

# ANIMA ANNUAL CONFERENCE

Day 1 & 2

21-22 June 2022

## THE NEXT SOCIETY Closing Events



Hotel Ramada Plaza  
Les Cotes de Carthage, Gammarth  
Tunis, Tunisia

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## Context of the seminar

The Final event of [THE NEXT SOCIETY](#) is organised by [ANIMA](#) with the support of [CONECT](#) in the presence of the European Commission (DG NEAR).

Since 2017, ANIMA and its partners have federated a community of innovators and tech hubs around the Mediterranean with the ambition to contribute to facing the challenges of this region, the cradle of modern civilizations. Mitigating climate change, fighting against social and territorial imbalances, supporting the rise of technology and creating the jobs of tomorrow. The name of this ambition and this community is deliberately immodest: THE NEXT SOCIETY.

After five years of collaboration, THE NEXT SOCIETY is proud of its impact.

**Half of the 410 companies supported in Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia have been founded or co-founded by women. 78 technological partnerships and business contracts have been signed, 22 of the supported start-ups have raised more than 2 million euros and 151 jobs have already been created. 50 technologies have left the South Mediterranean laboratories to be developed within the framework of industrial partnerships or new company creations.**

**50% of these start-ups mobilise technology for the common good by offering concrete solutions to the Sustainable Development Goals (SDGs) on hunger, health, education, environment and energy.** Thanks to technology, these companies recycle waste or clothes, develop more efficient mobility, water or waste management solutions, rationalise the use of natural resources, detect childhood diseases or accelerate the dissemination of e-learning solutions.

THE NEXT SOCIETY is also at the origin of **new regulatory frameworks** that strongly accelerate innovation in several South Mediterranean countries: reform of the intellectual property regime in universities, support for the implementation of crowdfunding, adoption of tax measures that favour research in companies.

THE NEXT SOCIETY is the proof that the connected, collaborative and integrated Mediterranean basin can develop **solutions to these major regional challenges** and inspire others.

The final event of this project aims at promoting our collective impact after 5 years implementing this comprehensive initiative in Europe and the Mediterranean. We want therefore to build on that, wondering how to go further supporting innovation, setting up new and reinforced cooperation, explore common visions and seek new partnerships to better serve this amazing community.

The objectives of the meeting are:

- **Showcase the impact** of our action whether it be on start-ups, clusters, TTO or public strategies for innovation.
- **Capitalise on these results** for upcoming initiatives and discuss what these results tell us about how to sustain the region's ecosystems.
- **Identify actors or initiatives** able to take ownership of this work to extend its results locally and ensure direct follow-up with new EU regional programs.
- **Provide a business cooperation place** for innovation and industry players from EU and MENA countries willing to develop their international dimension.

After 2 years of online meetings, we hope that this event will be a good opportunity to gather the string arm of the community and build on the impact of THE NEXT SOCIETY to keep on promoting inclusive innovation and competitiveness in the Euromed region. These efforts will be extended through new opportunities gathered in a programme to be launched during this event: Euromed Cluster Forward.

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## Agenda

### Tuesday 21st June 2022, , 1.30 – 5.30 PM: Tech Transfer Collaborative Session

European and Mediterranean clusters, Technology Transfer practitioners, accelerators and experts in the field of technology transfer and innovation: Join us from the 21st June to attend our Tech Transfer Session!

#### What is it?

A collaborative networking session co-organised by Royal Scientific Society - RSS (Jordan), Technoriat (Tunisia) and ANIMA.

#### Why attend?

This session will provide you a very qualitative opportunity to discover and discuss new approaches and meet business and research partners who can help boost your technology transfer strategies and initiatives.

#### Welcome session

##### Closed session: THE NEXT SOCIETY TTO Accelerator programme

##### Coordination: Royal Scientific Society (RSS)

Cross-learning, further support, and establishing a regional TTO network

Closing session for the participants of THE NEXT SOCIETY TTO Accelerator Programme

13.30-15.00

Coffee break and welcoming of Euromed clusters and Tunisian ecosystem partners

15.00-15.15

#### Boosting technology transfer: Regional experience sharing

Introduction and moderation: Zoé Luçon, ANIMA.

Panelists:

- Mohamed Al-Jafari, RSS
- Kristel Khalil, Berytech
- Ramzi Zammali, Association des Technoparks Tunisiens
- Kinno tbc.
- 2 MENA TTOs, tbc.
- 1 cluster, tbc.

15.15-16.00

#### Collaborative networking session

This collective intelligence session will be organised so as to provide networking opportunity within subgroups of participants who will share their expertise, ideas and contacts to answer the specific needs expressed by each participant.

16:00 – 17:30



*The venue will be confirmed asap, and transportation options will be provided.*

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## Wednesday 22nd June 2022 9 AM – 1. PM: Closing meeting of THE NEXT SOCIETY

<p><b>Opening</b></p> <ul style="list-style-type: none"> <li>• <b>H.E.M. Marcus Cornaro</b>, EU Ambassador in Tunisia</li> <li>• <b>Tarak Cherif</b>, President, ANIMA Investment Network</li> <li>• <b>Virginie Cossoul</b>, Senior Programme Manager, Private sector Development, DG NEAR, European Commission</li> <li>• <b>Emmanuel Noutary</b>, General Delegate, ANIMA investment Network</li> </ul>	<p>9:00 - 9:15</p>
<p><b>Session 1: Technology upgrading and new regulations for efficient innovation support ecosystems</b></p> <p><b>Chair: Mathias Fillon</b>, Coordinator THE NEXT SOCIETY</p> <p>In the context of a globalized economy plagued by shocks with worldwide resonance, the innovation developed in MENA countries - and even more so when it is frugal - does not make it possible to respond to the major global challenges, nor to those often common to the countries of the Mediterranean region. Indeed, the weakness of MENA ecosystems and the limited access to technology appear as important limits to the local potential for innovation that would come to "solve" the region's problems.</p> <p>However, the region is seeing important progress, particularly at public strategies level, allowing for the adoption of necessary regulations – supported by the acceleration of digitalization - and incentive mechanisms for companies and investors that are supposed to boost innovation and competitiveness.</p> <p>Through THE NEXT SOCIETY experience, this first session will present the regulatory efforts undertaken by the countries of the region - and their impact - to strengthen the competitiveness of their ecosystems and the technological upgrading of their companies, as well as the priority engagements that still should be made.</p> <p><b>Roundtable</b></p> <ul style="list-style-type: none"> <li>• <b>Jeltsje De Blauw</b>, Spark, The Netherlands</li> <li>• <b>Mohammed Al Jafari</b>, Royal Scientific Society, Jordan</li> <li>• <b>Mohab Anis</b>, Innovety, Egypt</li> <li>• <b>Maryse Louis</b>, FEMISE,</li> <li>• <b>Sami Dada</b>, SDS Consulting</li> <li>• <b>Hasan Omar</b>, Glow Innovation, Palestine</li> </ul>	<p>9.15-10.15</p>
<p><b>Session 2: Relation between impact and investment</b></p> <p>While the argument that solutions to global crises will be invented in the Mediterranean should be put into perspective, it is no less true that solutions to Mediterranean challenges must be invented in the Mediterranean by Mediterranean people.</p> <p>But even beyond the question of the major social, environmental and economic inclusion issues for which the region's start-ups can contribute to inventing solutions, we note that the prioritisation of "local impact" solutions corresponds to a proven economic reality.</p>	<p>10 :15 – 11 :15</p>

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Thus, among the more than 400 Mediterranean startups supported by THE NEXT SOCIETY, not only do more than 50% of them operate in sectors that contribute to the SDGs and develop solutions to local needs, but above all, it is the majority of these companies that win prizes, raise funds, internationalise the most, or attract the attention of so-called "impact" investment players.

#### Roundtable

- Akyas tbc.
- Noomane Fehri, Technoriat tbc.
- Marcel Dridge, EBAN tbc.
- Naoufal Chama, Startup Maroc
- Zoé Luçon, ANIMA
- Yassine Sondes, EU4Youth tbc.

#### Break

11:15 – 11:30

### Session 3: Initiate Euromed value chains: the only way to put the Mediterranean on the map?

#### Chair: TBC

MENA countries are facing common problems for which the regional scale appears to be the most relevant to provide answers: climate change and pollution, external dependence of food security systems, the need for access to technology and EU markets... To face these various crises, Euromed cooperation appears to be the only way to rethink the structure of business partnerships of MENA countries and to progress towards the creation of a "Mediterranean pole" better able to control its economic destiny. But this presupposes a strong and open voluntarism on the part of the EU, without which the MED countries will turn to other partnerships and markets, not allowing a Mediterranean model to emerge. THE NEXT SOCIETY, through the Euromed business and innovation community formed all along the project is committed to participate to such new economic paradigm.

11:30 – 12:30

#### Roundtable

- Blanca Moreno Dobson, Center for Mediterranean Integration tbc.
- Christophe Guichard, DG GROW tbc.
- Fabio Montagnino, The Cyprus Institute
- Agnes Laurent- Moreau, Bpifrance tbc.
- Sami Agli, General Director, Groupe Agli tbc.
- Walid Mzoughi, WinShot
- Lisa Besnard, France clusters

### Signature ceremony of a new regional programme: Euromed Cluster Forward

- Virginie Cossoul, Senior Programme Manager, Private sector Development, DG NEAR, European Commission
- Tarak Chérif, President, ANIMA investment Network ANIMA
- Ramy Boujawdeh, Deputy General Manager, Berytech
- Ibrahim Abu Kteish, Leaders International
- Ibrahim El Badawi, Managing Director, Economic Research Forum

12:30 – 12:50

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## Wednesday 22nd June 2022, 2.00 – 6.00 PM: #TechDays, EU-MENA Business Organisation Matchmaking Event

ANIMA organises a new edition of its **#TechDays, EU-MENA Business Organisation Matchmaking Event** taking place in the framework of THE NEXT SOCIETY.

Members of the ANIMA network and THE NEXT SOCIETY community (agencies, business networks, clusters, tech hubs) wishing to develop their international relations are invited to organise individual meetings during this afternoon, to get to know each other better and envisage new collaborations.

Do not miss the opportunity to participate in this matchmaking event, promote your organization and meet prospects and partners

Mandatory registration on the [online platform](#) to prepare your business meetings.

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