



Blending BSO & Incubators Support

6th May 2021

Hybrid AASTMT Smart Village, Egypt



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ABOUT THE EVENT:

The event was organised in a dual way which supports hybrid attendance, with in-person attendees at the Arab Academy for Science, Technology and Maritime Transport's Smart Village headquarters and virtual participants through Zoom platform which allowed a maximised participation of project partners from various countries of the European Union (EU) and the Southern Neighbourhood Countries.

The event was kicked off by His Excellency Dr Ismail Abdel Ghaffar President of the Arab Academy for Science, Technology and Maritime Transport and witnessed high-level participation of Ministers and Ambassadors.

The institutional session welcomed H.E. Christian Berger, Ambassador of the European Union in Cairo, Ahmed Al-Wakeel, President of the Federation of Mediterranean Chambers of Commerce, Tariq Tawfiq, Vice President of BUSINESSMED, H.E. Ambassador Raouf Saad, Deputy Minister of Foreign Affairs, H.E. Dr. Nivine Gamea, Minister of Trade and Industry and H.E. Dr. Rania Al Mashat, Minister of International Cooperation and Fabrizio Paloni, Coordinator of Joint Technical Secretariat - ENI CBC MED Programme

More than **42** specialized bodies and business federations in both sides of the Mediterranean took part of the event, and nearly **230 participants** from leaders of business incubators and specialized Euro-Mediterranean organizations with 46% are female.



Figure1 : Number of attendees and involved organisations

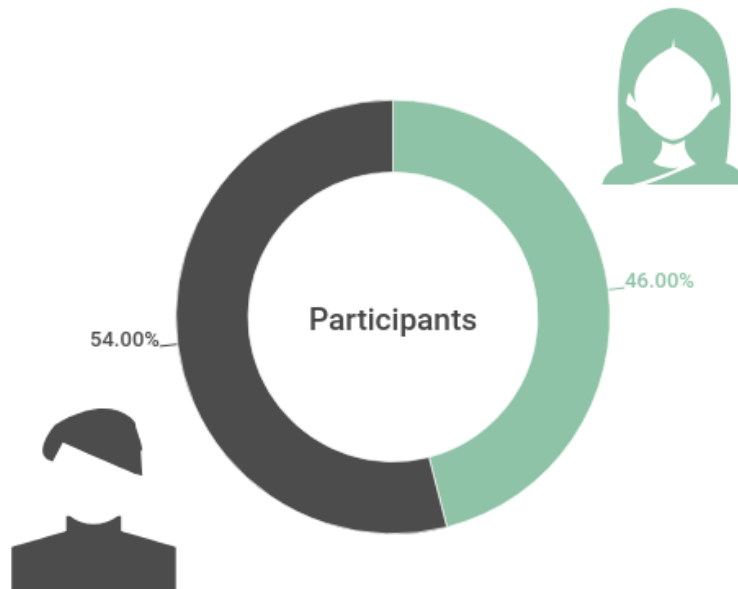


Figure2: Number of attendees per gender



H.E. Dr. Rania Al Mashat
Minister of International Cooperation (EGYPT)

ENI CBC Med, though it is only 209 million Euros, and for 14 countries, yet it responds to all the Mediterranean challenges as it covers the 17 SDGs, the cornerstone of our Economic Diplomacy with our partners in development...

Personally, I am no stranger to the CBC projects, where I did see them in action, and witness their impact, over the past decade, both as Minister of Tourism, as well as Central bank Sub Governor; and today as the Minister of International Cooperation...

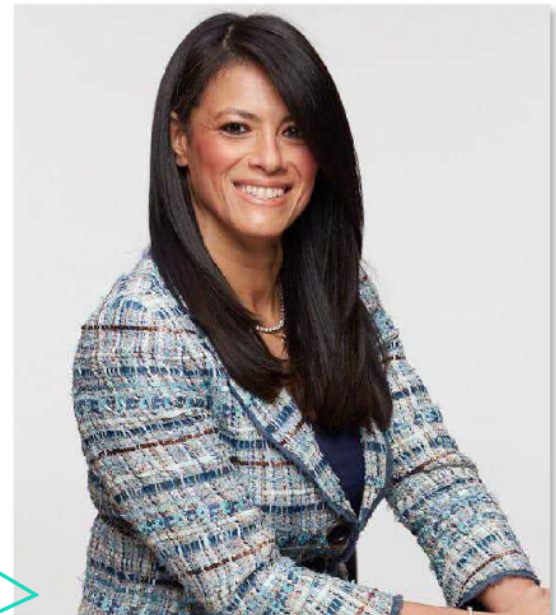
ENI CBC Med echo's the directive of His Excellency President Abdel Fatah El Sisi to support innovation and start-ups, create incubators and accelerators, linking business and academia, while focusing on youth and respecting gender...

ENI CBC Med is demand driven, through competitive bidding, where the true stake holders form consortiums, exchange experiences, create long lasting partnerships, way after the projects end, hence ensuring true sustainability of such initiatives...

Most important, ENI CBC Med is a private sector led initiative, hand-in-hand with the government, and with its full support, where public-private-partnership is our modus operandi at all fronts...

Numbers speak for themselves, in the past phase, with a similar budget; a lot was achieved:

- 10 million + people served by new or improved services
- 35 thousand people trained
- 344 start-uppers supported
- 215 heritage sites enhanced
- 144 tour operators involved
- 1 million+ kWh of clean energy produced
- 1.9 million people positively affected by new waste management plans
- 9 major Mediterranean ports concerned with initiatives on logistics improvement



Participation per country

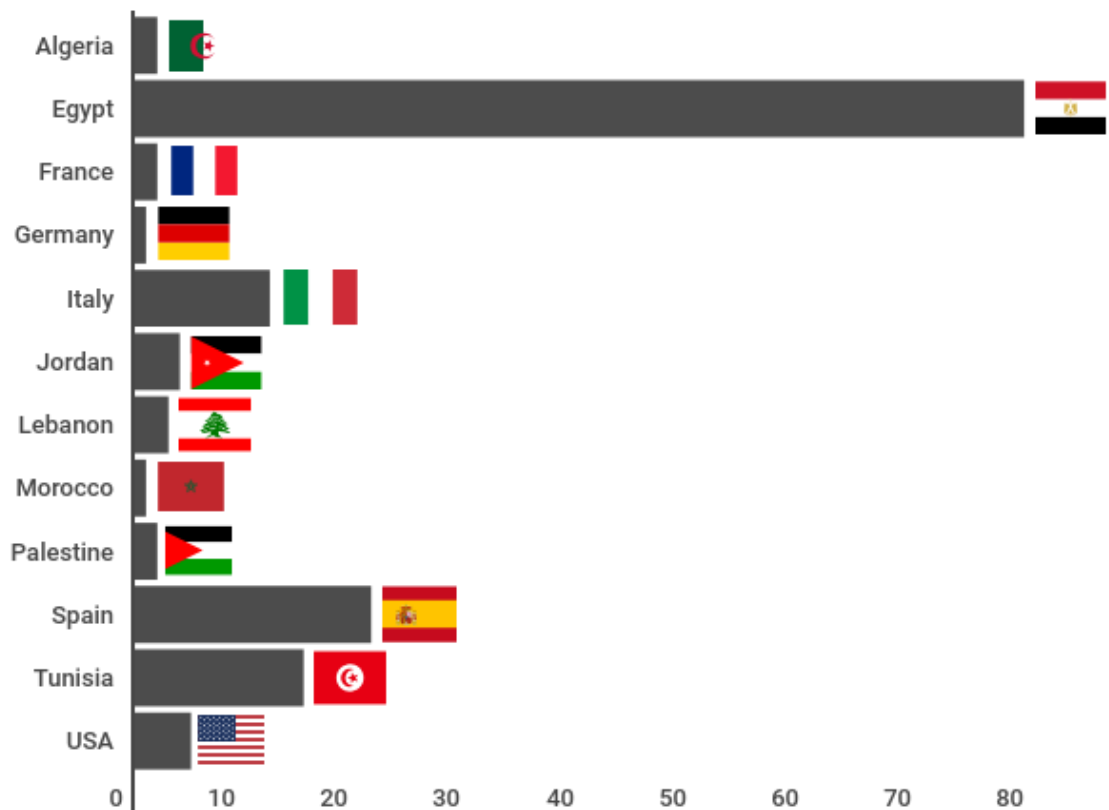


Figure3: Number of attendees per country



H.E. Dr. Nivine Gamea Minister of Trade & Industry (EGYPT)



Supporting BSOs, innovation and start-ups is not just dear to my heart, where I have spent decades fighting for, but is the true cornerstone of any socio-economic development...

The government has done its part by establishing the highly needed regulator "MSMEDA", and enacting a world-class new law for SMEs, paving the way not only for MSMEs, startups, innovations, digital economy, feeding industries, agri-foods services and renewable energy, to easily grow and flourish but also their support incubators, accelerators, clusters, and non-banking instruments inclusive investment funds, venture capital, micro-credit and leasing companies...

Our new law offers a host of incentives, inclusive tax and non tax incentives which could reach 0.3 per thousand of the GDP with a minimum of 1.5 billion pounds from the national budget...

Thanks to the ceaseless efforts of our vibrant federations, chambers and business support organizations, and the support of the European Union, today we are witnessing the launch of several projects that will further enhance the true growth of this important sector...

And this blending concept of today, bringing several projects together, is the way forwards for all of us, in a public-private- partnership that is the modus operandi of the new Egypt of today...



4 EU FUNDED REGIONAL PROJECTS LAUNCHED TO SUPPORT ENTREPRENEURS AND INNOVATION IN EGYPT AND SOUTH MEDITERRANEAN COUNTRIES:

EBSOMED “Enhancing Business Support Organisations and Business Networks in the Southern Neighbourhood”: Capacity building for BSOs in the Euro-Med region and developing Business linkages and networks between Southern Neighbourhood, BSOs and EU counterparts

Enhancing Business Support Organisations and Business Networks in the Southern Neighbourhood is project co-financed by the European Union and coordinated by **BUSINESSMED** (Union of Mediterranean Confederations of Enterprises) as part of a consortium of six partners and more than thirty organisations from 26 countries are also affiliated to the project.

The ultimate goal of this 4-year project (2018-2022) is to promote the Mediterranean Business Ecosystem by boosting investment and job creation in the region with a view to economic growth. This will be done through the strengthening of the capacity building of **Business Support Organisations (BSOs)** in the Southern Neighbourhood Countries. EBSOMED will give a new dimension to regional integration through the establishment of a sustainable hub and the development of win-win business partnerships in the Euro-Mediterranean region.

As part of the project, the **Business Country Desk platform** was launched, a portal to assist and stimulate trade and investment mainly in 10 Southern Mediterranean countries. The platform not only provides access to actionable data on FDI, statistics, trade guides and technology transfer to name a few, but also offers Euromed Business Matching and a B2B event matching tool.

More specifically, **EBSOMED** intends to increase the overall capacity management of Business Support Organisations (BSOs) in the **Euro-Mediterranean region** by improving the services offered to SMEs, developing Business linkages and networks between Southern Neighbourhood, BSOs and EU counterparts and supporting them in seizing the financing services offered by Development and Finance Institutions (DFI).



H.E. Amb. Raouf Saad

Deputy Minister of Foreign Affairs (EGYPT)

I always considered CBC the most successful cooperation program. It is unique from all aspects, its structure, its partners and their quality, its type of demand driven projects, and most important its people-to-people aspect...

I have been working with CBC for the past 7 years, not only as an official, but as a PARTNER to this important program, and with Dr. Alaa Ezz who I describe as a phenomenal person. I really tried over the past 7 years to make him fail, and I ended up by failing...

CBC could be an important and effective player in the new EU Green Deal...

Let us not mess up the CBC structure with over optimism, over regulation, and extra irrelevant scope, lets protect and keep it as it is...



**INTECMED “Incubators for innovation and technological transfer in the Mediterranean”:
Transfer and commercialization of research results**

INTECMED, a € 3.6M project co-financed by the EU, aims to develop an integrated Mediterranean ecosystem that facilitates technological transfer and commercialization of research results, while strengthening linkages among research, industry, private sector, and citizens.

The ultimate goal of INTECMED project is the development of incubators for innovation and technological transfer in the Mediterranean region and the creation of the first cross-border network of innovation composed of research centers and universities, public entities, investors, and SMEs to commercialize research findings. Mentorship, skills development in business planning, the commercialisation of research results of at least 48 entrepreneurs and researchers will be fostered and at least 4 new spin-offs will be launched by the end of the project.

**CRE@CTIVE “Innovation for bringing creativity to activate Traditional Sectors in MED area”:
Bringing Innovation & Creativity to the traditional sector of Textile, Garments, Leather and
Footwear**

CRE@CTIVE is a €3.2M project, co-funded by the EU. The project aims to boost creativity as a key aspect for increasing economic opportunities of the MSMEs by creating links between the traditional sectors and the creative industries (crafts, design, culture, etc.). Its aim is to foster value chains and business alliances among MSMEs in Mediterranean textile, footwear and leather sectors in order to encourage the creation of new products and business growth, by building bridges between these sectors and the creative industry.

CRE@CTIVE aims to strengthen transnational innovation networks, clusters and value chains. It will create new jobs, drive efficient resource use and accelerate the process of generating, diffusing and applying innovative ideas, concepts and business models. Tangible solutions for target groups will be provided, in particular for young people and women, but also for the society at large. Concretely, thanks to CRE@CTIVE, 16 new business alliances will be supported directly to establish new market opportunities; and at least 24 new direct long-term jobs will be created through direct participation in the project pilot start-ups, via sub-grants that will give the opportunity to set up new businesses based on innovative approaches.



H.E. Amb. Christian Berger
EU Ambassador to Egypt and the Arab League

I am very happy that EU co-funded projects are bringing us all together, and will engage with BSOs who I have already seen in action, where the advise they give is crucial...

Let me thank the organizers, and Alaa Ezz in particular for engaging in so many regional and cross border cooperation projects, all sharing the same objective, supporting the innovative sustainable private sector growth and development in the Mediterranean...

As international community, we do not have enough money for the problems and tasks we are facing, so blending has become a very important instrument, not only in the Mediterranean, but all around the world, and today I see BSOs taking the lead in that direction...

Focus on creating employment, creating value, supporting innovation, respecting gender, and here it is happening, and here is what is at the forefront of everything the EU is doing...



INVESTMED “InNoVative Sustainable sTart-ups for the MEDiterranean”: Promoting new sustainable business opportunities for Youth, Women and making MSMEs more competitive

INVESTMED is a €3.6M EU-funded project, under the ENI-CBC Med Programme, coordinated by BUSINESSMED and composed of a consortium of 9 partners working to support the development of new, sustainable entrepreneurship and business initiatives in order to create new economic opportunities and jobs for young people and women in three countries: Egypt, Lebanon and Tunisia (consortium). The project aims to create a supportive environment for sustainable businesses led by young and women entrepreneurs via targeted capacity-building, coaching and mentoring and actions facilitating access to risk capital. Furthermore, facilitate access to new markets for MSMEs/startups/recently established enterprises with youth or women in managerial positions through financial and capacity-building support services. To make this happen, many activities will be implemented during the project cycle, including, but not limited to, incubation and acceleration programmes for INVESTMED entrepreneurship initiatives and support scheme tailored to the needs of MSMEs/startups with youth/women in managerial positions.

INVESTMED is set to positively impact both MSMEs, which staff will be trained and coached to become more competitive, and public authorities, which capacities to facilitate access and protect Intellectual Property Rights (IPR) to MSMEs will be reinforced. The main objective is to support the development of sustainable entrepreneurship and business initiatives, by creating a backing environment and facilitating access to new markets with the final goal of generating increased economic opportunities and jobs for young people and women.



Anna Catte
Director General, ENI CBC Med JMA

My sincere congratulations for the great work done. It has been a unique opportunity to bring CBC projects to the attention of high level decision makers and to pave the way for an effective capitalization initiative. Really, a very good example for all.



CROSS-CUTTING PRIORITIES AND STRATEGIC ORIENTATIONS:

The four projects are aimed at establishing and developing business incubators and providing technical and financial support to entrepreneurs and emerging small- and medium-sized enterprises (SMEs) as well as supporting innovation and promoting business support organizations and developing their services dedicated for small and medium enterprises. These projects will continue for a period of **three years** with a total budget of about **€20m**.



H.E. Dr. Ismail Abdel Ghafar
President – AASTMT

Since its establishment the Academy was keen in investing in human capital where it established its Entrepreneurship Center in 2015, to be the hub that empowers youth, supports innovators, start-ups and businesses throughout the region...

It gives me great pleasure to announce that in partnership with CEEBA, ASCAME and Businessmed, with the support of the four projects, we shall launch the Euro-Mediterranean Entrepreneurship Rally Competition...

We launched the Mashreq Tourism incubator, the Supply Chain Incubator, and the MASAAR Agri-business Incubator, a network that will grow with our partners in the ENI & CBC projects...

Our aim through this new partnership is supporting the creation of Mediterranean Henry Ford, Bill Gates, and Jeff Bezos, which is doable with proper cross border incubation, mentoring and support, and naturally clustering and access to finance. Which are tools we not only have, but excel at providing...

The Egyptian start-up ecosystem is witnessing success stories that in no time became tens of millions operating regionally, such as Swivel, Viseeta, Halan, Trella, and Bosta Some of which are proud graduates of our incubators...



A GLANCE AT EGYPT'S LEGAL FRAMEWORK FOR INNOVATION:

The great support of the Egyptian government to develop this important sector through the establishment of the Enterprise Development Authority and the issuance of the new law for the development of medium, small and micro enterprises.



Ahmed El Wakil
Chairman – ASCAME

It is obvious from today's gathering of committed partners, and the number of new projects we are launching, that the private sector is the true engine of Euro-Mediterranean cooperation, running hand-in-hand with governments, supporting innovation and start-ups, promoting trade and investment, and creating the highly needed jobs for our youth...

Thanks to our partners, and the support of the European Commission, we have creating active platforms, bridging businesses from the North and South rims of the Mediterranean availing business opportunities and demonstrating our faith in the Euro-Mediterranean partnership...

The European Union, and the southern Mediterranean are not competitors, they do compliment each other with a huge untapped potential; Together we are stronger; Together we can cooperate and compete globally...

We have missed several trains on the track of Euro-Mediterranean cooperation; We the business community cannot wait on the platform any longer; We demand that governments and the European commission work faster creating the legal framework that enables businesses to grow, modernize, globalize and provide the highly needed jobs and contribute to the regions economic growth...



In Egypt, the new Medium, Small and Micro Enterprises Development Law paved the way for the development of the small enterprises sector, as it was concerned with emerging enterprises, innovations, the digital economy, feeding industries, agricultural industries services and renewable energy, in addition to supporting incubators, projects, business clusters, non-banking tools, investment funds, risk capital and financing companies. Micro-

enterprises as well as encouraging the inclusion of informal enterprises in the formal economy system.

The law was concerned with providing an integrated package of financing, technical and marketing incentives to support business incubators that provide services to newly established projects to help young people transform their inventions and innovations into projects with economic viability and able to reach a distinct product that is able to compete in the market.

The main objective is to create an aligned strategy with the EU strategy. Renewed partnerships with south neighbourhood countries and more synergies.



Tarek Tawfik
Vice Chairman, BUSINESSMED



We are the voice of the vibrant private sector in its ceaseless effort to spread socio-economic development all around the Mediterranean, striving to cooperate, grow and globalize representing over 3000 federations and chambers, and 23 million Euro-Mediterranean companies...

It is obvious from the hundreds of concluded successful initiatives we have implemented, that the private sector is the true locomotive of Euro-Mediterranean cooperation, running faster than governments...

Thanks to our members, and the support of the European Commission, we have creating an active platform, bridging businesses from both shores of our Mediterranean availing business opportunities and demonstrating our faith in the Euro-Mediterranean partnership...

We are committed to our Business Leaders Barcelona principles: to our EU-Egypt Task Force Business Summit Declaration; hence to the prosperity of the people of the Euro-Mediterranean...





Dr. Alaa Ezz
Secretary General CEEBA

Today, we are 'Bridging our Mediterranean'. Bridging the technological divide, Bridging the funding divide; Bridging the economic divide; And bridging the gender divide; all of which will never be achieved without, bridging businesses, upgrading business support organizations, creating world class incubators, and supporting innovation and start-ups...

Today we are not only blending projects, we are blending government with the EU with academia and BSOs...

Gender and youth is at our forefront, not only %50 of our beneficiaries are females, but half of our speakers are...

Let us walk the talk, and start concrete actions...



Jihen Boutiba
Secretary General BUSINESSMED

As a network, we were awarded almost half the accepted ENI CBC Med projects for the whole region. But more important this time as South leaders, modernizing and upgrading the highly needed sectors of start-ups, tourism, energy, and environment where all will focus on women and youth, and naturally business support organizations through our regional EBSOMED project...

Today, thanks to the EU support, regions BSOs are providing the highly needed quality services and advocacy know-how to their members to enable them to survive, and conduct their role supporting SMEs and easing doing business all around our Mediterranean...



MEDIA COVERAGE : 86 articles published on Egyptian and regional Media

Daily news Egypt

<https://cutt.ly/TbNpIOH>

AL khabbar

<https://cutt.ly/gbNpnxp>

Masr el balad

<https://cutt.ly/SbNpUMx>

Al wasela

<https://cutt.ly/bbNpSf4>

EL Gornal

<https://cutt.ly/8bNpXuA>

Akhbarak

<https://cutt.ly/8bNpVNF>

Akhbar el yom

<https://cutt.ly/KbNp10T>

Al Alam el yom

<https://cutt.ly/RbNp3ZO>

Al dalil news

<https://cutt.ly/8bNaqcy>

Al ekhbarya

<https://cutt.ly/ObNatgR>

Alyoum el ektesady

<https://cutt.ly/TbNaong>

Al ahram gate

<https://cutt.ly/wbNafc8>

ICT Business

<https://cutt.ly/JbNaj3e>

Loma Zoma 1

<https://cutt.ly/5bNamMr>

Loma Zoma 2

<https://cutt.ly/5bNffsC>

News formy

<https://cutt.ly/KbNaEOy>

Ousoul misr Magazine

<https://cutt.ly/gbNaUyc>

Rotana news

<https://cutt.ly/mbNaAxH>

Sawah Media 1

<https://cutt.ly/abNaFY6>

Sawah media 2

<https://cutt.ly/GbNaZPc>

Shoaa news

<https://cutt.ly/pbNa7ic>

The world News

<https://cutt.ly/WbNswe8>

Aion sharkia

<https://cutt.ly/TbNsalf>

Al bawabah News 1

<https://cutt.ly/NbNsETT>

Al bawabah News 2

<https://cutt.ly/obNsUc6>

Al dawla News

<https://cutt.ly/qbNsSxj>

Aljazeera

<https://cutt.ly/5bNsJAH>

Al masry alyoum 1

<https://cutt.ly/sbNsV15>

Al masry alyoum 2

<https://cutt.ly/FbNs0Oe>

Alraees news

<https://cutt.ly/BbNs5qz>

Dar al hilel

<https://cutt.ly/MbNdw9Y>

Egy 4 news 1

<https://cutt.ly/JbNdyMy>

Egy 4 news 2

<https://cutt.ly/TbNdgSF>

EL balad News 1

<https://cutt.ly/vbNdkao>

El balad News 2

<https://cutt.ly/LbNdzBM>

Dalil el Balad

<https://cutt.ly/lbNdbqO>

Edyarnet

<https://cutt.ly/WbNdQ3y>

El haqeqa gate

<https://cutt.ly/QbNdTde>

El Kalima news

<https://cutt.ly/qbNdPH2>

El watan news

<https://cutt.ly/4bNdKk3>

Gomhuria online

<https://cutt.ly/YbNdXXQ>

Gulf-one

<https://cutt.ly/lbNd1jy>

Iraq News

<https://cutt.ly/ebNd3uF>

Khabar Masr

<https://cutt.ly/ebNd7Ad>

Masrawy

<https://cutt.ly/vbNfhaM>

Man2ol

<https://cutt.ly/nbNfckl>

Nafeza 2 World

<https://cutt.ly/QbNfWz6>

Sada al Omma

<https://cutt.ly/ZbNfYoO>

shourouk news

<https://cutt.ly/5bNfPyx>

Veto gate

<https://cutt.ly/fbNfS7x>

Watany news

<https://cutt.ly/VbNfJrc>

Egypt today

<https://cutt.ly/ZbNf2Rc>

English Ahram

<https://cutt.ly/pbNf7fv>

Daily news Egypt

<https://cutt.ly/MbNf5Pf>

Zawya

<https://cutt.ly/UbNge7f>

Youm 7

<https://cutt.ly/lbNgiOQ>

6060 news

<https://cutt.ly/qbNgaXf>

Akhbar elyom

<https://cutt.ly/lbNgck1>

Alam Al mal

<https://cutt.ly/mbNgnk2>

Arkam TM

<https://cutt.ly/LbNgQVu>

Banker News

<https://cutt.ly/hbNgRBT>

Besaraha

<https://cutt.ly/XbNgUY7>

Dot alkhaliej

<https://cutt.ly/mbNgAL3>

El barima

<https://cutt.ly/ObNgGCj>

El Nile 24

<https://cutt.ly/JbNgLaD>

Estesmar Arab

<https://cutt.ly/MbNgXR3>

Ahram gate

<https://cutt.ly/dbNg1X2>

Govirall

<https://cutt.ly/YbNg2X6>

Hapy journal

<https://cutt.ly/fbNg4xX>

Makhbar

<https://cutt.ly/lbNg6Om>

Egyptian MI Cooperation page

<https://cutt.ly/pbNjSfR>

Nachra

<https://cutt.ly/RbNjVCw>

Akhbar 1

<https://cutt.ly/ubNj0eM>

Al maw9e3

<https://cutt.ly/QbNj8eg>

Al nahar Egypt

<https://cutt.ly/abNkqUj>

Dostor

<https://cutt.ly/ZbNkuwN>

Egy4news

<https://cutt.ly/mbNkaM5>

Al Osbou3

<https://cutt.ly/AbNkgPM>

Al khabar Al ektesady

<https://cutt.ly/mbNkx0g>

Masr times

<https://cutt.ly/zbNkQlc>

Misr al An

<https://cutt.ly/AbNkTBe>

Mobtada

<https://cutt.ly/GbNkFb9>

Mogaz news

<https://cutt.ly/hbNkZJq>

Shourouk news

<https://cutt.ly/BbNkBAO>

State information service

<https://cutt.ly/YbNk2KM>



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