



ANIMA EMEA BUSINESS FORUM

Open borders for
Mediterranean economic
cooperation in the digital age

2-3 Villa
Nov Méditerranée
2016 Marseille

ORGANISERS



PRESTIGE Partners



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط



Projet financé par
l'UNION EUROPÉENNE



PREMIER Partners

Deloitte.



NETWORK Partners



JORDAN INVESTMENT
COMMISSION

Two days dedicated to forward thinking, business making and building sustainable cooperations

Digital technology is revolutionising production, consumption, communication, and influences the planning and development of territories worldwide. In the Mediterranean, Middle East and Africa, the penetration of mobile networks and 3G/4G greatly exceeds that of the wired Internet. These markets are thus becoming pilots and experimental territories for solutions that are more difficult to penetrate in more technologically mature markets (m-commerce). At the same time, these countries need to operate for a competitiveness rise in sectors where digital can provide an answer (agriculture, energy, transport and logistics, health). It is also to digital social networks that explain partly the success of the mobilisation in the uprisings that brought regime changes in Egypt and Tunisia. In this sense, the digital must be considered as a tool for social transformation.

On the occasion of **ANIMA Investment Network 10th anniversary in 2016**, and in the context of the Mediterranean Economic Week in Marseille, ANIMA and their partners organise the EMEA (Europe – Middle East – Africa) Business Forum, targeted at business and economic decision makers of this region, on the subject of the opportunities brought by this digital revolution and the new frontiers of cooperation between Europe and Mediterranean.

Why joining the ANIMA EMEA Business Forum

You are a **corporate or entrepreneur** interested in promoting your company in the EMEA region, understanding these markets and developing business networks across the region.

You are a **private or public business support organisation** willing to enhance or share your knowledge of the EMEA markets and develop contacts to serve your clients.

You are an **investment or business promotion organisation** interested in promoting your country or territory towards companies and business networks.

You are an **investor** looking for contact at high level and new venture opportunities.

Join the **ANIMA EMEA Business Forum and benefit from premium networking and exchange opportunities:**

- ⇒ **Visions of EMEA government** representatives on economic strategies and integration within the region.
- ⇒ **Strategies and opportunities offered by Digital Corporates** for business competitiveness and acceleration.
- ⇒ **Success stories of entrepreneurs strategies within EMEA**
- ⇒ **Latest investment promotion and business climate drivers** presented by EU and Mediterranean countries.
- ⇒ **Social transformation and entrepreneurship opportunities** at stake in the EMEA region
- ⇒ **Meeting with potential business partners, investors and facilitators** to grow in EMEA

Registration

www.semaine-eco-med.com

Programme

2 NOV. 2016 - OPEN THE MEDITERRANEAN FRONTIERS WITH THE DIGITAL

CONFERENCES	BUSINESS TRACK
Plenary 1 (60') Africa, Gulf and Middle East, new connections in the Mediterranean	
Focus 1 (3x10 ') Inspiring Experiences	
Plenary 2 (60') New digital applications: impact on economic sectors of tomorrow	
Focus 2 (3x10 ') Inspiring Experiences	
Plenary 3 (60') The connectivity serving investment promotion	Pitch platform Digital start-ups from PACA – MED & Africa

**Gala evening on the occasion of ANIMA Investment Network 10th anniversary
In partnership with Agence de l'Oriental (Morocco)**

3 NOV. 2016 – THE DIGITAL: ACCELERATOR FOR TERRITORIES

CONFERENCES AND WORKSHOPS	BUSINESS TRACK
Plenary 4 (60') Education, entrepreneurship, citizenship: a digital revolution for human development	Visit of ICT science parks from Aix-Marseille metropolitan area
Focus 3 (3x10') Inspiring Experiences	Presentation of infrastructures and welcome packages.
Plenary 5 (60') Open innovation and industrial competitiveness	Pitch by Aix-Marseille clusters
Focus 4 (3x10 ') Inspiring Experiences	Investment Village In the Agora space <ul style="list-style-type: none"> ▪ Countries Help Desk ▪ Workshops "Opportunity for digital business" Algeria - Egypt - Lebanon - Morocco – Tunisia <ul style="list-style-type: none"> ▪ Business meeting zone

Contact

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