



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

Agadir SME Programme Fostering SME competitiveness and trade in the Agadir Agreement member countries

OBJECTIVES

The objective of the project is to reinforce economic integration and contributing to economic development, and income generation through SME-led growth. Specifically, the project aims to enhance competitiveness of SMEs and improve their supply capacity and ability to ensure wider use of the *cumulation of origin* (the concept of cumulation of origin allows products of one country of a free trade zone to be further processed or added to products in another country of that zone as if they had originated in the latter country), in view of increasing intra-trade among the four Agadir Agreement member countries and their exports to the EU and creating synergies and a new economic dynamism among the Agadir agreement Member States.

BENEFICIARIES

Direct beneficiaries: Exporting and export-ready SMEs in the Agadir countries with a priority to the female-owned enterprises to support women economic empowerment in the Agadir countries.

Indirect beneficiaries: Governments and public institutions such as Ministries of Commerce, Customs administrations, standards bodies; Trade and Investment support institutions (TISIs): Sectoral and professional organizations, such as the Chambers of commerce, trade promotion/development agencies, as well as civil society, actors of the logistical chain, financial institutions and academia.

LOCATION

- Egypt,
- Jordan
- Morocco
- Tunisia

DURATION

January 2017 – July 2019 (Pilot phase)

TOTAL COST

€4,35 M Euros

ACTIONS

The project encompasses a set of capacity building, policy transformation and systemic improvements that are designed to boost the capacity of SMEs in the Agadir agreement countries to work together and to enhance their competitiveness on international markets. Actions and activities of the project aim at encouraging the business environment, strengthening SMEs' supply capacity of high quality products as well as enhancing institutions' ability to provide effective trade support services in the context of cumulation of origin rules.



EXPECTED RESULTS

- Trade related barriers reduced and cross-border procedures improved across the Agadir member countries to enhance SMEs competitiveness.
- Access to Trade intelligence and Market information across Agadir member countries enhanced to boost the cumulation of origin.
- Capacity of SMEs strengthened to use *cumulation of origin* for more efficient marketing of their products in the Agadir countries and on the EU markets.
- Trade and Investment partnerships and links established for the cumulation of origin among Agadir countries' firms to activate better integration of regional value chains.
- Innovation and quality of exportable products by Agadir SMEs improved.
- Loan guarantee and financial support feasibility study to be completed.

PROMOTER

Agadir Technical Unit (ATU)

PARTNERS

- International Trade Centre (ITC): implementing agency

CONTRIBUTION

€400.000 from ITC in supervision and monitoring activities



Contact details

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