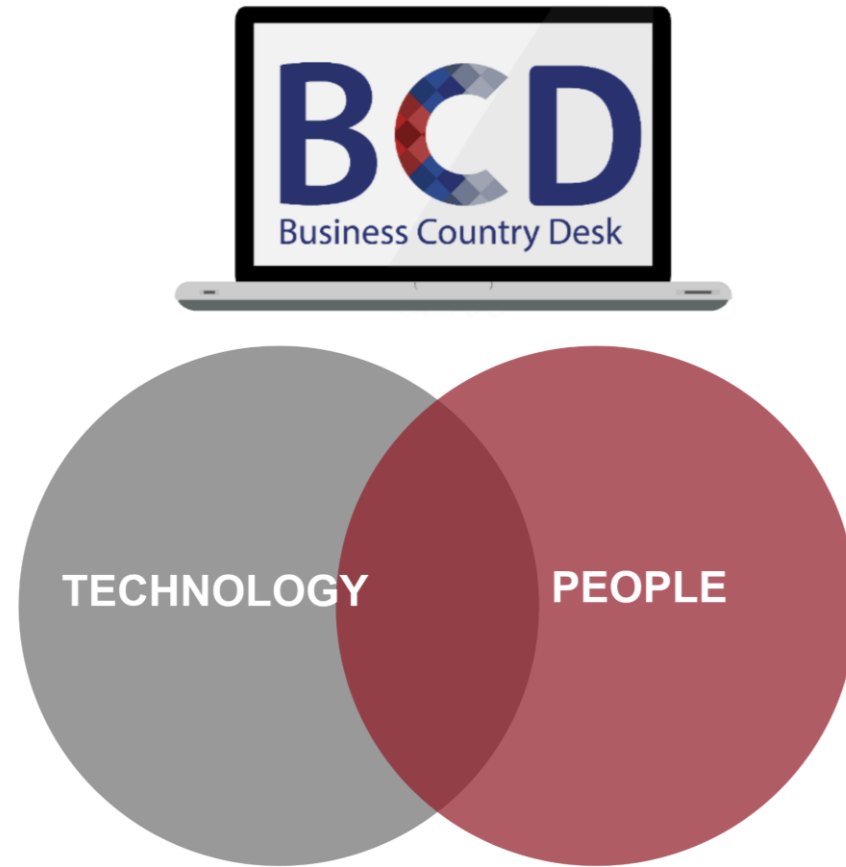


UfM International Women's Day 2021 Webinar

Women in Leadership, towards an
equal region in a COVID-19 world

March 2021

The BCD unique approach







Technology is important but **people** are vital. We take a collaborative approach to all of our partnerships, creating a powerful combination of skills processes and tools

The BCD unique approach: The BSO Perspective









Resilience & Recovery

-  Networking activities focusing on internationalization of SMEs have been particularly affected due to the lack of mobility
-  Extend the reach of the organization/company across borders without any limitations
-  Overcome the stress of interacting and to develop a better apprehension of relevant business relationships
-  Reduce the factor of uncertainty that face-to-face interactions can have by enabling one-on-one meetings with business counterparts

The BCD unique approach: The BSO Perspective



Resilience & Recovery

-  Being a source of trusted information and advice
-  Building bridges between policymakers, funders and small businesses
-  Coordinating action to deliver economies of scale and scope
-  Delivering services to access new value chains and diversify markets
-  Acting within an ecosystem to deploy solutions for resilience and recovery
-  Allocating resources for impact that lasts, including the Sustainable Development Goals

The BCD special features: sustainability at the heart



The platform will leverage on the specific in-house expertise of the networks will gather (Employers Federations, Chamber of Commerce, Women-led organisations, Investment Agencies all around the region)



A dedicated team will take care of the specific needs of the users with technical assistance missions and by providing freely accessible information



All users of the region will benefit from free access to the services thanks to the co-financing of the EU and BUSINESSMED upon registration

The Business Country Desk – Presentation

The Business Country Desk, BCD, is an initiative designed & implemented by BUSINESSMED.

The Platform allows to:

- provide access to reliable data shaping the business climate (Trade / Investment) of Southern Mediterranean countries;
- promote, foster and support synergies, and networking & B2B opportunities;
- connect economic operators in the Euro-Mediterranean region, and initiate and develop North-South and/or South-South business partnerships.



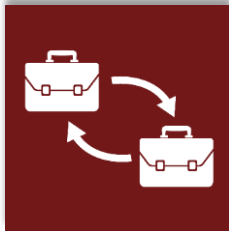
The Business Country Desk - Main Services



The Business
Helpdesk



The Partnerships
Section



The EuroMed Business Matching
Tool

The Business HelpDesk

Regularly updated information related to the socio-economic & regulatory context of each target country, shaping its business climate



Trade Guide

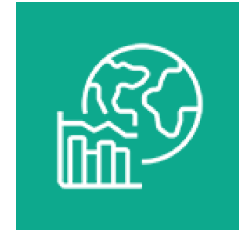
presents the general trade framework (nomenclature and customs duties, trade agreements, etc.) of each target country and aims to assist promoters in mastering the procedures necessary to implement their projects.



Investment Guide

provides clear information on the main ways of investing, procedures, tax and financial advantages, incentives for investors, regulations, etc.

It aims to help future investors to better understand how the different asset classes work and how they can invest in them.

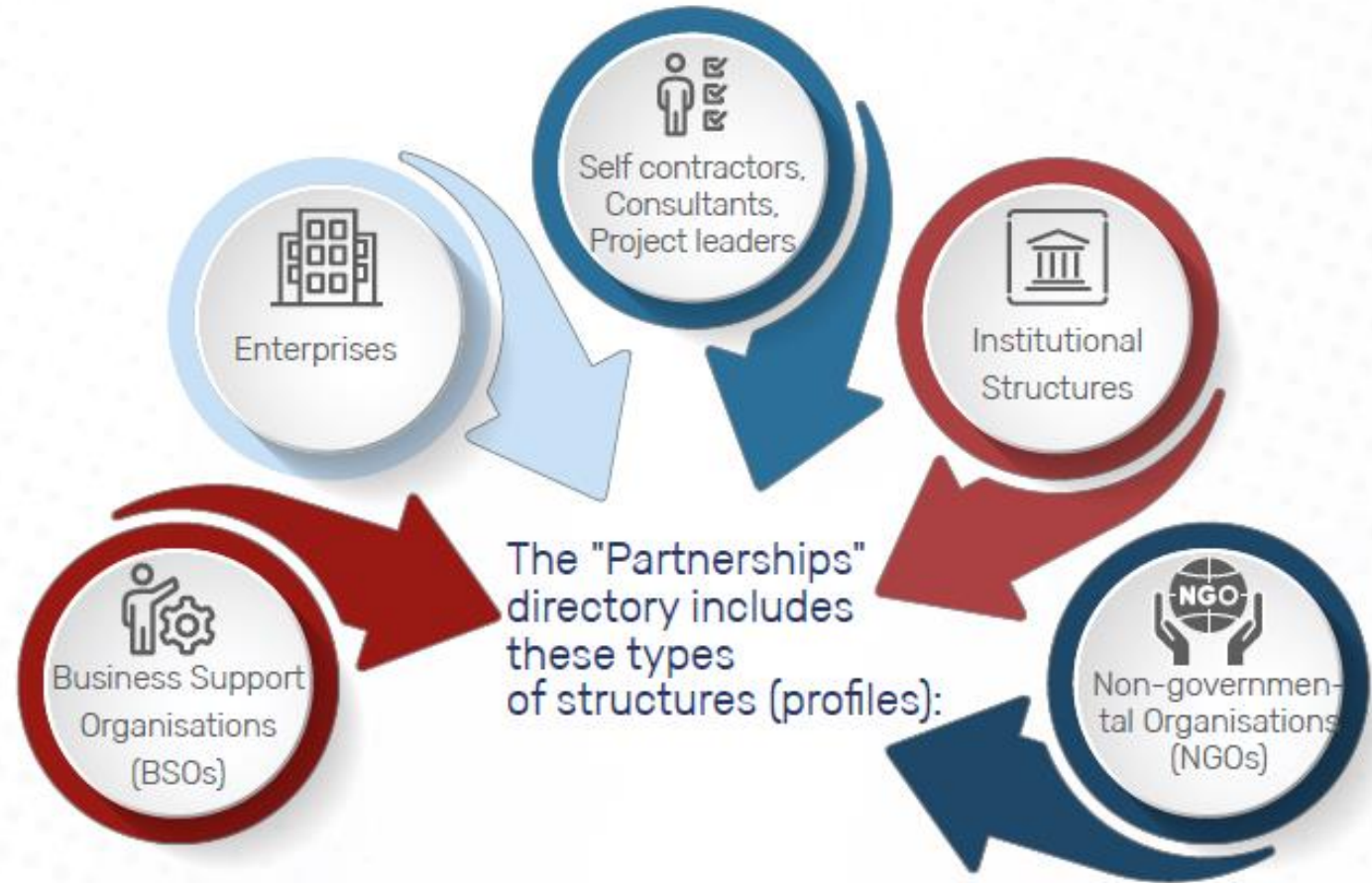


Statistical Data

Includes quantitative information, macro-economic indicators for each target country (GDP, Infrastructure, Demographic data, etc.).

The Partnerships Section

A multi-criteria search engine bringing together, in the form of complete and detailed sheets, economic operators for the purpose of developing North-South and/or South-South business alliances



Its objective is to support registered Structures in identifying the right business partner.

It facilitates direct interaction with a potential business contact based on the interests expressed when creating an account.

The EuroMed Business Matching Tool

An event-driven tool managing Business Meetings



Its objective is to foster fruitful exchanges and contacts in order to create or strengthen business partnerships.

It offers a series of functionalities to simplify the organisation and management of B2B meetings.

The EuroMed Business Matching Tool



Difficulties faced by SMEs are more linked to their isolation than to their size. Pooling resources is the only way to achieve the level of investment needed to meet the demands of foreign markets in terms of quality, quantity and reactivity. This involves sharing information, knowledge and know-how, using common infrastructures or organising joint procurement.



The objective will be to develop long-term relations and partnerships between companies/SMEs of both sides of the Mediterranean, inter alia aiming for business agreements, licenses, joint-venture, technology transfer, etc.



Regional events will take place in the framework of international or international fairs. The updated list of events will included in the dedicated embedded solution (Euromed Agenda and opportunities).

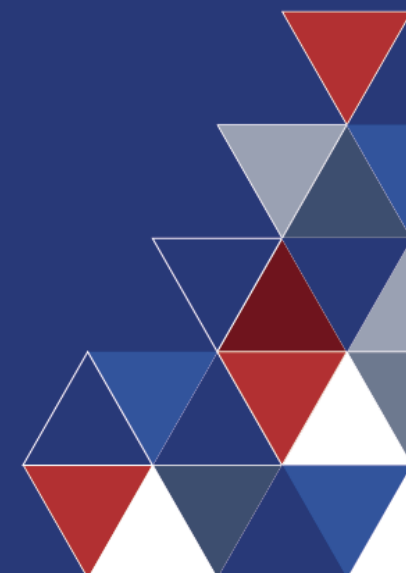


EBSOMED
ENHANCING BUSINESS SUPPORT ORGANISATIONS

BUSINESSMED
Union of Mediterranean Confederations of Enterprises

BCD
Business Country Desk

www.bcdesk.eu



Thank you and register!