

EUROMED CLUSTERS FORWARD

Online Academy

How to build your development strategy as a MENA cluster *Focus on sectoral watch*

10, 12 and 22 of May 2023 from 2 to 5pm [GMT+2]

ABOUT THE WORKSHOP

3 online sessions of 3 hours each completed by personal work for a total of 18 hours on:

- Designing a sectoral strategy
- Designing a business model
- Implementing the strategy / Deploying the roadmap

At the end of the workshop participants will be able to:

- **Design a development strategy for their cluster**, through benchmarking and monitoring, and build a customized roadmap;
- **Build the most appropriate business model** for their sector to ensure its sustainability while delivering the best services to their members;
- **Conduct participatory workshops within their own cluster** to refine and implement their development roadmap.

The training consists of collaborative workshops allowing a **very personalized and interactive learning by doing pedagogy**.

ABOUT THE EXPERT

Nathalie JARDINIER has been Director of Project Strategy at [TEAM Henri Fabre](#) since May 2022. She has been a consulting engineer for more than 15 years in Industrial Performance, Safety and Environment.



Agenda

10 MAY 2023 – 2-5pm [GMT+2]

- Carrying out a strategic watch and a benchmark
- Identifying the needs of the clusters' customers
- Formalizing a development plan

12 MAY 2023 – 2-5pm [GMT+2]

- Coming up with a value proposition (which services to provide, to which customers, at what price)
- Building the value architecture (how to produce the services provided at the right quality and at the lowest cost)
- Reaching financial balance (how to balance the cost structure and revenues?)

22 MAY 2023 – 2-5pm [GMT+2]

- Review of personal work
- Finalizing the business model
- Finalizing of the sector strategy and deployment plan
- Defining the methodology for local deployment of the strategy

Eligibility & selection criteria

Euromed Clusters Forward offers **15 free accesses** for a **workshop on sectoral watch worth 800 euros per participant**:

- Based in Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, or Tunisia
- Cluster management team & member companies in the following sectors: automotive & aerospace; mechanics & mechatronics or logistics
- Be registered on [ECCP Platform](#)
- **Mandatory** - Must attend the full programme of the workshop (all 3 days): 10, 12 and 22 of May 2023 from 2pm to 5pm [GMT+2]

The selection process will be based on the following elements:

1. 3 participants per cluster (management team + companies representatives)
2. Balance between the 7 eligible countries
3. Balance between the 3 eligible sectors
4. Motivation and expectations

Contact

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