

# EU-South MED MATCHMAKING EVENT 2023

in the context of GITEX AFRICA

## Preparatory webinar:

Webinar on market access information for the EU-SOUTH MED Matchmaking Event

**15 May 2023**

10:30-12:15 CET

#SingleMarket30



### AGENDA

10:25 – 10:30 (CET)	Joining
10:30 – 10:45 (CET)	<p>Opening Session:</p> <ul style="list-style-type: none"> <li>- Moderation and Introduction by <b>Teodora Jilkova</b>, ECCP team member, housekeeping rules (3 min)</li> <li>- Short opening remarks (3 mins each) <ul style="list-style-type: none"> <li>o <b>Christophe Guichard</b>, DG GROW, European Commission</li> <li>o <b>Virginie Cossoul</b>, DG NEAR, European Commission</li> <li>o <b>Zineb Rharrasse</b>, Co-founder and Managing Director, StartUp Maroc</li> </ul> </li> </ul>
10:45-11:20 (CET)	<p>Market access information session – collaboration opportunities and guidelines on how to do business with South Med counterparts, Regional approach</p> <ul style="list-style-type: none"> <li>- Ms <b>Uli Wienrich</b>, DG Trade, presentation on trade &amp; investments with the Southern Neighbourhood</li> </ul>
11:20-11:30 (CET)	<p>Presentation of the Africa IP SME Helpdesk, <b>Ms. Beata Suwala</b> (tbc)</p>
	<p>Technical Seminar, brief intro ECCP</p>
11:30 – 11:40 (CET)	<p>Presentation of GITEX Africa, practical information, general overview and insights</p> <ul style="list-style-type: none"> <li>- <b>Christian Pineau</b>, President of International Boost</li> </ul>
11:40-12:00 (CET)	<p>B2Match, technical aspects and meetings schedule <b>Daniel Cosnita</b>, InPulse Partners, ECCP team member</p>
12:00 – 12:15 (CET)	<p>Q &amp; A, Closing (Next steps towards the business workshop and matchmaking event)</p> <ul style="list-style-type: none"> <li>- <b>Daniel Cosnita</b>, InPulse Partners, ECCP team member</li> <li>- <b>Teodora Jilkova</b>, Veritas Cluster, ECCP team member</li> </ul>