

## INNOVATION, INFORMATION AND COMMUNICATION TECHNOLOGIES

### Framework, financing models and good practices

High level meeting organised by the European Institute of the Mediterranean (IEMed)  
and the Secretariat of the Union for the Mediterranean Secretariat (UfM)

5th - 6th October 2015

Palau de Pedralbes, Barcelona

**DRAFT PROGRAMME**

#### Presentation

Innovation is at the heart of economic and social development as it helps improve productivity and competitiveness. The economies of the Mediterranean countries have made progress in developing innovation policy frameworks. Nonetheless, one of the remaining challenges is increasing the level of integration of SMEs in networks supporting the introduction of new technologies.

Governments of the region are progressively adopting innovation policies and strategies through the introduction and improvement of the access to new technologies within the public and private sectors, while promoting its use for entrepreneurship and moving towards knowledge economy. According to the World Bank, innovation processes germinate and develop in “innovation systems” which are made up of public and private organizations and actors that connect in various ways and bring together the technical and financial competencies and inputs required for innovation. In addition, it is relevant to analyse the link between innovation/productivity and examine the essential access to finance to facilitate the introduction of innovation.

The meeting will discuss among the participating actors and experts from the region how policy-makers can develop and reinforce a business and inner friendly ecosystems favourable to innovation.

## PROGRAMME

5th October

16.00-16.30 Accreditations and welcome coffee

16.30-17.00 Opening session

**Senén Florensa**, President, European Institute of the Mediterranean (IEMed)  
**Claudio Cortese**, Senior Deputy Secretary General, Union for the Mediterranean (UfM)

**17.00-17.30 Overview of the innovation, information and communication technologies ecosystem**

Governments in the Mediterranean region are keen on promoting innovation either directly by supporting the development of technologies or indirectly by creating a favourable innovation climate through incentives or laws. However, countries at various stages of development differ in terms of their capacity to use and create knowledge through modern technology. The technological capacity is also influenced by the skills of the employees and the access to funding, as well as the ability to access existing technologies and effectively apply it.

**Ahmed El Alfi**, Chairman, Sawari Venture Partners, Egypt  
**Mohamed Ba**, Head of Innovation Division, International Telecommunication Union (ITU)  
**Jaloul Ayed**, Former Minister of Finance, Tunisia

17.30-18.00 Debate

**18.00-18.40 Parallel working sessions: How to improve the skills and ecosystem to foster innovation?**

This session aims at sharing initiatives, ideas and policy proposals that contribute to the improvement of the business environment for innovation. The challenges for the introduction of new technologies and innovation in the public administration and private sector will be addressed to come up with recommendations that facilitate its adoption with the purpose to foster economic growth, entrepreneurship and technology start-ups development.

- How could governments and international organisations foster the adoption of innovation?
- Which are the main benefits of introducing new technologies in enterprises?
- Which capacities and policies should be further developed to improve the framework for innovation?

Private sector	Multilateral organisations and public sector
Chair: <b>Abdul Malik Al Jaber</b> , Founder and Chairman, MENA Apps, Jordan	Chair: <b>Sherif Younis</b> , Financial and Trade Advisor, Union for the Mediterranean (UfM)

18.50-19.10 Presentation of main ideas and findings in a plenary session for debate

19.10-19.50 Debate

20.00 Cocktail

**6th October**

**9.00-10.00 Exploring new means of funding for technological innovation**

Although funds are often available it is difficult to have access to them, especially at the early stages of a business or innovative developments. International organisations promote a number of programmes and initiatives to support innovation, and enterprises may find new opportunities in this context.

While innovation often takes the form of adopting existing products and processes from more developed countries and adapting them to local conditions, Technology adoption can be costly and firms may therefore need access to external finance. Alternative sources of financing will be explored to increase the access to capital for the underserved start-ups utilizing crowd funding, angel investing, private public partnership funds and remittances.

- How accessible is bank financing and International organisations funds for innovative activities?
- Which are the main challenges for technology adoption in the Mediterranean region?
- How can new and accessible ways of funding be promoted and developed?

**Chair**

**Emile Cubeisy**, Managing Partner, Silicon Badia, Jordan

**Speakers**

**Abdallah Absi**, CEO and Director, Zoomaal, Lebanon  
**Khaldoon Tabaza**, CEO, iMENA Holdings, Jordan

**First Comments**

**Albert Alsina**, CEO and Managing Partner, Mediterranean Capital Partners  
**Shehab Marzban**, Co-founder and Managing Partner, Shekra crowdfund, Egypt

**10.00-10.30 Debate**

**10.30-11.00 Coffee break**

**11.00-12.00 Inspiring good practices that could be replicated**

The objective of this session is to share experiences and good practices that have been developed in the Mediterranean region. The exchange of views regarding existing initiatives that promote technology entrepreneurship and support the introduction of innovation in enterprises and institutions can contribute to the knowledge transfer among the experts and professionals working on the field.

- Which are the most relevant achievements and experiences gained from successful cases?
- How can we set the right framework to encourage good practices to be replicated?

**Chair**

**Jaume Baró**, Managing Director of Enterprises, Barcelona Activa

**Speakers**

**Dina El-Shenoufi**, Chief Investment Officer, Flat6Labs, Egypt  
**Usama Fayyad**, Executive Chairman, Oasis 500 accelerators, Jordan  
**Mete Çakmakci**, Secretary General, Technology Development Foundation of Turkey

### **First Comments**

**Antoine Nasr**, Principal, Strategy&, Lebanon

**Samir Benmakhlouf**, Microsoft Morocco, Country General Manager

### **12.00-12.30 Debate**

### **12.30 Closing remarks**

**Senén Florensa**, President, European Institute of the Mediterranean (IEMed)

**Claudio Cortese**, Senior Deputy Secretary General, Union for the Mediterranean (UfM)

## Invited guests

**Adam Hill**, Digital Communication Advisor, Anna Lindh Foundation  
**Alain Ducass**, Director, Division on Digital Economy, Expertise France  
**Albert Sierra**, Responsible for Infrastructures and ICT Systems, Cambra de Barcelona  
**Amina Ziane-Cherif**, MedSpring Project Manager, ANIMA Investment Network  
**Anne Miroux**, Director, Division on Technology and Logistics, United Nations Conference on Trade and Development (UNCTAD)  
**Arturo Menéndez**, Fundación para el conocimiento MADRI+D  
**Camille Pène**, Director, Futur en Seine Festival, Cap Digital  
**Can Paker**, Chairman of the Board, Inovent, Turkey  
**Elizabeth Trallero Santamaría**, Director, International Relations, Association of Organisations of Mediterranean Businesswomen (AFAEMME)  
**Fearghus Roche**, Chief Operating Officer, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)  
**Itziar Blasco**, Head of m-startup-barcelona, Barcelona Activa  
**Jacinto Soler-Matutes**, Senior Partners, Emergia Partners  
**Javier Albarracín**, Director, Socioeconomic Development Department, European Institute of the Mediterranean (IEMed)  
**Javier González**, Director Gerent, CitiLab, Barcelona  
**Joan Torrent Sellens**, Director, Business School, Open University of Catalonia (UOC)  
**Kevin Bortz**, Managing Director of Financial Operations, Union for the Mediterranean (UfM)  
**Khaled Ismail**, Director, Entrepreneurship and Innovation Program, American University of Cairo (AUC)  
**Kyriaki Papageorgiou**, Senior Researcher, Institute for Innovation and Knowledge Management, ESADE Business School  
**Macarena Nuño**, Chef de projet prospective et capital humain, The World Mediterranean Economic Foresight Institute (IPEMED)  
**Maha Merezak**, Programme Specialist, Human & Social Science, Science Directorate, ISESCO  
**María Tarancón**, Innovation for Development Team, United Nations Development Programme (UNDP) Egypt  
**Mathieu Carenzo**, Executive Director, Centre of Entrepreneurship, IESE  
**Patrick Cocquet**, Chief Executive Officer, Cap Digital  
**Richard Swart**, Director of research program for innovation in entrepreneurial and social finance, University of California, Berkeley  
**Sandra Hassan**, IT and Multimedia Analyst, Centre for Mediterranean Integration (CMI)  
**Sébastien Bourillon**, Principal Banker, Telecoms Informatics and Media, (EBRD)  
**Shiva Dustdar**, Head of Research, Development and Innovation Advisory, European Investment Bank (EIB)  
**Stéphane Amarger**, Director, EIT Digital France  
**Ussal Sahbaz**, Economic Studies, TEPAV, Turkey  
**Xavier Simó**, CEO, INLEA Foundation

*\* English will be the working language of this meeting.*