



Previous experiences

WP3: Transnational access to funding

PARTNER: ANIMA Investment Network											
NAME OF ACTION	TYPE OF ACTION	MOTIVATION/CHALLENGE TO SOLVE	OBJECTIVES	TARGET GROUPS	SECTORS	IMPLEMENTATION MODEL	DATES	COST	RESULTS	SUCCESS FACTORS	RECOMMENDATIONS /COMMENTS
Specific actions developed by your institutions in this field											
1	Med-Funds	Permanent	PE is a quite new, thought developing activity in the south Med region. Few information is available, though a global benchmarking is needed in order to attract more investment and increase the fundraising opportunities for SMEs and Funds.	1) Understand the evolution of PE equity in South Med countries and its impact on the local economy 2) Have an exhaustive presentation of all actors involved and their investment process 3) Identify key sectors & promising SMEs in each country.	1) Private Equity professionals 2) Companies looking for private investments 3) research analysts	Multisector	ANIMA has set up in 2008 an PE observatory which registers and qualifies PE equity actors/funds active in South Med countries.	2008-ongoing	n.a.	1) The MedFund database include to date information on 601 PE Funds 2) Analytical reports (every 3 years) 3) Targeted analysis are provided upon request	1) regular update of the database 2) regular contacts with PE Funds
2	MedVentures 1	Programme (1 year and 4 months)	1) Start-ups (especially in niche sectors) have to go international very fast if they want to support their growth (markets, especially South-Med markets are very small): they are however lacking of connections able to provide them with better vision of their opportunities on other markets 2) The South Med countries have witnessed in recent years a real emergence of an entrepreneurship support ecosystem which is quite new and in need of international connections 3) EU is the main investor in the South Med region, but their investment concentrate on Medium and major enterprises. Investment opportunity could be found in start-ups which are tomorrow's potential SMEs	1) Support the internationalisation of high growth start-ups (business) 2) Facilitate access to funding 3) Encourage networking between various & complementary types of entrepreneurship support organisation 4) Highlighting market opportunities for EU/south Med investors	1) South-MED high growth Start-ups 2) EU and South-MED entrepreneurship support organisations (incubators, entrepreneurship networks, etc.) 3) EU & south MED Investors	Multisector (mainly IT)	Organisation of a regional Business Plan competition, with a final competition in Marseille (Nov 2010) 1) Selection of reliable local relays & coaches/incubators, VC, entrepreneurship networks in the 10 south Med countries 2) Selection of 100 high growth South Med start-ups (10 per country) 3) Organisation of local pitching events & coaching - 4) Selection of the best start-up per country by a jury of international investors 4) Final competition in Marseille on nov 2010 with: - pitching of the start-ups - presentation of the activities of local relays & coaches - BtoB, BtoI meetings	2009-2010 (1 year & 4 months)	App. 140.000 €	1) 25 start-ups mobilised 2) 15 local relays 3) EU and South Med Investors 4) 1000 participants	1) Involvement of several level and types of entrepreneurship support organisations (diaspora networks, incubators, investors, international networks, companies, etc.) 2) A open cooperation with a high number of partners (vs. A ANIMA only-led event) 3) A quality mobilisation through local organisation 4) A very dynamic format of event (3 minutes pitching slots offered to all participants), facilitating the networking.
3	MedVentures 2	activity	1) Start-ups (especially in niche sectors) have to go international very fast if they want to support their growth (markets, especially South-Med markets are very small): they are however lacking of connections able to provide them with better vision of their opportunities on other markets 2) The South Med countries have witnessed in recent years a real emergence of an entrepreneurship support ecosystem which is quite new and in need of international connections 3) EU is the main investor in the South Med region, but their investment concentrate on Medium and major enterprises. Investment opportunity could be found in start-ups which are tomorrow's potential SMEs	1) Support the internationalisation of high growth start-ups (business) 2) Facilitate access to funding 3) Encourage networking between various & complementary types of entrepreneurship support organisation 4) Highlighting market opportunities for EU/south Med investors	1) South-MED high growth Start-ups 2) EU and South-MED entrepreneurship support organisations (incubators, entrepreneurship networks, etc.) 3) EU & south MED Investors	Multisector (mainly IT)	Following the success of the first MedVentures event, One event was organised in Marseille (nov 2011) based on the mobilisation (extended to other networks & companies) of the previous MedVentures event. New companies were proposed by local relays and invited to pitch on the same format as the previous event		App. 35.000 €	1) 25 start-ups mobilised 2) 15 local relays 3) EU and South Med Investors 4) 1000 participants	1) Involvement of several level and types of entrepreneurship support organisations (diaspora networks, incubators, investors, international networks, companies, etc.) 2) A open cooperation with a high number of partners (vs. A ANIMA only-led event) 3) A quality mobilisation through local organisation 4) A very dynamic format of event (3 minutes pitching slots offered to all participants), facilitating the networking.
4	EuroMed @ Change	Programme (24 months)	1) Start-ups (especially in niche sectors) have to go international very fast if they want to support their growth (markets, especially South-Med markets are very small): they are however lacking of connections able to provide them with better vision of their opportunities on other markets 2) The South Med countries have witnessed in recent years a real emergence of an entrepreneurship support ecosystem which is quite new and in need of international connections	Objectives of the E@C Entrepreneurship support action line: 1) to open new international markets for Start-ups 2) to support exchanges between investors at international level, and therefore to encourage transnational co-investment opportunities.	Target of the E@C Entrepreneurship support action line: 1) EU & Med start-ups and SMEs 2) EU & Med clusters 3) EU & Med investors	Multisectoral	Actions related to the E@C Entrepreneurship support action line: 1) Organisation of 6 Business events in Morocco, Tunisia, Lebanon, Egypt, Sophia, Bruxelles between oct 2013 and dec 2014 involving delegation of EU and South-MED entrepreneurs, SMEs, Business support organisations & clusters. 2) Each event will include transnational investor workshop, with investment readiness workshops & public pitching	Dec: 2012-Dec2014	In process	In process	In process
5	Diasmed & MedGeneration	Programmes	Economic expatriates (and in particular high-profile key players such as, executives, researchers, entrepreneurs, decision-makers) can concretely bring a significant contribution to the economic development of their country of origin in 3 principal ways: + by accompanying investment projects carried by locals, while remaining established abroad (coaching sessions, Business Angels, business plan competitions, etc.); + by investing directly in the country of origin (productive investment, partnership, creation of local subsidiaries by SMEs managers, etc.); + by setting back in the country of origin with a view to sharing a valuable experience acquired abroad (entrepreneurs, researchers, university professors, top executives, etc.).	1) To favour the adoption of a political framework able to support the involvement of MED diaspora talent in their country of origin 2) Set-up a mentoring network between diaspora Talent and South Med entrepreneurs 3) Support the creation of new companies by diaspora talent in their country of origin.	1) MED diaspora talents leaving in Europe & the US 2) Business organizations and governmental institution looking to set up a sustainable relation with their diaspora talents 3) South MED start-ups looking for growth relays in Europe and the US	Multisectoral	Medgeneration and Damed are implementing activities to: 1. Accelerate the mobilisation of diasporas in favor of economic development through investment, expertise sharing, financing, innovation projects, etc. 2. Help origin countries to elaborate and set up welcome packages and tailor-made strategies to target, attract and accompany entrepreneurs from the diaspora willing to start their business in their home country. 3. Stimulate entrepreneurship through coaching sessions for young local entrepreneurs (business plan and pitching training, etc.). Instructors from the Diaspora (successful entrepreneurs, investors, business angels, will take part in these coaching sessions). 4. Create a network of economic ambassador from the Diaspora. This network will play a role of economic lobbying and sensibilisation in their host countries (EU, USA, Gulf, etc.) in favor of their origin countries. 5. Increase the awareness of EuroMed governments and institutions about the issue of the contribution of economic diasporas in the economic development of their home countries and help Mediterranean countries to implement pro-	April 2013-Oct 2015	In process	In process	In process



Projet cofinancé par le Fonds Européen de Développement Régional (FEDER)
Project cofinanced by the European Regional Development Fund (ERDF)



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WP4: Cross-landing & Internationalization services

PARTNER: ANIMA Investment Network

NAME OF ACTION	TYPE OF ACTION	MOTIVATION/CHALLENGE TO SOLVE	OBJECTIVES	TARGET GROUPS	SECTORS	IMPLEMENTATION MODEL	DATES	COST	RESULTS	SUCCESS FACTORS	RECOMMENDATIONS /COMMENTS
Specific actions developed by your institutions in this field	Service (permanent); programme; activity	Pertinence with the context and the identified needs of target groups.	Objectives to be achieved	Collective to which the action is addressed	Economic sector in which the action is framed	Detailed description of the executed activities. Collaboration with other stakeholders, specify if Public-Private Partnerships.	Year in which it was implemented and duration	Estimated cost if available	Results and impact achieved	Key factors for the success of the action	
1 EuroMed @ Change	Programme (24 months)	Internationalisation is a costly and time consuming process for SMEs which are facing difficulties in connecting with appropriate partners at international level, understand the legal framework of a targeted country, and getting the proper market information. The creation of a soft-landing network and the organisation of soft-landing missions for SMEs are addressing these needs.	Objectives of the Soft-landing action line: 1) Connect at international level Business supporting organisation able to favour SME internationalisation 2) to open new international markets for SMEs	1) EU & Med start-ups and SMEs 2) EU & Med clusters 3) EU & Med investors	Multisectoral	1) Implementation by ANIMA's partner, EBN, of a softlanding network gathering organisation from Europe and South med countries (clusters, incubators, etc.) 1) Organisation of soft-landing missions for 10 EU and South med SMEs.	Dec 2012-Dec 2013	In process	In process	In process	