

ANIMA Investment Network is an international network of actors working for a sustainable and shared economic development within the countries of Europe, the Mediterranean and Africa.

The network's core missions focus on supporting sustainable investment and value creation: improving the business climate, promoting territories, supporting innovation ecosystems, mobilising the talents of the diaspora and supporting new generations of entrepreneurs.

ANIMA's action is based on three levers:

- 🍌 An advisory activity for institutions and companies, based on the expertise of ANIMA and its network of experts
- 🍌 Cooperation through the sharing of experience and the development of collaborative projects involving multi-country consortia of public and private actors
- 🍌 Supporting the development and internationalisation of growth entrepreneurs, clusters and accompanying investors towards the African and Middle Eastern markets.

 **ANIMA KEY FIGURES**

- 70 members in 20 countries
- A network of over 400 associated experts
- Since 2006
- 40 cooperation projects implemented
- 70 studies and mappings realised
- 350 economic development organisations supported
- 3500+ business partnerships generated
- 5000 entrepreneurs and executives trained
- 60M€ of funds managed



ANIMA DIASPORA OUTCOMES

2013 – 2021

6 pilot countries: Lebanon, Palestine, Jordan, Tunisia, Morocco, Senegal

15 public-private dialogue meetings at local and national level to develop diaspora roadmaps

100 operations organised to connect the diaspora to the countries of origin (around 2500 participants)

100 local entrepreneurs coached by 40 diaspora mentors

15 diaspora entrepreneurs introduced to investors and business angels (€2M raised)

1 participatory financing campaign conducted

Launch of a platform federating the diaspora support ecosystems of 6 African countries

4 M€ of European grants mobilised



DIASPORA PARTNERS

Development and Finance Institutions

European Commission, GIZ, AFD, ICMPD

Investment and SME Promotion Agencies

AMDIE (Morocco), APME (Cameroon), API Mali, APIX, ADPME (Senegal), CEPICI (Ivory Coast), FIPA (Tunisia), GAFI (Egypt), IDAL (Lebanon), JIC (Jordan), PIPA (Palestine).

Business networks and support organisations

Afrikwity (France), Berytech (Lebanon), Bondinnov (France), Bridging Angels (France), CJD Senegal, CONECT (Tunisia), Marseille Innovation (France), and many diaspora networks.



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ANIMA DIASPORA

ANIMA Diaspora supports public and private actors in their strategy to mobilise diasporas for a shared and sustainable economic development with :

- A tailor-made expertise offer associating specialists in economic development in the Europe-Mediterranean-Africa zone,
- A know-how based on tools and methodologies resulting from more than 15 years of collaboration between public and private actors in Europe, the Middle East and Africa, in the countries of origin and destination.



OUR SERVICES

Implementation of a unique methodology: from the organisation and facilitation of consultation workshops to the operational implementation of actions, through the formulation of recommendations and the coordination of advocacy activities, ANIMA Diaspora accompanies you in the deployment of your economic diaspora mobilisation strategy.

- **Multi-stakeholder dialogue, advocacy :** organisation of dialogue panels, public consultations, drafting of position papers, benchmarking of existing strategies.
- **Design of private sector support mechanisms :** organisation and facilitation of business events (trade fairs, forums, conferences, B2B sessions), mobilisation of entrepreneurs and investors from the diaspora.
- **Learning visits :** organisation of international missions Europe/Med/Africa, meetings with growth entrepreneurs, key accounts, clusters, institutional players and business networks in the countries of origin and residence, mobilising the talents of the diaspora.

Quantitative and qualitative studies : we design and support the implementation of your diaspora mobilisation strategies based on the collection of demographic, macro-economic, financial and cultural data.

- **Consulting, technical assistance and capacity building :** Strategy (studies, mapping, business climate, value chains), Attractiveness (Foreign Direct Investment, marketing & communication, diaspora & development, organisation of missions), Monitoring (impact measurement and rating).
- **Identification of diaspora talents :** identification of high added value diaspora profiles (network leaders, opinion leaders, diaspora ambassadors).
- **Cooperation project engineering on the diaspora theme :** monitoring of funding and cooperation opportunities, project set-up, delegated project management.

Support for the implementation of pilot actions : we support you in implementing operational actions to test your diaspora mobilisation strategies.

- **Territorial marketing :** communication and promotion campaign for your territory aimed at the diaspora.
- **Information tools :** "diaspora desk", digital platforms, animation of "relay units", e-administration solutions.
- **Financial engineering :** investment facilities such as crowdfunding equity, network of business angels, or facilities oriented towards local development.
- **Support for entrepreneurial projects** from diaspora talents



A FEW REFERENCES

Morocco, Senegal, Tunisia - 2016-2020

Lebanon, Jordan, Palestine - 2013-2016

Mobilising diaspora talent to develop investments and young entrepreneurs. Organisation and formulation of diaspora advocacy and implementation of recommended strategies.

Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia, European Union - 2016-2020

Strengthening innovation ecosystems through the organisation of stakeholder advocacy, assistance in structuring national strategies, support to the internationalisation of growth entrepreneurs and clusters and technology transfer.

Maghreb, Middle East and Europe - 2013-2017

Boosting trade and investment relations within the Euro-Mediterranean region: promotion operations, business events, capacity building of business support actors.

France, Italy, Spain, Tunisia, Lebanon and Palestine - 2013-2016

Development of a tool to measure and rate the local impact of investment projects to promote inclusive and sustainable development in the territories.

Countries of the Union for the Mediterranean - 2010-2015

Management of the FARO fund to finance partnerships between innovators from UFM countries.

Egypt, Jordan – 2005-2008

Support for the creation of diaspora service desks and marketing strategies at the level of the investment promotion agency.