is to develop interconnections in the technical textiles market following three working axes: Business to Business, Research to Business, Investors to Business. The project will be organized in 3 stages on 12 month duration: a value chain analysis, an identification of the partnership potentials, and finally the organisation of meetings between targeted key players.	<a href="mailto:rbuompane@gmail.com">rbuompane@gmail.com</a>
<a href="#">E-3M</a>	Marseille Innovation	Algeria, France, Morocco, Tunisia	Marseille-Innovation and its partners will implement three major regional events dedicated to Information and Communication Technologies in the 3 Maghreb countries. These events will include workshops, trainings, BtoB meetings and give networking and capacity building opportunities to EU and Med SMEs.	<a href="mailto:l.hamdi@marseille-innov.org">l.hamdi@marseille-innov.org</a>
<a href="#">Med Tracking</a>	Réseau méditerranéen des écoles d'ingénieurs	France, Greece, Morocco	Nerve center of international trade, the Mediterranean "container economy" gathers around 30% of the world maritime flows. In perspective of the 2010 free trade zone, the security and reliability of Mediterranean maritime freight needs to be reinforced. Med-Tracking addresses this issue by producing, via workshops with major stakeholders, surveys and research activities, a feasibility study for the implementation of new services aiming at consolidating the traceability of goods transportation. The implementation of a new supply chain tracking system will be considered.	<a href="mailto:leo.vincent@rmei.info">leo.vincent@rmei.info</a>

<a href="#">Med IT</a>	Confédération Générale des Entreprises du Maroc	Algeria, France, Italy, Morocco, Spain, Tunisia	CGEM proposes to organise in Algeria a trade fair on information and communication technologies covering the Mediterranean countries (May 2009), plus meetings and workshops between Maghreb professionals and Mediterranean of the ITC sector. These collaborations should have a significant leverage effect on the development of the digital economy in Maghreb countries and help European companies to penetrate these new emerging markets.	<a href="mailto:sreforzo@xcom.fr">sreforzo@xcom.fr</a>
<a href="#">DistriMed 2.0</a>	UTICA/CNFCE	Algeria, Italy, Spain, Tunisia	This initiative aims at enabling more Mediterranean businesswomen to access new distribution networks and go international (access to the European market), specifically by raising awareness about retail industry and e-commerce standards, but also franchising. The challenges related to these innovative distribution strategies, including for the accompanying structures (financial organisations, legal advisors, etc.), will be met through the organisation of trainings, individual coaching, participation to specific retail fairs so as to turn a few carefully selected companies into success stories which will shed light on new opportunities for many in the South of the Mediterranean.	<a href="mailto:douja@topnet.tn">douja@topnet.tn</a>
<a href="#">Med Digital</a>	International Chamber of Commerce Syria	Estonia, Lebanon, Morocco, Spain, Syria	MedDigital aims at improving the economic operators skills related to e-business (strategic digital marketing). The initiative will elaborate a diagnosis of the current situation in the target countries (Lebanon, Syria and Morocco) and will provide consultancy services to Business Organisations and companies in order to improve their knowledge in setting up an e-business strategys. Lastly, pilot tests of the service will be carried out with local SMEs.	<a href="mailto:mirna.navfeh@gmail.com">mirna.navfeh@gmail.com</a>