

EU-South MED MATCHMAKING EVENT 2023

in the context of GITEX AFRICA

Marrakech, Morocco

31 May - 2 June 2023

#SingleMarket30



Background

Building on the successful collaborations in 2019 in Casablanca, Morocco and virtually in 2021, the EU – South MED Cluster Matchmaking Event will be organised by the European Commission, the European Cluster Collaboration Platform (ECCP) and StartUp Morocco for Euromed Clusters Forward.

The EU – South MED Cluster Matchmaking Event is part of Euromed Clusters Forward's TechDays, whose goal is to **bring about collaborations among South Med clusters and with their EU peers**. Clusters and their members from **Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia and Europe (and non-EU COSME)** are invited to discuss common visions and explore potential partnerships. It will be a unique opportunity for participants to share best practices, learn about the latest industry trends, and explore common areas of interest to strengthen economic ties and to pursue trade, investment and partnering opportunities.

About Euromed Clusters Forward

Euromed Clusters Forward is partnering with the ECCP under the project to promote the cooperation of Southern and Northern Mediterranean clusters. This will be done through various strategic activities, including ECCP's participation in bringing in European clusters to attend the project's networking sessions; and bringing awareness among South Mediterranean clusters and companies about the collaboration opportunities with their EU peers.

Euromed Clusters Forward is co-funded by the European Union for a global amount of EUR 7.8 million budget, and led by ANIMA until 2026 with the aim of strengthening clusters and their members in 7 Southern Mediterranean countries, promoting inclusive innovation and competitiveness in the Euromed region in order to improve growth, economic diversification, sustainable development and employment.

The event

The EU – South MED Cluster Matchmaking Event will take place on **May 31-June 2, 2023 in Marrakesh, Morocco** and welcome a total of 50 clusters and members from both, Europe and Mediterranean shores for planned B2B meetings taking the form of speed networking, site visits to local clusters and free passes to the [GITEX AFRICA](#), the continent's largest all-inclusive tech event, expecting no less than 25,000 participants.

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Draft Agenda

Arrival – 30 May 2023

Welcoming reception	20.00-22.00
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Day 1 – 31 May 2023

Opening of GITEX	09.00-12.30
Visit of Mohammed VI Polytechnic University and The Institute for Research on Solar Energy and New Energies (IRESEN)	14.00-18.00
Networking diner	20.00-22.00

Day 2 – 1 June 2023

Opening seminar	09.00-09.30
B2B meetings	09.30-12.30
Networking lunch	12.30-14.00
Sectoral visits: <ul style="list-style-type: none">• The bio-aromatic garden of Nectarom• The African Center for Food and Cosmetic Innovation (CAIAC)• AROMAPLANT EXPO• A leather tannery (TBC)	14.00-18.00

Departure – 2 June 2023

Participants fly back home and have access to the last day of GITEX