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DAY 1 | Tuesday 21st June

WORKSHOP

1.30 – 5.30 PM: Tech Transfer Collaborative Session

INVITATION ONLY

Ramada Plaza, Tunis | Meeting room: Salambo

THE NEXT SOCIETY technology transfer session will provide you a very qualitative opportunity to discover and discuss new approaches and meet business and research partners who can help boost your technology transfer strategies and initiatives.

Participants: TTO (technology transfer offices) of THE NEXT SOCIETY TTO Accelerator programme, THE NEXT SOCIETY community of clusters, deeptechs startups of our partner initiative Technoriat and THE NEXT SOCIETY partners and experts.

Welcome session

THE NEXT SOCIETY TTO Accelerator programme wrap-up

Coordination: Royal Scientific Society (RSS)

Cross-learning, further support, and establishing a regional TTO network

CLOSED SESSION for the participants of THE NEXT SOCIETY TTO Accelerator - TTO (technology transfer offices)

1.30-3.00 PM

Coffee break and welcoming of Euromed clusters and Tunisian ecosystem partners

3.00 -3.15 PM

Boosting technology transfer: Regional experience sharing

Panel session, highlight of national and regional initiatives led by technology transfer institutions, accelerators and clusters.

Introduction and moderation: **Zoé Luçon**, ANIMA Investment Network

Panelists

- **Mohamed Al-Jafari**, Royal Scientific Society (Jordan)
- **Kristel Khalil**, Berytech (Lebanon)
- **Ahmed Ellaithy**, Director, Technology Transfer Office at the American University in Cairo (Egypt)
- **Gerard Musterni**, Director of Promotion and Management, Leitac (Spain)
- **Mahmoud Al Shboul**, Jordan University of Science and Technology (Jordan)
- **Ramzi Zammali**, Association des Technoparks Tunisiens (Tunisia)

3.15-4.00 PM

Collaborative networking session

Matching of THE NEXT SOCIETY technology transfer community of TTOs, Technoriat deeptechs startups and selected clusters based on their potential of collaboration.

Coordination: Royal Scientific Society (RSS) and ANIMA Investment Network

4.00 – 5.30 PM

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TECHNO(R)IAT



6 – 9 PM: Technoriat Acceleration Kick off – THE NEXT SOCIETY x Technoriat Meet-up

INVITATION ONLY

Ramada Plaza, Tunis | Meeting room: Salambo

We are inviting you to celebrate the completion of the incubation phase and the commencement of the acceleration phase of our partner initiative Technoriat. Join our Meet-up to discover Technoriat deep tech startups and learn about our collaboration to develop new technology transfer acceleration programmes in the EMEA – Europe, Middle East, Africa Region.

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| Opening remarks | 6.00 – 6.15 PM |
| TECHNORIAT Presentation | 6.20 – 6.25 PM |
| Pitch Session – Booklet available here | 6.30 – 7.10 PM |
| Closing remarks by the partners | 7.15 – 7.25 PM |
| Networking & Drink | 7.25 – 9.00 PM |

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TECHNORIAT



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Acceleration partners



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DAY 2 | Wednesday 22nd June

CONFERENCE

9.00 AM – 1.00 PM: Impact conference of THE NEXT SOCIETY – Innovation success stories

Ramada Plaza, Tunis | Meeting room: Sidi Bou Said

General Moderator: Mehdi Kattou

Opening

- Tarak Chérif, President, ANIMA Investment Network
- Virginie Cossoul, Senior Programme Manager, Private sector Development, DG NEAR, European Commission
- Emmanuel Noutary, General Delegate, ANIMA investment Network

9.00 - 9:15 AM

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Session 1: Technology upgrading and new regulations for efficient innovation support ecosystems

Moderation: Mathias Fillon, Coordinator of THE NEXT SOCIETY, ANIMA Investment Network

In the context of a globalized economy plagued by shocks with worldwide resonance, the innovation developed in MENA countries - and even more so when it is frugal - does not make it possible to respond to the major global challenges, nor to those often common to the countries of the Mediterranean region. Indeed, the weakness of MENA ecosystems and the limited access to technology appear as important limits to the local potential for innovation that would come to "solve" the region's problems.

However, the region is seeing important progress, particularly at public strategies level, allowing for the adoption of necessary regulations - supported by the acceleration of digitalization - and incentive mechanisms for companies and investors that are supposed to boost innovation and competitiveness.

Through THE NEXT SOCIETY experience, this first session will present the regulatory efforts undertaken by the countries of the region - and their impact - to strengthen the competitiveness of their ecosystems and the technological upgrading of their companies, as well as the priority engagements that still should be made.

Roundtable

- **Passainte Atef**, Program & Policy Officer, FEMISE (France)
- **Noomane Fehri**, Technoriat (Tunisia)
- **Mohammed Al Jafari**, Director, Intellectual Property Commercialization Office, Royal Scientific Society (Jordan)
- **Douja Gharbi / Abderrahmen Fendri**, CONECT (Tunisia)
- **Mohab Anis**, CEO, Innovety (Egypt)
- **Jeltsje De Blauw**, Project Manager, Spark (The Netherlands)

9.15-10.15 AM

Session 2: Priority to local impact!

Moderation: Natalia Costanzo, European Projects Manager, European Business Angels Network

The Mediterranean region is sometimes referred to as the "world's laboratory" when it comes to the common major challenges that we must overcome. Indeed, in the region the answers to be found are perhaps even more urgent than elsewhere given the pression of social, environmental and economic inclusion issues and start-ups can definitely contribute to invent solutions.

But beyond the necessary alignment of entrepreneurs on these challenges, we note that the prioritisation of "local impact" solutions also corresponds to specific existing economic climates.

Half of the more than 400 Mediterranean start-ups supported by THE NEXT SOCIETY mobilised technology for the common good by offering concrete solutions to the Sustainable Development Goals (SDGs) on hunger, health, education, environment and energy. Indeed, thanks to technology, these companies recycle waste or clothes, develop more efficient mobility solutions, propose clever water or waste management solutions, rationalise the use of natural resources, detect childhood diseases or accelerate the dissemination of e-learning solutions. The majority of these companies won prizes, raised funds, succeeded in going international and attracted the attention of "impact" investors, which question at the same time the notions of risk, profitability and socially responsible investment.

Roundtable

- **Herman Van Uum**, Grants and partnerships manager, Fabric Aid (Lebanon)
- **Afef Ajengui**, Project Manager North Africa, HIVOS (Tunisia)
- **Naoufal Chama**, Chairman, Startup Maroc (Morocco)
- **Hassen Arfaoui**, Capital'Act Seed Fund (Tunisia)
- **Zoé Luçon**, Senior expert, ANIMA Investment Network (France)

10.15 - 11.15 AM

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| Break | 11.15 – 11.30 AM |
| <p>Session 3: Integrated value chains in the euro Mediterranean space: the key for Mediterranean companies?</p> <p>Moderation: Mathias Fillon, Coordinator of THE NEXT SOCIETY, ANIMA Investment Network</p> <p>MENA countries are facing common problems for which the regional scale appears to be the most relevant to provide answers: climate change and pollution, external dependence of energy and food security systems, the need for access to technology and foreign markets... To face these various crises, regional cooperation appears to be the only way to rethink the structure of business partnerships of MENA countries and to progress towards the creation of a "Mediterranean pole" better able to control its economic destiny.</p> <p>But moving forward in this direction requires to build strong and balanced partnerships, especially in Europe, in order to integrate Mediterranean companies into shorter value chains. This also implies to invent a South-South partnership model capable of finding its complementarities.</p> <p>THE NEXT SOCIETY, through the Euromed business and innovation community formed all along the project is committed to participate to such new economic paradigm.</p> <p>Roundtable</p> <ul style="list-style-type: none"> • Yasmine Fahim, Director of Research Programs, Economic Research Forum (Egypt) • Walid Mzoughi, CEO and co-founder, WinShot (Tunisia) • Hassen Messedi, Lead SME banker, EBRD (Tunisia) • Lisa Besnard, Project Manager Europe and International, France clusters (France) • Krystal Khalil, Director of Programs, Berytech (Lebanon) • Chaymae Baba-Khouya, Project Manager, Cluster MENARA (Morocco) • Amira Mrad, Qoot cluster (Lebanon) | |
| | 11.30 AM – 12.30 PM |

12.30 AM – 1.00 PM: Official launch of Euromed Clusters Forward

Ramada Plaza, Tunis | Meeting room: Sidi Bou Said

After 2 years of online meetings, we hope that this event will be a good opportunity to gather the string arm of the community and build on the impact of THE NEXT SOCIETY to keep on promoting inclusive innovation and competitiveness in the Euromed region. These efforts will be extended through new opportunities gathered in a programme to be launched during this event: Euromed Clusters Forward.

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| <p>Signature ceremony of a new regional programme: Euromed Clusters Forward</p> <ul style="list-style-type: none"> • Virginie Cossoul, Senior Programme Manager, Private sector Development, DG NEAR, European Commission • Tarak Chérif, President, ANIMA investment Network • Ramy Boujawdeh, Deputy General Manager, Berytech (Lebanon) • Ibrahim Abu Kteish, Leaders International (Palestine) • Yasmin Fahim, Director of Research Programs, Economic Research Forum (Egypt) | |
| | 12.30 – 12.50 PM |
| Lunch | |
| | 1.00 – 2.00 PM |

NETWORKING & EBSOMED SEMINAR D-1

2.30 – 4.30 PM: #TechDays, organised bilateral meetings between Business and Investment Organisations and Clusters from Europe - MENA

Ramada Plaza, Tunis | Meeting room: Utique

ANIMA organises a new edition of its #TechDays, organised bilateral meetings between Business and Investment Organisations and Clusters from Europe - MENA taking place in the framework of THE NEXT SOCIETY.

Members of the ANIMA and EBSOMED networks and THE NEXT SOCIETY community (agencies, business networks, clusters, tech hubs) wishing to develop their international relations are invited to organise individual meetings during this afternoon, to get to know each other better and envisage new collaborations.

Do not miss the opportunity to participate in this matchmaking event, promote your organisation and meet prospects and partners

MANDATORY REGISTRATION until June 19th Midnight [GMT+2] on the [online platform](#) to prepare your business meetings.

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MEETING

4.30 – 6.30 PM: ANIMA General Assembly

MEMBERS ONLY

Ramada Plaza, Tunis | Meeting room: Salambo



8.00 PM: Gala dinner at Carthage Museum

INVITATION ONLY

Dress code: Formal business

NEW SCHEDULE

Meeting point in the lobby of the Ramada Plaza at 6.50 PM
and departure at 7.00 PM sharp by bus

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DAY 3 | Thursday 23rd June

EBSOMED SEMINAR D-2

9.00 AM – 5.00 PM: Prospecting relocations for regional value chains development in the Mediterranean in the framework of EBSOMED

Programme

SEATS ARE LIMITED

| Ramada Plaza, Tunis Meeting room: Salambo | |
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| <p>Welcome session</p> <ul style="list-style-type: none"> Tarak Chérif, President, ANIMA Investment Network Abdelkader El Khissassi, Deputy Secretary General, Union for the Mediterranean | 9.00 – 9.15 AM |
| <p>Dialogue with experts</p> <p>In a global economic context favouring the regionalisation of value chains, how are companies' strategies evolving? What are the advantages for the Mediterranean region?</p> <ul style="list-style-type: none"> Natalia Guerra, Programme Officer and Training Coordinator, Investment Facilitation Section, UNCTAD Mohammed El Razzaz, Analyst, Union for the Mediterranean Lilia Naas, Chief Office of Arab States, International Trade Center Slim KCHOUK, CEO, POLYROTO Group (France-Tunisia) | 9.30 – 10.45 AM |
| Break | |
| <p>Preparing our strategies – Workshop 1</p> <p>Target enterprises to attract and analyse their strategies</p> <p>Facilitators:</p> <ul style="list-style-type: none"> Philippe Yvergnaux, Business France (France) Chiraz Belkhiria, PAEB (Tunisia) Emmanuel Noutary, ANIMA Investment Network (France) Aurélien Baudoin, ANIMA Investment Network (France) | 11.00 AM – 12.30 PM |
| Lunch | |
| <p>Preparing our strategies – Workshop 2</p> <p>Develop the narrative on Mediterranean value chains to address the targeted companies</p> <p>Facilitators:</p> <ul style="list-style-type: none"> Philippe Yvergnaux, Business France (France) Chiraz Belkhiria, PAEB (Tunisia) Emmanuel Noutary, ANIMA Investment Network (France) Aurélien Baudoin, ANIMA Investment Network (France) | 1.30 – 3.00 PM |

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| Break | 3.00 – 3.15 PM |
| <p>Preparing our strategies – Workshop 3</p> <p>Prospect and integrate the targeted companies in regional supply chains</p> <p>Facilitators:</p> <ul style="list-style-type: none"> • Philippe Yvergniaux, Business France (France) • Chiraz Belkhiria, PAEB (Tunisia) • Emmanuel Noutary, ANIMA Investment Network (France) • Aurélien Baudoin, ANIMA Investment Network (France) | 3.15 – 4.45 PM |
| Summary of the sessions | 4.45 – 5.00 PM |

7.30 PM – 9.00 PM : Official opening of the Tunisia Investment Forum, Award ceremony and official cocktail

Ramada Plaza, Tunis

This 20th edition of the Tunisia Investment Forum is organised under the aegis of the Ministry of Economy and Planning and in partnership with the World Bank.



This day will end by a cocktail, offered to all the participants by FIPA and its partners.

MANDATORY REGISTRATION on the website of the Forum : www.tunisiainvestmentforum.tn

DAY 4 | Friday 24th June

EBSOMED SEMINAR D-3

From 9.00 AM – 5 PM : Participation in the Tunisia Investment Forum

Ramada Plaza, Tunis

Full programme: www.tunisiainvestmentforum.tn/program

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| Plenary session 1: The investment recovery | 9.00 AM- 12.30 PM |
| Plenary Session 2: Competitiveness, innovation and success stories in Tunisia | |
| Lunch | 1.00 – 2.00 PM |
| <p>Organisation of a thematic session in partnership with the COMPACT WITH AFRICA programme</p> <p>Project development facility: an instrument to stimulate public-private partnership projects</p> | 2.00 – 3.30 PM |
| Networking – organised meetings | 3.30 – 5.00 PM |

