

## INVESTMED Sub-grant Program

### Final Agenda – Mid-Term Regional Event

10-11 July 2023  
Sant Pau Recinte Modernista  
Barcelona, Spain

Event Co-organised by IEMed and EMEA

The INVESTMED Mid-term Event is an event co-organised by the European Institute of the Mediterranean and the Euro-Mediterranean Economists Association that will bring together stakeholders to address the challenges faced by Mediterranean MSMEs while exploring opportunities for sustainable growth.

This event, organized under the ENI CBC Med INVESTMED project's sub-granting scheme, aims to enhance the competitiveness, sustainability, internationalization, and innovation capabilities of the region's Micro, Small, and Medium-sized Enterprises (MSMEs).

By supporting new and sustainable business opportunities for young people and women in Egypt, Lebanon, and Tunisia, INVESTMED strives to positively impact both MSMEs and public authorities. Throughout this event, selected MSMEs and Business Support Organizations (BSOs) will have the chance to network, exchange best practices, and engage in discussions on policy options that foster an enabling environment for entrepreneurs. Join us as we work towards a greener and more prosperous future for the Mediterranean region.

**July 10<sup>th</sup>, 2023**

### **H 9:00-9:30 – Registration**

#### **H 9:30 – 10:00 - Welcome remarks**

**Prof. Rym Ayadi**, Founder and President - Euro-Mediterranean Economists Association (EMEA)

**Roger Albinyana**, Managing Director - European Institute of the Mediterranean (IEMed)

**Jihene Boutiba**, Secretary General - BUSINESSMED

**ENI CBC Med Officers**, TBD

### **H 10:00-10:30 Coffee break**

#### **H 10:30- 12:00 - Advocacy Session**

**Moderator: Kirsty Fairhurst**, Assistant Project Manager, EMEA

**H 10:30 - 11:00 - Policy Recommendations to contribute to an enabling environment for MSMEs in the Southern Mediterranean:**

- **Blue Economy, Green Economy and CCI:** Yeganeh Forouheshfar, Researcher, EMEA
- **Entrepreneurial Ecosystem:** Sandra Challita, Researcher, EMEA
- **Social Protection Schemes:** Najat El Mekkaoui, Senior Researcher, EMEA

**H 11:00 - 11:45 - Presentation and Interactive Discussion on the Regenerative Economy:**

**Carlo Sessa**, Researcher, EMEA

**H 11:45 - 12:00 Q&A moderated by Kirsty Fairhurst**, Assistant Project Manager, EMEA



## H 12:00 - 13:30 – Financing Schemes Panel Session

**Moderator:** Basma Majerbi, Finance Professor, University of Victoria

**Speakers:**

- Jonàs Sala, Co-founder and Partner, Verkami
- Tayrn Andersen, CEO and Co-founder, Impulse4Women
- Natalia Olson, Director of Government and Institutional Partnerships, Plug and Play Tech Centre
- Kwame Sarpong Barnieh, Partner, KPMG Ghana
- Q&A

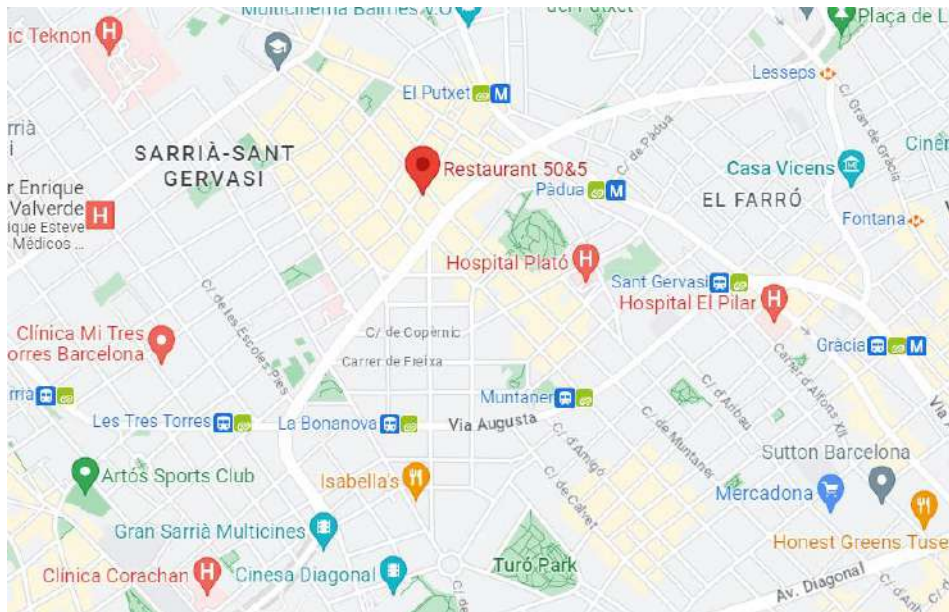
### H 13:30-15:00 - Lunch break + Interview session

### H 15:00- 17:00 - MSMEs & BSOs follow-up session

- Progress in project implementation
- Roundtable follow-up session
- Incubation and acceleration programs

### H 20:00 – Dinner at [Restaurant 50&5](#)

**C/ de Muntaner, 505, 08022 Barcelona**



**July 11<sup>th</sup>, 2023**

## **H 9:00 -9:30 – Breakfast**

## **H 9:30 – 11:15 – Peer-to-peer workshops**

1. Roundtable discussions in sub-groups:
  - Business Development in Tourism & Video Production: Tackling Market Access and Distribution Challenges
  - Unlocking Local Potential: Business Strategies for Agriculture and Food Security in Local Markets
  - Exploring Synergies between Arts, Culture, Handicrafts, and Self-care Products
  - Innovation Harvest: Exploring Cutting-Edge Technologies in Agriculture and Water Management
  - Certification and Export Strategies for Expanding Markets Abroad
  - Circular Economy & Impactful Synergies in Recycling and Sustainable Construction
2. Synergies and common grounds
3. Case study analysis

## **H 11:15 – 12:00 – Workshops conclusions**

## **H 12:00- 12:15 Closing remarks**

- Rim Maamouri - BUSINESSMED MEAL Officer
- Cristina Valero - IEMed Project Manager of the INVESTMED Project
- María Ruiz de Cossío - EMEA Project Manager of the INVESTMED Project

## **12:15 -13:00 Lunch break**

## **13:30-14:30 - Field visits**

Organised visits to start-ups/hubs based in Barcelona and operating in the green, blue economy and creative industries

- Green Economy: Cosmo Caixa
- Blue Economy: Xarxa Maritima
- CCI: Caixa Forum