Introduction

I am very pleased to present this annual report which tries in a few pages to retrace the essence of a particularly dense activity plan implemented by the ANIMA network in 2019.

This year corresponded to a new mandate of the Board of Directors which steers the ANIMA Investment Network association, with a strong will to launch a dynamic and collective approach. The program we undertook consisted of an approach based on consultation between Board members and with the members of the association, with in particular a desire to take into account the new geopolitical and geostrategic realities of the countries of Europe and the southern Mediterranean.

In January, the Board of Directors held its very first meeting in the form of a consultation workshop to outline the main lines of the mandate. These priorities were refined and approved by our General Assembly of members in June, in an open forum that gave a large space for collective intelligence. Important choices were made to guide the mandate:

- To develop initiatives to promote investments with high local impact and contributing to sustainable development, as well as supporting access to financing for SMEs and startups.
- To professionalise and multiply our capacity building activities.
- To develop the network by recruiting new members, and open it to African countries.
- To strengthen communication and information sharing between members and countries associated with the network, in particular by developing new tools.

Thematic commissions open to all members of the Association were set up by the Board of Directors in October, and I had a series of contacts and visits to several members throughout the year to understand the reasons for their attachment to the association.

I would like to thank each of the administrators, members, staff and project partners of ANIMA. The work implemented throughout this year 2019 is considerable, with a constant concern for greater impact and efficiency, for the benefit of an attractive, sustainable and inclusive economy in the Mediterranean.

Abdelkader Betari, President
THE MEMBERS OF THE NETWORK

Algeria
ANDI - National Agency of Investment Development in Algeria

Andorra
ACTUA - Andorran Investment Development Agency

Belgium
ANEX - Walloon Foreign Trade and Investment Agency
EBAN - European Business Angel Network
EBIN - European Business and Innovation Centre Network
EURADA - European Association of Development Agencies

Cyprus
CIPA - Cyprus Investment Promotion Agency

Egypt
FEI - Federation of Egyptian Industries
GAV - General Authority for Investment and Free Zones

Spain
ACGRO - Agency for Business Competitiveness of Catalonia
ASADEME - Association of Organizations of Mediterranean Businesswomen
AMEC - Industrial Exporters Association

France
AFD - French Development Agency
APMI - Association for the information in the Mediterranean
Rising Sud - Regional Agency for Innovation and Internationalization of Companies
Business France - National Agency for International Development of the French economy
CCFM - Chamber of Commerce Franco Italian in Marseille
CO AMP - Metropolitan Chamber of Commerce and Industry of Marseille-Provence
CHEAM-IAMM - Mediterranean Agronomic Institute of Montpellier
Club des 300 Menceilles - Promotor of Young Mediterranean Leaders (YML)
Euromed Capital - Association for the Euro-Mediterranean Dialogue on the Private Equity

EUromediterranee - Euro-mediterranee Planning and Development Agency
FEMISE - Euro-Mediterranean Forum of Institutes of Economic Sciences
FPPP - Lyon University Foundation
IPED - Institut de Recherche pour le Developpement
KEDGE Business School - Kedge Group of Business Schools
Marseille Innovation - European Community Business and Innovation of the Sud region
Metropole AMP - AiA Marseille Provence Metropoles
MMAM - Mediterranean Centre of the Fashion Industry

Greece
Enterprise Greece - Investment and Trade Promotion Agency of Greece
IOT - Institute of Entrepreneurship Development

Italy
CEPIEMONTE - Piemonte Agency for Investments, Export and Tourism
Convitto Euremed - Euro-Mediterranean International Trade Consortium
INSEME - International Network for Small and Medium Enterprises
PROMOS - Special Agency of the Milan Chamber of Commerce for the promotion of international activities

Jordan
JIC - Jordan Investment Commission

Lebanon
BeirutTech - Business Innovation & Incubation Center
CCIB - Chamber of Commerce, Industry and Agriculture of Zahle and Ia Bakaa

Malta
Malta Enterprise - Agency for the promotion of foreign investment and industrial development in Malta

Morocco
Agence de l'Oriental - Oriental Regional Development Agency
AMDEE - Moroccan Investment Development Agency
APON - Agency for the Promotion and Development of the North Region
CRI Fès-Meknes - Regional Investment Centre of Fès-Meknes
CRI Guelmim-Oued Noun - Regional Investment Centre of Guelmim Oued Noun
CRI Souss Massa Dais - Regional Investment Centre of Souss Massa Dais
SMIT - Moroccan Agency for Tourism Development
Startups Maroc - Business Incubator

United Kingdom
The Mowgli Foundation - Mowgli Mentoring

Syria
SEIC - Syrian Enterprise and Business Center

Tunisia
API Tunisia - Agency for the Promotion of Industry and Innovation
ReLaBS - Business Incubator
CAS - Star business center
CONECT - Confederation of Corporate Citizens of Tunisia
FIPA Tunisia - Foreign Investment Promotion Agency of Tunisia
PAEB - Bteria Economic Activities Park
TIA - Tunisia Investment Authority

Turkey
IZKA - Izmir Development Agency

International organisations
OECD - Organisation for Economic Co-operation and Development
WAPA - World Association of Investment Promotion Agencies

*Subject to the payment of the membership fee in 2020*
THE ELECTED MEMBERS OF THE BOARD OF DIRECTORS

Abdelkader BETARI
Agence de l'Oriental
Morocco
President

Laurent Collin
CCIMP
France
Treasurer

Ola-EL-KOBROSY
GAFI
Egypt
Vice President

Philippe Yverniaux
Business France
France
Vice President

Philomena Meli
Malta Enterprise
Malta
Vice President

Abdelbasset Ghanmi
FIPA
Tunisia
Vice President

Grigoris Stergioulis
Enterprise Greece
Greece
Vice President

George Catinis
SEBC
Syria
Vice President

Hicham Boudraa
AMDI
Morocco
Administrator

Diogo Guri
AMEC
Spain
Administrator

Giuliano Lengo
CEI Piemonte
Italy
Administrator

Tarak Cherif
CONECT
Tunisia
Administrator

Giovanni Zazzerini
INSME
Italy
Administrator

Caroline Pozmentier
Région Sud
France
Administrator

Didier Parakian
Ville de Marseille
France
Administrator
Overall Assessment

Main activities and results
Major network events in 2019

8 regional EBSOMED Master Classes on Territorial Marketing (4) and Cooperation Project Management (4) organised in Athens (GR) in January, Nador (MO) in March, Beirut (LB) in October and Marseille (FR) in December.

Diafrik Invest Bootcamp in Aix en Provence (FR) on 29-30 April – launch of the international accelerator

#TechDays THE NEXT SOCIETY in Casablanca (MO) on 9-11 April - inter-cluster business event

THE NEXT SOCIETY Innovators Academy in Tunis (TU) on 23-24 April

ANIMA Annual Meeting – 18-20 June – Cairo (EG), including: General Assembly and ANIMA Open Forum / Investment for Innovation Summit / THE NEXT SOCIETY Annual Conference

Diafrik Invest Investment Academy in Paris (FR) on 20 June

Forum of African Diasporas in Paris (FR) on 21 June

Diafrik Invest Investment Academy in Dakar (SE) on 24 October

International ANIMA network mission at Rencontres Africa in Dakar (SE) on 25 October

La Méditerranée du Futur Act III Conference in Marseille (FR) on 25-26 November

Emerging Valley in Aix-en-Provence (FR) on 4 December
Main publications

Investing for a sustainable Mediterranean (with Région SUD)

Portfolio of start-ups selected by Diafric Invest

Country profiles of successful products and sectors (Femise/ THE NEXT SOCIETY)

New endeavours and initiatives

New member consultation processes: Administrators’ workshop, Open Forum with the members

Preparation of a new website for the association

Development of an economic promotion training offer for territorial stakeholders in partnership with networks of local authorities and development of partnerships to promote it

Technical assistance missions for the UCASTI incubator (PAL) and SAFIM (FR)
Network development

New acceding members

⇒ Start-Up Maroc, Morocco
⇒ Tunisia Investment Authority, Tunisia
⇒ B@Labs, Tunisia

5 members ceased membership during the year. At the end of 2019, ANIMA has 71 members, incl. 28 strategic.

THE NEXT SOCIETY Club members

⇒ BPI France: the French public investment bank
⇒ Verdi Ingénierie: French leader in urban and environmental engineering in the regions
⇒ Provence Alpes-Côte d’Azur Regional Council: ANIMA member and initiator of La Méditerranée du Futur
⇒ The Camp: innovation hub located in Aix-en-Provence

Strategic partnerships

⇒ OECD - ANIMA continues to participate in the Advisory Board of the EU-OECD investment promotion programme
⇒ UNCTAD - Participation in THE NEXT SOCIETY Summit in Cairo and preliminary discussions on a partnership in 2020
⇒ Agence de l’Oriental - partnership on promotion and several events
⇒ Région Provence Alpes-Côte d’Azur - partnership for the zero plastic waste challenge in the Mediterranean
⇒ MedCities - ANIMA becomes an observer member of this network of cities
⇒ Aix Marseille University - Partnership for the certifying training programme in territorial marketing (EBSOMED Project)
⇒ Business France - Partnership for the certifying training programme in territorial marketing (EBSOMED Project)
Statutory life

Statutory meetings

The association has held three meetings of its Board of Directors and one General Assembly. Among the important decisions made during these meetings, let us note the definition of strategic priorities for the mandate during the administrators’ workshop in Athens in February, ratified during the General Assembly in Cairo in June; the establishment of a remuneration policy applying to the Association staff; and the establishment of the following thematic commissions within ANIMA, which are open to the members of the association:

⇒ Monitoring of project management (project development and implementation)
⇒ Monitoring of capacity building programmes
⇒ Monitoring of network facilitation and development
⇒ Monitoring of international relations (international organisations, Gulf countries, Africa)
Overall Impact

Activity indicators
One ANIMA event every working day

With 91 events organised and 110 activities in total, ANIMA and project partners have significantly increased their activity volume in 2019. The year was especially marked by the implementation of 43 training courses intended for economic development organisations (EBSOMED certifying Master Classes), entrepreneurs or clusters. 14 business events were also organised, for instance as part of the Business Innovation Days (Tunisia, Palestine) and Business Forums of the DiafrikInvest project.

![2019: 203 days of events](image)

![2019: 110 activities](image)
52 % of activities organised in the South, including 6 % in sub-Saharan Africa

ANIMA activities are still mostly concentrated in Southern Mediterranean partner countries. This year was again marked by a great activity dynamic in Senegal, particularly around the FIELD Forum of CJD Senegal and the Rencontres Africa in the framework of the DiafrิกInvest project.

Apart from office activities implemented in France, the countries where ANIMA has been most active this year are equally Morocco, Egypt, Lebanon and Tunisia.

2019: 110 activities organised in 13 different countries

2019: 46% of the activities organised in MED countries
Over 3100 participants including 1400 businesses

Participation is rather evenly distributed between training (over 900 people, which validates the new developments launched in 2019), conferences (800 people) and business events (nearly 900 participants). Certain events were particularly successful in terms of attracting many participants, such as the Innovation Summit in Egypt (ITIDA), the FIELD Forum of CJD Senegal or the Bootcamp in France for launching the DiafriKInvest acceleration programme.
Sub-Saharan African participation almost triples

ANIMA brings together a large majority of participants from Southern Mediterranean countries (59% of participants). Between 2018 and 2019, African audience went up from 7% to 18% in one year for two reasons: the series of events organised in Dakar by CJD Senegal as part of DiafrickInvest, and the participation of African investment promotion agencies members of RIAFPI in EBSOMED Master Classes.

2019: 3,1073 participants in 91 activities
(coordination, studies & online communication excluded)

Mediterranean (MED) 59%
EU 22%
Africa 18%
Others 1%

2019: 1,897 MED participants
(out of 3,107 participants in 91 activities; coordination, studies & online communication excluded)

- Tunisia
- Morocco
- Egypt
- Palestine
- Lebanon
- Jordan
- Algeria
- Syria

0 50 100 150 200 250 300 350 400 450 500

Number of participants: 452 441 412 206 189 104 66 27

ANIMA Annual Report 2019
An impact that has tripled in two years

In 2019, ANIMA and its project partners have trained 879 people and organised 1088 business meetings. This is three times more than in 2017, which reflects ANIMA’s will to strengthen its impact and efficiency.

The training is intended for economic development organisations (EBSOMED), clusters and start-ups (THE NEXT SOCIETY) or diaspora entrepreneurs (DiafrikInvest). The events that generated the most meetings are the #TechDays in Morocco (inter-cluster meetings), the meetings between Tech Hubs during Emerging Valley (France), in partnership with the European Commission, as well as THE NEXT SOCIETY mission at the Vivatech Show (France) with Rising Sud and Région Provence Alpes Côte d’Azur.
103 000 people were in contact with ANIMA in 2019

Overall, ANIMA has reached 308 006 people through the various channels used by the network. We estimate that 66% of these contacts concern the same people. Therefore ANIMA’s communication has generated 103 000 single contacts.

Dissemination and outreach

464 press articles talk about ANIMA or its projects

In addition to digital visibility, ANIMA has generated over 460 press articles. 86 relate to ANIMA, 97 to DiafrikInvest, 210 to THE NEXT SOCIETY and 71 to EBSOMED.
Life of the projects

Partnerships and action plans
Funding: European Commission (DG NEAR); THE NEXT SOCIETY Club; Project partners
Budget: 7.7 M€ (90 % EU grant)
Duration: 2017 - 2021
Role of ANIMA: Pilot

Project partners

Ecosystem Partners

Project coordinator

ANIMA Annual Report 2019
Project ambitions and action plan in 2019

In 2019, THE NEXT SOCIETY has enabled consolidating the results already obtained over the past 2 years and accelerating the implementation of its action plan for entrepreneurs, clusters, researchers and technology transfer offices, along with its advocacy work in favour of innovation policies to better meet the needs of innovation stakeholders. For the first time, specific activities have also been implemented for Tech Hub managers.

Since innovation is often considered as a concept specific to each target group (innovative entrepreneurs, innovation in industry, innovation in research...), THE NEXT SOCIETY wanted to adopt a holistic approach, making it possible to strengthen each of these target groups, while accelerating cooperation between them at national and regional level, and providing this community with dedicated tools and resources.

73 activities were organised as part of THE NEXT SOCIETY action plan in 2019, including 41 events. The project brought together nearly 1500 participants during these events, including 480 for training activities only.

45 start-ups (corresponding to 64 entrepreneurs), 26 clusters, 95 technology transfer agents, 96 researcher-entrepreneurs and 45 technology hubs were directly supported and accelerated by the project during the year. As a result of this work, 1.5 million euros were raised by the entrepreneurs supported and 7 international partnerships have already been signed.

To strengthen cooperation within ecosystems, improve national innovation frameworks and promote good practices, the project also provided the community with:

⇒ Innovation monitoring and measurement tools that provide information on the performance of innovators and ecosystems: Small Business Assessment Tool, update of the Mediterranean innovation dashboard (free online access on thenextsociety.co)

⇒ Assessments of each national innovation ecosystem (6 country profiles available online)

⇒ Assessments of industry performance and opportunities in Mediterranean countries (6 country profiles available online)

⇒ Advocacy panels bringing together national ecosystem stakeholders to formulate national roadmaps
Main project results in 2019

Impact on innovation strategies in Mediterranean countries

Egypt
THE NEXT SOCIETY brings its expertise to develop the economic model of an accelerator providing specific services for the internationalisation of Egyptian start-ups.

Jordan
THE NEXT SOCIETY brings its expertise to develop a new research and innovation funding programme combining a private sector component with the existing Scientific Research Support Fund, in order to generate collaborative projects between the academic world and the private sector.

Lebanon
A roadmap was established during THE NEXT SOCIETY panels for Lebanese universities in order to strengthen their technology transfer (TT) capacities. 29 concrete recommendations aimed at stimulating TT in the country have been formulated and are currently being examined by local stakeholders and authorities with a view to their implementation.

Morocco
THE NEXT SOCIETY provides assistance in preparing for the implementation of a Research Tax Credit (RTC) in order to encourage businesses to invest much more massively in R&D.

Palestine
The project supports the development of the national innovation strategy which will be led by the Higher Council for Innovation and Excellence.

Tunisia
THE NEXT SOCIETY contributes to developing and promoting the potential of researchers in Tunisia and the independence from foreign R&D by supporting the development of a web platform for innovation and technology transfer aimed at linking the innovation needs of businesses with the innovation potential developed by universities and young entrepreneurs.
Facilitation of the innovation ecosystem community in the Mediterranean

Throughout the year, THE NEXT SOCIETY consortium has actively contributed to creating a vast Euro-Mediterranean network of innovation stakeholders and facilitating this community, through:

- Developing and improving facilitation tools
- **i-Maps**, online mapping of innovation support organisations in the Mediterranean: 476 mapped organisations including clusters, technoparks, incubators, technology transfer offices, co-working spaces, fablabs...
- **i-Community**: professional social network for clusters allowing to get in touch for B2B, event promotion, monitoring and dissemination of good practices (199 active users and 1208 publications in 2019)
- **i-Financing**: tool for personalised monitoring of international financing opportunities and search for cooperation partners

- Easier cooperation
  - 13 new agreements signed in 2019 with “ecosystem partners“, thus bringing their total number to 30 (in addition to project partners).
  - 1018 B2B meetings organised in 2019
  - 44 new mentors trained, and 11 new couples created between entrepreneurs and mentors
  - 27 twinnings launched between European and Mediterranean clusters in 2019

- Organising major regional events:
  - **Tech Days**: EU - MENA Cluster Matchmaking (Morocco) in partnership with the European Commission (DG GROW)
  - **Euro-Mediterranean Investment and Innovation Summit** (Egypt)
  - International business mission @VIVATECH (France)
  - International business mission @FILEX (France)

- Mobility and exchange programmes
  - 9 new Southern Mediterranean start-ups incubated in European hubs during soft-landing missions
Connecting Diaspora talents with opportunities in Morocco, Senegal and Tunisia

**Partners**

**AMBITON STRATEGIQUE**
Objectif: Promouvoir une relation durable entre la communauté expatriée et les pays africains ciblés
- Identification de hauts talents et entrepreneurs de la Diaspora en Europe
- Concertation entre les hauts talents et les institutions nationales
- Coordination nationale et nouvelles stratégies pro-Diaspora

**AMBITION MICROECONOMIQUE**
Objectif: Développer les entrepreneurs grâce à la diaspora
- Mentorat et coaching individuel
- Assistance technique et conseil
- Missions sur les marchés ciblés
- Participation à des grands événements d’affaires
- Rencontres avec des grands acheteurs

**AMBITION FINANCIERE**
Objectif: Dynamiser l’investissement productif et le développement local via des instruments innovants associant la diaspora
- Préparation à la recherche de financement
- Promotion de projets en recherche d’investissement (crowdfunding)
- Mise en réseau business angels diaspora et investisseurs des pays d’origine
- Rencontres avec des investisseurs

- 120 bénéficiaires Diaspora Lab / Diaspora Tech
- 30 entrepreneurs de la Diaspora accompagnés
- 30 entrepreneurs accompagnés dans les pays d’origine

- 50 entrepreneurs formés à la recherche de financement
- 30 projets accompagnés dans leur stratégie
- 20 campagnes de levée de fonds lancées

45 hauts potentiels mobilisés
50 réseaux des diasporas
3 offres de services "Diaspora"
Main results of DiafrikInvest in 2019

Support for Diaspora entrepreneurs

50 top talents from the diaspora mobilised in the framework of a mentoring programme benefitting Tunisian, Moroccan and Senegalese entrepreneurs;

250 entrepreneurs sourced with the help of 50 diaspora associations in Europe and 50 ecosystem partners in Africa;

120 entrepreneurs (start-ups, VSEs and SMEs) supported in their access to markets and access to funding;

40 diaspora entrepreneurs supported for the creation or development of their business in Tunisia, Morocco or Senegal;

30 international coaching and market access events (business forums, bootcamp, masterclasses, economic forums, B2B, etc.) in the three countries of intervention;

Mobilisation of Diaspora investments towards African businesses

50 financers connected to supported projects (African business angels or from the diaspora, VC, private sector, etc.);

16 entrepreneurs supported by Afrikwity in preparation for fundraising;

+1 million euros in investment promises collected from financers by March 1, 2020.

Impact on national strategies for mobilising Diaspora investment

Liaison working parties between stakeholders collaborating with the diaspora have been set up in all three countries, which to date have piloted the creation of 2 digital platforms for mobilising the economic diasporas of Tunisia and Senegal:

⇒ http://financini.org.tn/ in Tunisia, which has the potential to become a common law mechanism for the identification of funding dedicated to entrepreneurship, and which already includes 200 financing and support mechanisms;

⇒ http://entreprendreausenegal.org/ in Senegal, supported by DGASE, ADEPME and DER, in a "diaspora shop" approach, and which already includes 40 support and financing stakeholders;

Several expressions of interest received from other territories and economic development stakeholders of other African countries, to duplicate good practices in mobilising diasporas (Ivory Coast and Algeria in particular);

A study is underway on the tools and instruments for the financing of African SMEs and start-ups by the diaspora.
Peer technical assistance

ANIMA implements a peer-to-peer learning programme in the framework of the EBSOMED project, which consists of organising consultancy missions mobilising the expertise of staff from economic development organisations, for the benefit of a peer. This programme especially offers a service that complements the EU-OECD programme on investment promotion, which carries out the assessment of several investment promotion agencies.

At the beginning the promotion of this programme did not give rise to many project proposals: almost none. The main reason was an administrative constraint of the project which limited the number of affiliated partners who could provide the expertise, which in turn limited the potential topics of assistance to be provided. In 2019, ANIMA proposed flexibility for the instrument and opened the possibility to choose any organisation from among its peers (not necessarily affiliated partners). The number of projects remained limited due to the difficulty of identifying a counterpart organisation for beneficiaries. The team then began to design peer projects and to search among the areas of expertise present in the community, those which could correspond to the needs expressed by interested beneficiaries. The following projects were born from this process in 2019:

**AWEX (Belgium) - CEPEX (Tunisia)** - Strengthening Tunisian public offer for the promotion of exports and the improvement of services to Tunisian businesses. The operation is complete and could lead to new developments.

**INSME (Italy) - UCASTI (Palestine)** - Exchange of know-how to develop a new innovation centre in Palestine. The operation is complete and was carried out jointly with a consultancy mission for UCASTI led by ANIMA.

**Berytech (Lebanon) - Marseille Innovation (France)** - Interest in developing a collaboration both to share on incubation methods and to offer mutual soft landing. A MoU was signed and a visit of Berytech teams in Marseille took place without EBSOMED financial support. A second mission is to be organised.

Other technical mini-twinnings started their preparation in 2019 for implementation in 2020.
Economic development Master Classes

ANIMA has implemented two certifying training cycles in partnership with Business France and Aix Marseille University in 2019.

**Cycle C2 focused on the territorial marketing cycle** and aimed to enable managers of economic development agencies, in four seminars, to design a strategy, structure its governance, promote the technological centres of the territory and build their communication plan.

**Cycle C4 focused on the engineering cycle of an international cooperation project** and offered managers in charge of cooperation, in four seminars, to better understand funding opportunities provided by donors, to conceive a project strategy, to know the project management tools and methods, and to set up project monitoring and capitalisation. The seminars took place in Athens (GR) in January, in Nador (MA) in March, in Beirut (LB) in October and in Marseille (FR) in December and brought together a core group of 40 laureates for the two cycles as well as dozens of free listeners.

The originality of these training courses was not to sanction the knowledge acquired, but rather to support fellows in the building of a project throughout the training cycle. This way, the organisation sending the fellow also capitalised on the training and could benefit from a new service or tool. Therefore, a dozen projects built by the fellows emerged as part of their group working supported by our experts throughout the year, some having even benefitted from dedicated budgets within their organisation for their implementation beyond the Master Classes.

The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.
Assemblée générale ANIMA à Tunis
Member involvement
Participation in activities
425 staff of ANIMA members participated in the network activities (+28%)

A stable financial relationship with the members

Contributions and funding
In total, members’ contributions represented 106 000 € in 2019, (-1000€ over one year), which represents 7% of the association’s resources.

Funding provided by ANIMA to the members through projects
In total, ANIMA has provided 619 100 € in funding in 2019 to the association members for the co-financing of activities implemented in the framework of projects managed by the association. This amount is almost similar to that of last year.
28 members are involved in consortia led by ANIMA

AWEX, EBAN, EBN (BEL), GAFI (EG), AFD, FEMISE, Fondation de l’Université de Lyon, KEDGE Business School, Provence Promotion, Région SUD, Rising SUD (FR), Ceipiemonte, INSME - Global Network for SMEs (IT), Berytech (LB), StartUp Maroc (MO), PICTI (PAL), ACCIÓ (SP), APII, CONECT (TU), Mowgli Mentoring (UK)

AMDIE, StartUp Maroc (MO), CONECT (TU)

AWEX (BE), Business France (FR), Enterprise Greece, IED (GR), Ceipiemonte, INSME - Global Network for SMEs, Promos (IT), Agence de l’Oriental (MO), UCAS TI (PAL), AMEC (SP), CONECT (TN)
Benefactor Members

Collaborations with local authorities of Marseille-Provence and Région SUD
160 participants from the Region Sud in ANIMA activities

Due to its presence in Marseille, and in the framework of its partnership with the Region Sud, the Aix-Marseille-Provence Metropolis and the City of Marseille, ANIMA makes a specific effort to support the stakeholders of these territories in their cooperation and internationalisation towards the south of the Mediterranean. In 2019, they represented 28% of French participants in ANIMA activities.

Participation in the strategies of local authorities and stakeholders

⇒ The General Delegate of ANIMA is a member of the Aix-Marseille-Provence Metropolis Development Council.
⇒ ANIMA is a member of Team France Export, the working group of the regional stakeholders of internationalisation.
⇒ In 2019, ANIMA produced a publication on sustainable investments in the Mediterranean, intended for guests of Region Sud during the event La Méditerranée du Futur Act III.
⇒ ANIMA contributed to the missions of the Region President in Egypt and Lebanon in June 2019, and the President of Aix-Marseille-Provence Metropolis in Morocco. A meeting took place between the Region and the Egyptian Minister of Investment, between the Metropolis, APDN and businessmen organisation of Tangiers, and the Lebanese incubator Berytech developed a partnership with Marseille Innovation, both members of the network.
⇒ ANIMA has supported the Région Sud administration in setting up the challenge "zero plastic waste in the Mediterranean". 50% of applications came from the south of the Mediterranean thanks to this support and a Lebanese entrepreneur was among the three prize winners.
⇒ ANIMA collaborated with Rising Sud agency to welcome a delegation of 16 Southern Mediterranean start-ups in Provence and to lead a delegation of entrepreneurs to the Vivatech show in Paris.
⇒ ANIMA has organised a major bootcamp in Aix en Provence, bringing together 140 people including 60 entrepreneurs from the diaspora and from Morocco, Tunisia, Senegal. 4 of these businesses are now located in Marseille.
⇒ Rising Sud, Femise, Kedge BS are members of ANIMA consortia; Zebox, The Camp, M, Factory 619 Accelerator, Cleantech Nursery, CCIMP, AMU, IRD, Pôle Mer, Cap Energie, Cluster EA are involved in their activities.
Emerging Valley

ANIMA took part in the third edition of Emerging Valley, the Aix-Marseille-Provence annual event on African tech. ANIMA contributed in three domains:
A plenary intervention on the topic of the emergence of African entrepreneurial leadership.
The organisation with the European Commission (DG Research) of a partnership meeting workshop between Mediterranean and African Tech hubs, programmed as part of THE NEXT SOCIETY.
The organisation of an Open Innovation workshop in partnership with EPA Euroméditerranée and The Camp to bring together start-ups, researchers, large corporations and territorial stakeholders.

La Méditerranée du Futur - Act III

Similar to last year, ANIMA took part in the organisation of the third edition of La Méditerranée du Futur summit alongside the Region Sud, and the theme was investment.
ANIMA participated in promoting the event within its wider network.
During this November 2019 edition, ANIMA was involved in the conferences and presented its publication on foreign investment in the Mediterranean and their contribution to sustainable development.
The organisers had also selected Impact Invest, the new initiative of ANIMA and RIAFPI on sustainable investments, from among the initiatives promoted by the conference to attending donors.
This ANIMA Annual Report 2019 was developed and written by Emmanuel Noutary with contributions from the ANIMA team.

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