



ANIMA EMEA BUSINESS FORUM

2 - 3 November 2016

Villa Méditerranée | Marseille

With growth rates announced between 3 to 4% for North Africa, 7% for West Africa and 2.5% for the Gulf, the Middle East Africa area promises to be the driver of growth and competitiveness for Europe in the coming years. Conversely, countries of this region are also researching technology to move industrial upmarket and strategic investments to prepare for the post-oil era. Hence, the EMEA region (Europe - Middle East - Africa) which brings together the most promising markets in the world, innovation and technology fields and significant financial resources ready to be invested, could assert itself as a proper area of economic cooperation and strategic dialogue in global competition.

Why the Mediterranean countries are proper drivers to target Gulf and African markets? How Marseille and its economic well-developed networks in the Mediterranean can be a platform to facilitate synergies? Business leaders, multinational corporations, investors, representatives of innovative ecosystems are invited to discuss these issues and enhance their complementarities on the occasion of the EMEA Business Forum organised in Marseille by ANIMA Investment Network for its 10th anniversary. Besides a range of conferences, the Forum will provide a large programme of networking and information bound for companies which want to evolve in this region.

The **ANIMA EMEA Business Forum** propose two days dedicated to strategic reflection, business and construction of a sustainable cooperation: **5 plenary conferences**, **3 focus "inspiring experiences"**, the **"Analyses and experiences: employability and opportunities for Youth" workshop in partnership with SAHWA project** [1], visits of the Aix-Marseille-Provence metropolis's Technoparc for businesses, a **EUROMED Invest**[2] **Business Village** with Countries Help desk (Ivory Coast, Egypt, France, Lebanon, Morocco, Tunisia), **"business opportunities and partnerships for digital companies" workshops**, as well as a dedicated space to business meetings.

Furthermore, in the occasion of its anniversary, **ANIMA will unveil its analysis on 10 years of foreign investment in the Mediterranean** based on data from the [ANIMA-MIPO Observatory of Investments and partnerships](#).

[1] The SAHWA project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 613174

[2] EUROMED Invest is a 3 years project (2013-2016), co-financed up to 80% by the European Commission for a total of EUR 5 million.

ANIMA Investment Network invites you to take part in this major event and to meet our prestigious speakers and our business partners

This is an opportunity to facilitate meetings and exchanges between participants and the press, to arrange interviews with speakers and personalities and to revisit the highlights of the day in a friendly atmosphere.



Ouvrir les frontières de la coopération économique en Méditerranée à l'ère du numérique

Open borders for Mediterranean economic cooperation in the digital age

2-3 Villa
Nov Méditerranée
2016 Marseille



They will take part to the ANIMA EMEA Business Forum

ANIMA will receive several influential speakers from across the EMEA region. Here are some personalities expected :

Yazir Chir

Co-founder & Chief Business Innovation Officer, Be-bound, France

Zakaria Fahim

CEO, Hub Africa, Maroc

Candace Johnson

President, EBAN & Sophia Business Angels, Founder Astra, France

Christian Lim

Senior Manager Sub Saharan Africa, Africinvest, Tunisia

Corrine Versini

General Manager, Genes'Ink, France

Didier Parakian

Deputy Mayor of Marseille in charge of economy

Dirk Vantghem

International Business Director, EUROCHAMBRES, Belgium

Elena Sanchez-Montijano

SAHWA scientific coordinator, Barcelona Center for International Affairs (CIDOB), Spain

Fathallah Sijilmassi

General Secretary, Union for the Mediterranean

François-Aïssa Touazi

President, Cap MENA, France

Guillaume Thureau

Network Coordinator of Second Chance School, Associate Expert lesMed, Spain

Hicham Bouzekri

CEO, Fondation Mascir, Morocco

Triin Rast

Project Manager, E-Governance Academy, Estonia

Karim Koundi

Associated, TMT Industrie Leader francophone Africa, Deloitte, Tunisia

Khaled Bouchoucha

CEO & founder, IRIS Technologies, Tunisia

Khalil Laabidi

President ANIMA Investment Network and Director of FIPA, Tunisia

Driss Ksikes

Director, Research Center of Institut des Hautes Etudes de Management (HEM-CESEM), Morocco

Mohamed MBarki

Former Minister, CEO, Agency of the Oriental, Morocco

Mondher Khanfir

CEO, Wiki Start-up, Tunisia

Özgehan Senyuva

Associate Professor, Department of International Relations, Middle East Technical University, Turkey

Philippe Yvergniaux

International cooperation Director, Business France, France

Rasha Tantawy

Head of Business Support & Entrepreneurship, TIEC, Egypt

Rebecca Enonchong

CEO & founder, Apps Tech, US, France & Cameroon

Romain André

Health Project Manager, Agence française de développement, France

Sahbi Othmani

General Director, NCA Rouiba, Algeria

Tomi Davies

CEO, Africa Business Angel Network, UK & Nigeria

Tony Bury

CEO & founder, Mowgli Foundation, UK

Zineb Rharrasse

Co-founder & Managing director, StartUp Morocco



Under the moderation of journalist and animator
Alex Taylor

Ana Martingui

Communications and Research Manager at EuropEFE, Spain

Discover all the details on speakers' biographies on its [dedicated web space...](#)

Download
the programme

Register now!

Contact

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About ANIMA Investment Network

ANIMA Investment Network is a multi-country cooperation platform for economic development in the Mediterranean. The ANIMA network gathers 80 government agencies and business network, financing and innovation around the region. ANIMA's objective is to contribute to the continued improvement of the Mediterranean business climate, and investment growth in the Mediterranean region. The ANIMA network is operated from Marseille (France) by a 15 people team and is chaired by Khalil Laabidi, General Manager, FIPA Tunisia. The majority of its funding comes from the management of international donor programs.

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Union pour la Méditerranée
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