

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 Maroc 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 at [Hotel Be Live Experience Marrakech Palmeraie](#) 20.00-22.00
Meeting point: StartUp Maroc desk at the hotel

Day 1 – 31 May 2023

Visit of Mohammed VI Polytechnic University	09.30-11.45
Meeting point: StartUp Maroc desk at the hotel at 8.00 am , bus departure 8.15 am	
Visit of The Institute for Research on Solar Energy and New Energies (IRESEN)	12.00-13.00
Lunch and transit to site visits	13.00-14.30
Visit of the GITEK	14.30-17.30
Networking diner at Nouba Restaurant Marrakech	20.00-22.00
Meeting point: Nouba Restaurant Marrakech	

Day 2 – 1 June 2023

Registrations at Hotel Be Live Experience Marrakech Palmeraie	08.30-09.00
Meeting point: Conference room Palmeraie	
Opening seminar at Hotel Be Live Experience Marrakech Palmeraie	09.00-09.30
- Virginie COSSOUL , Programme Manager, DG Near, European Commission	
- Christophe GUICHARD , Policy Officer at DG GROW, European Commission	
- Emmanuel NOUTARY , General Delegate, ANIMA Investment Network	

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Testimonial: Meryem RACHDI, General Manager of Moroccan Denim and Fashion Cluster

B2B meetings

[Hotel Be Live Experience Marrakech Palmeraie](#), conference room : Palmeraie

09.30-12.30

Debriefing sessions at [Hotel Be Live Experience Marrakech Palmeraie](#), conference room : Palmeraie

Debriefing session 1 – European participants

- **Christophe GUICHARD**, Policy Officer at DG GROW, European Commission
- **Martina BACOVA**, Project Adviser at European Innovation Council and SMEs Executive Agency (EIASME)

12.30-13.00

Debriefing session 2 – South Med participants

- **Raphaële COHEN**, Project Director, ANIMA Investment Network

Networking lunch at [Hotel Be Live Experience Marrakech Palmeraie](#)

13.00-14.00

Sectorial visits:

- TRACK A: Visit of the [AROMPLANT EXPO](#)
- TRACK B: [GITEX](#)
- TRACK C: Ren Tanneries

14.30-18.30

Departure – 2 June 2023

Participants fly back home and have access to the last day of [GITEX](#).