



INVESTMED

Subgrant Programme

**Final Regional Subgrant Event
28th and 29th November 2023**

Co-organised by BUSINESSMED, EMEA, and IEMed

INVESTMED (InNoVativE Sustainable sTart-ups for the MEDiterranean)

To support the development of sustainable entrepreneurship and business initiatives, by creating a backing environment and facilitating access to new markets with the final goal of generating increased economic opportunities and jobs for young people and women in Egypt, Tunisia, and Lebanon.

Introduction

The INVESTMED Final Regional Event event took place on the 28th and 29th November 2023, in Tunis, Tunisia, gathering the 40 beneficiaries of the project's subgranting programme from Egypt, Tunisia, and Lebanon, along with experts in sustainable entrepreneurship, investors, and policymakers.

The INVESTMED project, co-funded by the European Union under the ENI CBC Mediterranean Sea Basin Programme 2014-2020, launched a call in 2022 for sub-grants to provide support for new, sustainable business opportunities for young people and women in three countries: Egypt, Lebanon, and Tunisia. The call looked for innovative MSMEs, startups, and recently established enterprises implicated in the following sectors: Green economy, Blue economy, and Creative and Cultural Industries (CCI). 12 MSMEs were awarded the grant in Lebanon, 12 in Egypt, and 14 in Tunisia.

This event marked the end of the implementation of the subgrants, after a year of working on their businesses. This final regional event, gathered the project beneficiaries in Tunisia with sessions to improve their pitching skills, discuss policy for the Southern Mediterranean, connect with other entrepreneurs in the B2B session, and present their businesses to investors on the final day.

This report summarises the key sessions and activities of the Final Event and highlights the experiences of the entrepreneurs and business support organisations. To discover more about the event and the INVESTMED project in general, head to the INVESTMED website.

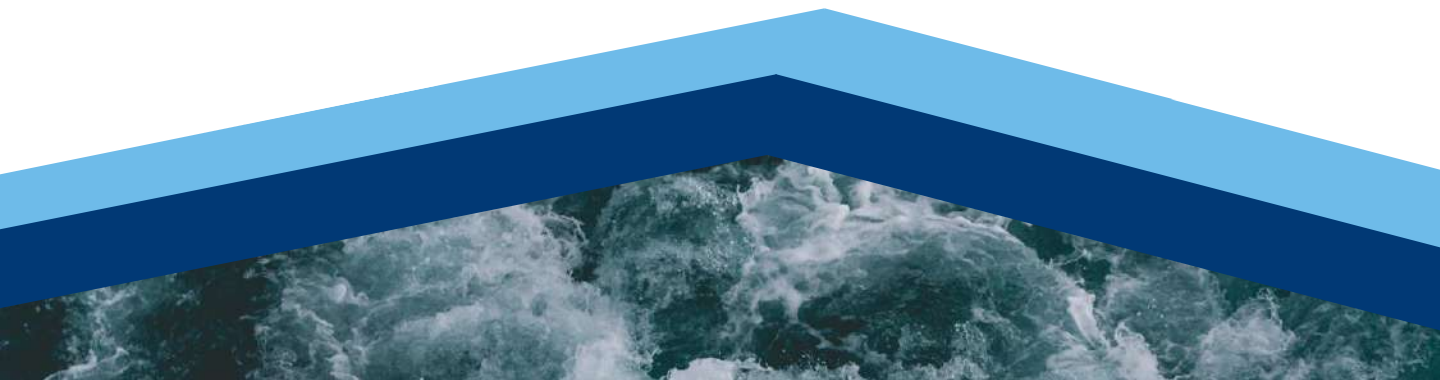
Summary of the Event

The event opened with Jihen Boutiba, Director General of BUSINESSMED - Union of Mediterranean Confederations of Enterprises, lead partner of the INVESTMED project. She welcomed all participants, congratulating them on the outputs and achievements they have accomplished over the last year. Following her, Antoine Apprioual, Programme Manager, European Institute of the Mediterranean, lead of the subgranting work package, thanked all the participants for their efforts under the subgranting scheme. Finally, Alaa Ezz, Secretary General CEEBA - Confederation of Egyptian European Business Associations - and INVESTMED project partner, wished the entrepreneurs the best in this two-day event.





To kick off the activities, the entrepreneurs participated in the Entrepreneurial Fireside Chat: Towards an inclusive cross-border Green and Blue entrepreneurial. Split into 2 groups depending on sector, the entrepreneurs had the chance to discuss challenges and opportunities within their sectors and ways to enhance entrepreneurship in their countries. They were joined by two experts, Constantin Salameh, and Dr Emna JEMMALI, who provided their thoughts and feedback on how to strengthen business in the Southern Mediterranean. The workshops were facilitated by the INVESTMED Project Business Support Organisations, Pascale Assaad and Margaret N. Jabara from Fondation Diane in Lebanon, Ahmed Bastawy from icealex, and Alay Aridhi, Westerwelle Startup Haus Tunis in Tunisia.



In the afternoon, the event built on these ideas in the 3rd Advocacy Session, organised by project partner EMEA. The session focused on how to construct an enabling environment for entrepreneurs in the Southern Mediterranean. The session presented the policy recommendations (available in the [INVESTMED policy papers](#)) touching on a range of themes including access to finance, skills and education, regenerative economy, agriculture, food security, and social protection. The session was moderated by Dr. Yeganeh Frouheshfar, Senior Researcher at EMEA, and the discussion brought the entrepreneurial perspective with Mohamed Ben Ahmed, CEO of Aquadeep - a successful start-up in the blue economy, the BSO perspective with Douja Gharbi, CEO of RedStart Tunisie and the policymaker perspective, Chékib Ben Mustapha, Policy and Governance Advisor.





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To close the first day, a session on pitching skills was led by Alessandro Lamanna, Business Consultant to PMI on Strategy Definition, Brand Positioning and International Expansion. He gave an inspiring talk on what is needed to make an impactful impression on investors.

He touched on various themes including, strategies for captivating the investor in the first sentence, delivery techniques and confidence, how to develop the pitch deck suited to your proposal. This was an excellent opportunity for entrepreneurs to perfect their final pitches before presenting their businesses to groups of investors on the final day of the event.



During the pitch session, the following investors were present: Ms Zeineb KASSAB, Director of CSR & SD, STB Bank, Mr Andrea RICCI, Animation Team, ADAPT Project, and Amani WAHABI, Experte Startup/ Startup Ecosystem Support, GIZ from Tunisia, Mr Antoun MOAWAD, Investor, IM Fndng and Mr Constantin SALAMLEH, Coach & Investment Advisor, Berytech from Lebanon, and Mr Maged GHONEIMA, Strategy & Partnerships Manager, Innovators Support Fund (ISF) and Mr Wael RASHIDY, Managing Director, The Guiders Mentors & Consultants from Egypt. Each business had 5 minutes to present its elevator pitch to the investors and make an impression as a next step to securing funding beyond the INVESTMED project.





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Alongside the pitch sessions, the entrepreneurs had booths set up to facilitate B2B networking in the space. Each business had their own booth where they could showcase their products and explain their businesses in more detail. The booths were open to the investors also present at the event, experts, members of the public, and of course, fellow subgrantees. This was an excellent opportunity to fortify cross-border collaborations and to follow-up with investors after the pitching rounds.



In the final activity, the entrepreneurs were able to visit cultural sites in Tunisia. Those implicated in the cultural and creative industries visited Minassa, a CCI incubator in the heart of Tunis old town, La Medina. There, they were tasked with drawing themselves and a partner to foster creativity and engage their imagination.



The green and blue entrepreneurs stepped out of the city to Bizerte, where they visited the fishing port, Ben Ayed Seafood, & the Coworking Business Center (CBC). They heard from some successful entrepreneurs about their businesses, on of which was a successful start-up working in wildfire detection. They then participated in an activity focusing on the reuse of plastic, turning it into art and a profit-making exercise, a model in line with circular economy principles.



DRAFT AGENDA

Final sub-grantee event 28 & 29 November 2023

Hotel Laico -Tunis

28 November 2023				
08:30 - 09:00	Registration & Coffee			
09:00 - 09:30	Opening Session	Panelist	Jihen BOUTIBA	Secretary General, BUSINESSMED
		Panelist	Antoine APPRIOUAL	Programme Manager, IEMED
GROUP 1, 2 & 3				
09:30 - 10:45	Entrepreneurial Fireside Chat : Towards an inclusive cross-border Green and Blue entrepreneurial ecosystem			
	Group 1: Creative & Cultural Industries - Expert: Emna JEMMALI - Facilitator: Westerwelle - Subgrantees	Group 2: Green Economy - Expert: Constantin SALAMLEH - Facilitator: Fondation Diane - Subgrantees	Group 3: Blue Economy - Expert : Emna SOHLOBJI (TBC) - Facilitator : ICEALEX - Subgrantees	
10:45 - 11:00	Q&A			
11:00 - 11:15	Coffee Break			
11:15 - 12:45	Group 1: Creative & Cultural Industries - Expert: Emna JEMMALI - Facilitator: Westerwelle - Subgrantees	Group 2: Green Economy - Expert: Constantin SALAMLEH - Facilitator: Fondation Diane - Subgrantees	Group 3: Blue Economy - Expert : EMNA SOHLOBJI (TBC) - Facilitator : ICEALEX - Subgrantees	
12:45 - 13:00	Q&A			
13:00 - 14:00	Lunch Break			
14:00 - 15:30	Advocacy session	Moderator	Yeganeh Forouheshfar	Senior Researcher, EMEA
		Panelist	Mohamed Ben Ahmed	CEO, AquaDeep
		Panelist	Douja GHARBI	CEO and Co-founder, RedStart Tunisie
		Panelist		
		Panelist	Chekib BEN MUSTAPHA	Associate Partner at MOND BERATUNG, Policy & Governance Advisor
15:30 - 15:40	Coffee Break			
15:40 - 18:00	Training on pitching	- Trainer: Mr Alessandro ALAMANNA		

29 November 2023

29 November 2023		
08:30 - 09:00	Registration & Coffee	
09:00 – 10:00	Pitching session - Tunisia <ul style="list-style-type: none"> Ms Douja GHARBI, CEO & Co-founder, Red Start Tunisia Ms Zeineb KASSAB, Director of CSR & SD, STB Bank Mr Andrea RICCI, Animation Team, ADAPT Project Amani WAHABI, Experte Startup/ Startup Ecosystem Support, GIZ 	Exhibition area & B2B session
10:00 – 11:00	Pitching session - Lebanon <ul style="list-style-type: none"> Mr Antoun MOAWAD, Investor, IM Fndng Mr Constantin SALAMLEH, Coach & Investment Advisor, Berytech Ms Roula MAJDALANI, Coach & Investor in Social Enterprises 	10:30 - Coffee Break
11:00 – 12:00	Pitching session – Egypt <ul style="list-style-type: none"> Mr Maged GHONEIMA, Strategy & Partnerships Manager, Innovators Support Fund (ISF) Mr Wael RASHIDY, Managing Director, The Guiders Mentors & Consultants 	Exhibition area & B2B session
12:00 - 15:00	Transport to Medina and Bizerte and lunch	
15:00 - 17:00	Field visits	<p>GROUP 1: On-field CCI business talk to Minassa in the media of Tunis</p> <p>GROUP 2 & 3: On-field Green & Blue economy business talk - Visits to BEN AYED SEAFOOD (Fishing port Zarzouna) & Coworking Business Center (CBC) in Bizerte</p>



The INVESTMED Project (InNoVativE Sustainable sTart-ups for the MEDiterranean) is co-funded by the European Union under the ENI CBC Mediterranean Sea Basin Programme 2014-2020. INVESTMED has a duration of 30 months, ending in December 2023, with a total budget of €3.8 Million, of which €3.4 Million (90%) is funded by ENI CBC MED.

This publication has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme under the INVESTMED Project. The contents of this document are the sole responsibility of the project partners and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.



Report compiled by EMEA under the INVESTMED project. The Euro-Mediterranean Economists Association (EMEA) is a Barcelona-based regional think-tank that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in Mediterranean and Africa; and promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity.