



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 Technoparcs 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.

They will take part to the ANIMA EMEA Business Forum

Yazir Chir

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

Zakaria Fahim

CEO, Hub Africa, Maroc

Candace Johnson

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

Aurélien Baudoin

Diaspora Project Manager, ANIMA Investment Network, France

Ilan Urroz

Director PRIMI (Cluster Tranmedia, France)

Louis Aloccio

Vice President, Chamber of Commerce and Industry of Marseille Provence (CCIMP)

Maxime Defous

Director Impulse Incubator, France

Michel Athenour

CEO and Founder, Autrement, France

Raphael Bello

Director France, European Bank for Reconstruction and Development (EBRD)

Vianney Lesaffre

Associate eRegulations Expert, UNCTAD, Switzerland

Stéphanie Schohn

Head Ecosystem and Animation, SCS competitiveness cluster, France

Audrey Pierlas

Director ICC International PACA: Support for collective actions in African zone

Andrea Kazan

Business Expert in the ICT sector, IDAL (Investment Development Authority of Lebanon)

Nacer Eddine Hammouda

Senior Researcher, CREAD, Algeria

Nidal Qanadilo

Chief Coach, OASIS 500, Jordan

Christian Lim

Senior Manager Sub-Saharan Africa, Africinvest, Tunisia

Corinne Versini

General Director and Founder, Genes'Ink, France

Didier Parakian

Deputy Mayor of Marseille, Economy and Business Relations

Dirk Vantghem
Director of International Affairs,
EUROCHAMBRES,
Belgium

François-Aïssa Touazi
President, Cap MENA,
France

Triin Rast
Project Manager,
E-Governance Academy,
Estonia

Khalil Laabidi
President ANIMA Investment
Network and Director of FIPA,
Tunisia

Mondher Khanfir
CEO & Co-founder,
Wiki Start-up,
Tunisia

Rasha Tantawy
Head of Business Support &
Entrepreneurship, TIEC,
Egypt

Sahbi Othmani
General Director,
NCA Rouiba,
Algeria

Abdul Malek Al Jaber
CEO MENA Apps, President
MENA Business Angels
Network, Jordan

André Jeannerot
President Medinsoft, President
Aix-Marseille French Tech,
France

Christos Staikos
President, Enterprise Greece,
Greece

Elena Sanchez-Montijano
SAHWA Scientific Coordinator,
Barcelona Center for
International Affairs (CIDOB),
Spain

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

Karim Koundi
Associated, TMT Industrie
Leader francophone Africa,
Deloitte, Tunisia

Amina Ziane-Cherif
Project Manager, ANIMA
Investment Network,
France

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

Rebecca Enonchong
CEO & Founder, Apps Tech,
US, France & Cameroon

Tomi Davies
President & Co-founder, Africa
Business Angel Network,
UK & Nigeria

Salvatore Nigro
CEO, EuropEFE,
Spain

Hadi El-Assaad
International Expert Advisor,
ESA & Smart ESA

Christian Rey
Director, Marseille Innovation,
France

Sudqi Omoush
Deputy Secretary General for
Business Development, Union
for the Mediterranean

Hicham Bouzekri
CEO, Fondation MAScIR,
Morocco

Khaled Bouchoucha
CEO & Founder, IRIS
Technologies,
Tunisia

Mohamed MBarki
Former Minister, CEO, Agency
of the Oriental,
Morocco

Philippe Yvergnaux
International Cooperation
Director, Business France,
France

Romain André
Health Project Manager,
Agence française de
développement, France

Tony Bury
President & Founder,
Mowgli Foundation,
UK

Michèle Mansuy
Director Pole Studies and
Research, OCEMO,
France

Karim Besri
Account Manager, AMDI
(Moroccan Agency for
Investment Development)

Eman Gamal
Director of International
Cooperation, GAFI (General
Authority For Investment),
Egypt

Francine Bevan

Project manager, TETHYS
Consortium of Euro-
Mediterranean Universities -
Aix-Marseille Université, France

Walid Marrouch

Researcher, Lebanese
American University,
Lebanon

Jacques Sarraf

President, BUSINESSMED
(Union of the Mediterranean
Confederations of
Enterprises), Lebanon

Zineb Rharrasse

Managing director & Co-
founder, StartUp Morocco,
Morocco



Ana Martingui

Communications and
Research Manager at
EuropEFE,
Spain

Under the moderation of
Alex Taylor,
journalist and animator

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



**ANIMA EMEA
BUSINESS FORUM**

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

organised par / organised by



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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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