

Grant Agreement: 951204



AUMENTA

D2.3 Online catalogue (portfolio of potential partners)

Speeding up network internationalization of
food, ICT Industry 4.0 clusters and their SMEs towards strategic third
countries beyond Europe in field of emerging industries and Fast Moving
Consumer Goods (FMCG 4.0)



This Project is co-funded
by the European Union's
COSME Programme.

Basic information

Project acronym	AUMENTA
Full title	Speeding up network internationalization of food, ICT Industry 4.0 clusters and their SMEs towards strategic third countries beyond Europe in field of emerging industries and Fast Moving Consumer Goods (FMCG 4.0)
Call ID	COS-CLUSINT-2019-3-01
Grant Agreement	951204
Project Duration	18 months (01/09/2020 - 28/02/2022)
Deliverable D2.3	
D2.3 Online catalogue (portfolio of potential partners)	
Work Package	WP2 X-Industry trust & cooperation building with third countries
Task(s)	T2.4 Creation of dynamic portfolio of potential partners and matrix of business & cooperation opportunities in third countries
Lead Beneficiary	OnGranada
Due Date	28 February 2021
Actual Delivery Date	1 March 2021
Deliverable Type	R
Dissemination Level:	Public

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Table of Contents

1. Executive Summary -----	4
2. Project context -----	5
3. Potential partners for clusters and SMEs and business and cooperation matrix ----	8
3.1. Georgia as a strategic gate to Caucasus and Central Asia -----	10
3.2. Morocco as a strategic gate to North Africa -----	17
3.3. Uruguay as a strategic gate to Latin America -----	23

1. Executive Summary

The present deliverable *D2.3 Online catalogue (portfolio of potential partners)* has been prepared within the *WP2 X-Industry trust & cooperation building with third countries* and *task 2.4. Creation of dynamic portfolio of potential partners and matrix of business & cooperation opportunities in third countries.*

This document is aimed at creating a dynamic portfolio of potential partners located in Morocco, Georgia and Uruguay that AUMENTA project partners and SMEs are interested.

The information provided is updated to February 2021, nevertheless, the portfolio will be continuously updated and will include systemic development of matrix of business and cooperation opportunities in third countries for SMEs and clusters.

This deliverable has been divided into the following parts taking into account:

1. Interconnections to world regions:
 - Georgia as a strategic gate to Caucasus and Central Asia
 - Morocco as a strategic gate to North Africa
 - Uruguay as a strategic gate to Latin America
2. Type of sector involved:
 - Agri-food (traditional industries)
 - ICT and Industry 4.0 (high-tech and deep-tech industries)
3. Potential cooperation partners for European clusters and innovation networks
4. Potential business partners for food and ICT SMEs

This is why, the dynamic online portfolio will be a living document, updated while implementing AUMENTA activities, in the following categories:

1. Georgia
 - Potential partners for European food and ICT clusters located in Georgia
 - Potential international partners for European agri-food and ICT small and medium companies (SMEs) located in Georgia
2. Morocco
 - Potential partners for European food and ICT clusters located in Morocco
 - Potential international partners for European agri-food and ICT small and medium companies (SMEs) located in Morocco
3. Uruguay
 - Potential partners for European food and ICT clusters located in Uruguay
 - Potential international partners for European agri-food and ICT small and medium companies (SMEs) located in Uruguay

The dynamic portfolio will serve as a basis for the selection of potential partners for European clusters and SMEs to implement X-Industry Internationalization Programme, as well as other activities envisaged in AUMENTA project.

2. Project context

AUMENTA is a novel and interdisciplinary project funded directly by the European Commission under COSME Programme and is aimed at **speeding up network internationalization of food, ICT Industry 4.0 clusters** and their SMEs towards strategic third countries beyond Europe in field of emerging industries and **Fast Moving Consumer Goods (FMCG 4.0)**.

It promotes simultaneous international expansion to consciously selected third countries beyond Europe:

- **Uruguay** - as a strategic gate to **Latin American** markets.
- **Morocco** - as a strategic gate to **North African/ South-Mediterranean (MEDA)** markets;
- **Georgia** - as a strategic gate to **Caucasus, Central Asia** and former URSS markets.

The novel aspect of the project consists in **connecting product-oriented** (food products and food equipment) and **service-oriented** (ICT/Industry 4.0) clusters and its members to jointly **explore international opportunities** and also potentially offer joint products and services to partners.

AUMENTA is powered by **5 European organizations** (innovation networks and clusters) from complementary sectors - food and ICT/Industry 4.0 - that jointly represents **739 companies**, including small and medium enterprises.

It interconnects partners from four countries: **Spain** (Mediterranean Europe), **Poland** (Central Europe), **Latvia** (Baltic States) and **Lithuania** (Baltic States)

uniting **high-technology** clusters and innovation business networks:

- **Digital Innovation Hub and ICT/Industry 4.0 cluster (OnGranada Tech City and Latvian IT Cluster)**

with **traditional sectors**:

- **Smart Food Cluster** (food & beverages) – coordinated by **LITMEA**
- **Food Products Quality Clusters** (food & beverages) – coordinated by **LFFC/FPQC (food federation)**
- **AgroBioCluster** (agrofood & bioeconomy) – coordinated by **UNIMOS (cross-cluster alliance)**.



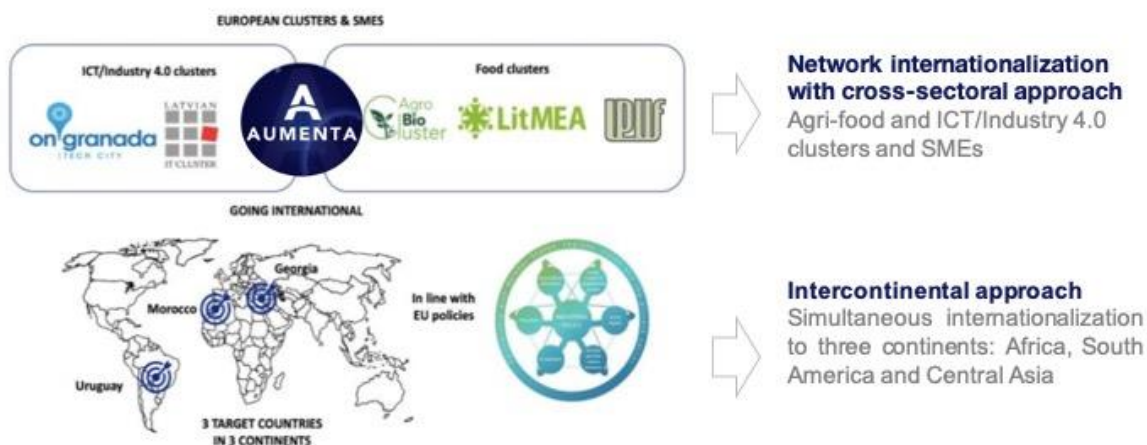
UNIMOS
alliance

AUMENTA is one **24 new cluster Partnerships** that supports clusters from Europe to work together and look for trade and investment opportunities and cooperation partners in third markets for the benefit of their members, especially Small and Medium Sized Enterprises (SMEs).

Main objectives of the AUMENTA project are the following:

- to develop a joint 'European' strategic vision with a global perspective and common goals towards specific third markets and support an initial implementation, testing and further development of European Strategic Cluster Partnership - Going International (ESCP-4i) AUMENTA;
- to intensify cluster and business network collaboration across European countries (LT, LV, ES, PL), across sectorial boundaries (food and ICT/Industry 4.0) to lead international cluster cooperation in fields of FMCG towards third countries beyond Europe: Morocco, Georgia and Uruguay, supporting the development of emerging industries related to FMCG 4.0 and specifically, digitalization and Industry 4.0 applied to food sectors and international food value chains;
- to reinforce growth, enhance competitiveness and support the long-term sustainability of companies from food and ICT/Industry 4.0 sectors;
- to unlock business and cooperation opportunities for European SMEs and clusters in third countries;
- to help SMEs find access to global value chains and build new ones based on common competences in emerging industries;
- to support SMEs in the identification of growth opportunities worldwide, raise their excellence, innovation capacity and their overall competitiveness;
- to facilitate interregional cluster collaboration and promote excellence in cluster management to improve the quality of services to SMEs members;
- to boost intercluster, interregional and intersectoral interactions to enable cross-fertilization, exploiting synergies, reinforce international growth and SMEs competitiveness;
- to increase cooperation towards across regions and continents, facilitating synergies between EU policies and instruments and better interconnection between EU trade policies, innovation actors and internationalization facilitators;
- to disseminate project activities through ECCP platform and other channels.

To achieve its objectives, AUMENTA implements a pioneering **X-Industry Internationalization Programme** that will support European SMEs in their fast internationalization to three continents, creating new cooperation and business opportunities to support growth, jobs and wealth.



The **X-Industry Internationalization Programme** has interdisciplinary components that includes:

- Creation of intercontinental network of Ambassadors as gate openers to selected markets to speed up SMEs;
- Preparation of online interactive catalogue based on common clusters and SMEs competences to showcase European SMEs potential and build international recognition;
- Implementation of pilot X-Industry & blended internationalization activities connecting virtual matchmakings (virtual introduction meetings) and traditional B2B matchmaking events;
- Cluster-facilitated coordination of business preparation with support in the identification of cooperation opportunities, funding sources and providing models of legally binding contracts;
- Hosting incoming visits from third countries at recognized international fairs in Europe;
- Establishment of intercontinental meta-cluster with network of soft-landing facilitates for international partners at project partners headquarters;
- Organization of online peer-reviews between project partners, Ambassadors, other ESCP-4i / INNOSUP and related projects, as well as partners in third countries.

3. Potential partners for European clusters and SMEs

In order to prepare matchmaking process, AUMENTA partners has created a dynamic portfolio of potential partners located in Morocco, Georgia and Uruguay.

The portfolio will be continuously updated and will include systemic development of matrix of business and cooperation opportunities in third countries for SMEs and clusters elaborated to facilitate the matching process between European and international clusters and SMEs.



The document is divided in the following way:

GEORGIA

- Potential partners for European food and ICT clusters located in Georgia
- Potential international partners for European agri-food and ICT small and medium companies (SMEs) located in Georgia

MOROCCO

- Potential partners for European food and ICT clusters located in Morocco
- Potential international partners for European agri-food and ICT small and medium companies (SMEs) located in Morocco

URUGUAY

- Potential partners for European food and ICT clusters located in Uruguay
- Potential international partners for European agri-food and ICT small and medium companies (SMEs) located in Uruguay.

To do so, project partners designed a general matrix of cooperation interests of clusters and SMEs with the interconnections to three world regions:

- Caucasus and Central Asia – with Georgia as a strategic gateway;
- Latin America – with Uruguay as a strategic gateway;
- North Africa – with Morocco as a strategic gateway

that took into account AUMENTA's cross-industry and cross-cluster approach involving:

- Agri-food clusters and SMEs representing traditional industries;
- ICT and Industry 4.0 clusters and SMEs representing high-tech and deep-tech industries.

Table 1. General matrix of cooperation interests of clusters and SMEs

	Country	Cooperation interest thematic area/application/technologies
1	Georgia	<ul style="list-style-type: none"> ▪ Digitalization of food industry towards Industry 4.0 ▪ Food safety development (Agrofood & Food 4.0) ▪ Cross-cluster cooperation ▪ Import of agri-food ingredients ▪ Export of packed food and other food products ▪ Joint application to Horizon Europe projects (Georgia is associated country) ▪ Entrance to other ex-URSS countries ▪ Establishment of strategic connections with ex-URSS countries
2	Morocco	<ul style="list-style-type: none"> ▪ Digitalization of food industry towards Industry 4.0 ▪ Food safety development (Agrofood & Food 4.0) ▪ Import of agri-food ingredients ▪ Export of packed food and other food products ▪ Joint realization of EU projects ▪ Entrance to African markets ▪ Establishment of strategic connections with African countries
3	Uruguay	<ul style="list-style-type: none"> ▪ Digitalization of food industry towards Industry 4.0 ▪ Food safety development (Agrofood & Food 4.0) ▪ Export of packed food and other food products ▪ Import of agri-food ingredients ▪ Cross-cluster cooperation ▪ Joint realization of EU projects ▪ Entrance to other MERCOSUR and associated countries ▪ Establishment of strategic connections with Latin American countries

The general matrix will support the implementation of X-Industry Internationalization Programme and will help to smoothly conduct simultaneous, network and cross-cluster internationalization of food and ICT companies to selected target countries.

3.1. Georgia as a strategic gate to Caucasus and Central Asia

Potential partners for European food and ICT clusters located in GEORGIA

	Type of partner	Name of the potential partner	Potential area of collaboration
Potential partners located in Georgia for European ICT & food clusters	Business support and intermediary organizations (clusters, networks, chambers of commerce, technology centers and academia, intermediary organizations, sectoral, thematic and/or territorial non-governmental organizations)	Export Development Association https://www.eda.org.ge Shroshi Street 8/10, 2nd Floor, Apartment 4. Tbilisi, Georgia	AUMENTA supporting partner <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Matchmaking opportunities ▪ Digitalization of export companies ▪ Support in international trade and commerce
		Community Development Center http://satemo.ge/en/home 20, Galaktioni st., 0105 Tbilisi Georgia	AUMENTA supporting partner <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Matchmaking opportunities
		Regional Development Association (RDA) www.rda.org.ge 80 Z. Paliashvili Street, 2 Floor, Tbilisi, Georgia (GEO) 0162, GE	Cooperation between intermediary organizations (C2C) <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
		PMAG Packaging Cluster http://pmag.ge/en #16 Pirosmani Str, 0164 Tbilisi. Georgia	Cooperation between clusters (C2C) <ul style="list-style-type: none"> ▪ Cluster-to-cluster, cluster-to-business and business-to-business collaboration ▪ International projects, including Horizon Europe ▪ Digitalization of packaging companies

	<p>Georgian Chamber of Commerce and Industry http://www.gcci.ge</p> <p>29 Shataidze str. 0114, Tbilisi, Georgia</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support for members in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Matchmaking opportunities between Georgian distributors and food companies and European SMEs
	<p>"HOREKA Georgia" Georgian Hotel, Restaurant and Cafe Federation https://www.horeka.ge/en/</p> <p>5 Janashia str. Tbilisi, Georgia</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support for members in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Matchmaking opportunities
	<p>GEORGIAN ICT CLUSTER https://ictcluster.ge/en/</p> <p>7 Innovations St., 0105 Tbilisi, Georgia</p>	<p>Cooperation between clusters (C2C)</p> <ul style="list-style-type: none"> ▪ Sectoral (ICT/ICT) collaboration ▪ Cross-industry collaboration ▪ Business support for members in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Matchmaking opportunities
	<p>GDBA "Georgian Distribution Business association" www.gdba.ge</p> <p>Kote Makharadze Street # 1</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support ▪ Matchmaking opportunities
<p>Education, universities and research centers</p>	<p>Akaki Tsereteli State University https://atsu.edu.ge/index.php/en/</p> <p>Tamar Mepe #59 ATSU I Building Rector's Office</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ Research and innovations ▪ Professional and training programs ▪ Project development

	<p>Ivane Javakhishvili Tbilisi State University https://www.tsu.ge/en</p> <p>1 Ilia Tchavtchavadze Avenue, Academic Building I, 0179 Tbilisi, Georgia.</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ International projects ▪ Research and innovations ▪ Technology transfer
	<p>Agricultural University of Georgia http://www.agruni.edu.ge/en/</p> <p>Kakha Bendukidze University Campus, 240 David Aghmashenebeli Alley, 0159, Tbilisi, Georgia</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ International projects ▪ Research and innovations / food processing ▪ Technology transfer
	<p>Delegation of the European Union to Georgia 64b Ilia Chavchavadze Avenue 0179 Tbilisi, Georgia</p>	<p>Institutional support for AUMENTA project implementation</p> <ul style="list-style-type: none"> ▪ Promotion of economic relations between Georgia and the European Union, especially via participation in the implementation of the European Union's assistance programmes ▪ Facilitation of contacts and project visibility in Georgia
Public organizations, multilateral organizations, other initiatives	<p>SPARK - Business Accelerator for Economic Growth https://www.facebook.com/AcceleratorSpark/?referrer=services_landing_page</p>	<p>SMEs collaboration (B2B)</p> <ul style="list-style-type: none"> ▪ Facilitation of contacts and project visibility in Georgia ▪ Technology transfer to SMEs
	<p>Advice for Small Businesses https://www.ebrd.com/work-with-us/advice-for-small-businesses/georgia.html%20</p>	<p>SMEs collaboration (B2B) and cluster collaboration (C2C)</p> <ul style="list-style-type: none"> ▪ Technology transfer to SMEs ▪ Potential IT local allies to our consortium ICT SMEs ▪ Facilitation of contacts and project visibility in Georgia

**Potential international partners for European
agri-food and ICT small and medium companies (SMEs)
located in GEORGIA**

	Type of partner	Name of the potential partner	Potential area of collaboration
Potential partners for European small and medium	Retail	Nikora JSC http://nikoraholding.ge/english/home 11, M. Qavtaradze Str Tbilisi 0180, Georgia	Business collaboration (B2B) - potential distribution channel European food products in Georgia market (280 retailing units)
		Nugeshi Ltd www.nugeshi.com.ge	Business collaboration (B2B) - potential distribution channel of European food products in Georgia market (72 stores)
		Carrefour SA https://www.carrefourgeorgia.com/en/	Business collaboration (B2B) – potential distribution of European food products in Georgia market (2 hypermarkets and 28 supermarkets)
		Internationale Spar/Centrale BV https://spargeorgia.com/en 40 T.Chantladze street 0109 Tbilisi	Business collaboration (B2B) – potential distribution channel for European food products in Georgia market (189 retail stores)
		Goodwill Ltd http://www.goodwill.ge/contact.php?lang=en Pharnavaz mepe #1 Tbilisi, Georgia	Business collaboration (B2B) – importer of food products in Georgia market (one of the biggest importers of European food and non-food products in Georgia with 300 corporate clients).
		Ori Nabiji Ltd https://www.orinabiji.ge/ Navtlughi str. 39-41 0113, Tbilisi, Isani-Samgori District	Business collaboration (B2B) - potential distribution channel for European food products in Georgia market
		Smart JSC http://www.smart.ge Mosashvili str. 11, Vake-Saburtalo District 0162, Tbilisi, Georgia	Business collaboration (B2B) – potential distribution channel for European food products in Georgia market (21 selling points in Georgia)

	Fresco Retail Group https://fresco.ge 61 Gorgasali Street Tbilisi, Georgia	Business collaboration (B2B) – potential distribution channel for European food products in Georgia market (owns 8 supermarkets in Georgia)
Importers	IMPORT TO GEORGIA LLC http://www.itog.ge/ Kostava str. 63 0171 Tbilisi, Georgia	Business collaboration (B2B) – potential distributor food products / import/export of perishable goods.
	DAPNA Lilo Settlement 05/004 0103, Tbilisi, Georgia	Business collaboration (B2B) – trading company / importer and distributor of food products
	SOLEDO 1 Mekanizatsia St. Tiflis, Georgia	Business collaboration (B2B) – importer and distribution of healthy food, fish, seafood and coffee
	EVERESTI 2010 Didube-Chugureti District, T. Eristavi str. 1 0192, Tbilisi, Georgia	Business collaboration (B2B) - importer of canned products with three warehouses in Georgia
	MZIURI http://www.mziuriholding.ge Beliashvili Str, 8 0119, Tblisi, Georgia	Business collaboration (B2B) - distributor of food products, owner of retail store company with distribution network
Distributors	Agro Food Trade www.facebook.com/agrofoodtrade Samurzakano St. 33, Tbilisi,	Business collaboration (B2B) – trading company / distribution of food products
	MEGAKO http://megako.ge Moscow Avenue #10 Tiflis, Georgia	Business collaboration (B2B) – distribution of food products

	<p>ORIENT Ltd https://orientltd.ge/</p> <p>154 Grigol Lortkipanidze St</p>	<p>Business collaboration (B2B) – sales and distribution of food with 4000 domestic locations in the service network, 6000 m² warehouse area, 50 vehicle fleet capacity and more than 100 employees</p>
	<p>Batono LTD</p> <p>8 Levan Gotua St</p>	<p>Business collaboration (B2B) – distribution company / wholesale and importer of wine</p>
	<p>Sharm Trading http://www.sharm.ge/</p> <p>36, Ksani St., Tbilisi, Georgia 0141</p>	<p>Business collaboration (B2B) - distribution company in Georgia and in Armenia</p>
	<p>Premium Foods Group www.pfg.ge</p> <p>Vazha Pshavela Ave 71, 0186, Tbilisi, Georgia</p>	<p>Business collaboration (B2B) - distribution of more than 700 different products - one of the largest HORECA sector distribution company in Georgia</p>
	<p>Market place for international food https://www.agrodeals.net/</p>	<p>Business collaboration - marketplace. Option to sell online. Available for Romania, Moldova and Bulgaria. Project funded by the European Union</p>
<p>Potential partners for European small and medium enterprises</p> <p>ICT companies</p>	<p>GREENTEST https://greentest.ge/en/</p> <p>12 E.Mindeli street Tbilisi, 0177, Georgia</p>	<p>Business collaboration - IT and other strategic alliances (IT education and IT certification courses from different vendors, such as Cisco, Microsoft, VMWare)</p>
	<p>Boxwood Business solutions http://boxwood.ge/</p> <p>24G Alexandre Kazbegi Avenue Tbilisi 0177, Georgia</p>	<p>Business collaboration - IT and other strategic alliances (consulting and management services in payment cards, retail & mass-market products, sata centers & Fault-tolerant IT systems</p>
	<p>IKnow http://iknow.ge/en/</p> <p>7 Ilia Chavchavadze Avenue, T'bilisi, Georgia</p>	<p>Business collaboration - IT and other strategic alliances (software services oriented to trainings, management, learning businesses processes, ERP and other types of automated control systems)</p>

	AzRy http://azry.ge/ 8 Beliashvili str. Tbilisi 1059, Georgia	Business collaboration - IT and other strategic alliances (money transfer and payments)
	WANDIO https://wandio.com/ A. Kazbegi 42, Tbilisi	Business collaboration - IT and other strategic alliances (custom software development, Machine Learning/AI and team augmentation)
	INNOTEC http://innotec.ge/ Floor 4, 8 Beliashvili Street, 0158. Tbilisi, Georgia	Business collaboration - IT and other strategic alliances (ERP System Integration Software Development IT Solutions)
	MINDWORKS https://mindworks.ge/ 68 Chubinashvili Str., 0112 Tbilisi, Georgia	Business collaboration - IT and other strategic alliances (education, ICT and management consultancy)
Others	MIONI CENTER www.mioni.ge 8 Beliashvili Dighomi District Tbilisi, Georgia 0159	Business collaboration - B2B collaboration (office spaces to facilitate partnerships between high-tech businesses in reformed old military factory)

3.2 Morocco as a strategic gate to North Africa

Potential partners for European food and ICT clusters located in MOROCCO

	Type of partner	Name of the potential partner	Potential area of collaboration
Potential partners located in Georgia for European ICT & food clusters	Business support and intermediary organizations (clusters, networks, chambers of commerce, technology centers and academia, intermediary organizations, sectoral, thematic and/or territorial non-governmental organizations)	Cluster MENARA www.clustermenara.com Avenue Allal el Fassi Immeuble Habous Entrée 6, N° 13 40000 Marrakech	Cluster to cluster collaboration (C2C) in field of agriculture, cosmetics and cross-industry collaboration <ul style="list-style-type: none"> ▪ Cluster-to-cluster, cluster-to-business and business-to-business collaboration ▪ International projects, including Horizon Europe ▪ Digitalization of agri-food and cosmetic companies towards Industry 4.0
		Agadir Haliopôle Cluster (AHP) www.agadir-haliopole.com Immeuble l'ami, 2ème étage Ancien port d'Agadir 80000 Agadir	Cluster to cluster collaboration (C2C) in field of fishing and seafood processing and cross-industry collaboration <ul style="list-style-type: none"> ▪ Cluster-to-cluster, cluster-to-business and business-to-business collaboration ▪ International projects, including Horizon Europe ▪ Digitalization of fishing and seafood processing companies towards Industry 4.0 ▪
		Agro-pôle Olivier www.agropoleolivier.com National School of Agriculture of Meknès Km 10 Route Haj Kaddour; Boîte Postale S/40 El Menzeh Meknès 50001 Fes-Meknes	Cluster to cluster collaboration (C2C) in field of agriculture (olives and olive oil) and cross-industry collaboration <ul style="list-style-type: none"> ▪ Cluster-to-cluster, cluster-to-business and business-to-business collaboration ▪ International projects, including Horizon Europe ▪ Digitalization of agri-food companies towards Industry 4.0
		Casa Technopark www.technopark.ma Immeuble Pavillon International Bd Mohammed V. Tanger	Cooperation between intermediary organizations (C2C) and business services (C2B) in innovation and business support in terms of offices, local services and support for market access and financing
		CasaNearShore Park, www.casanearshore.com Casablanca Nearshore Park, 1100, boulevard El Qods Sidi Maârouf Casablanca	Cooperation between intermediary organizations (C2C) and business services (C2B) in terms of office spaces, assistance services to companies specialising in software development and supporting offshoring of international enterprises

	<p>Cámara de comercio de Tánger (Spanish Chamber of Commerce in Tangier) https://es-es.facebook.com/camaratanger/</p> <p>85 Avenue Habib Bourguiba, Tanger 90000</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Cámara de Comercio e Industria de Casablanca (Spanish Chamber of Commerce in Casablanca) http://www.camacoescasablanca.com</p> <p>33 Rue Faidi Khalifa 20110 (Ex Lafayette) Casablanca</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Association des Femmes Chefs d'entreprise du Maroc www.afem.ma</p> <p>5è Etage, Rés. Al Amri, 34 Rue du 6 Octobre· Casablanca 20250</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Women entrepreneurship ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Confédération Générale des Entreprises du Maroc (CGEM) - https://www.cgem.ma</p> <p>23, Bd. Mohamed Abdou, Palmier - Casablanca 20340</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe <p>Research, innovation and development programmes</p>
	<p>Fédération Nationale de l'Agro-alimentaire (FENAGRI) www.fenagri.org</p> <p>CGEM Siège. 23, Rue Mohamed Abdou Quartier Palmier Casablanca 20340</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe <p>Research, innovation and development programmes</p>
	<p>Fédération du Commerce et Services https://www.fcs.ma</p> <p>23, Bd Mohamed Abdou -Quartier Palmiers- Casablanca 20340</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe <p>Research, innovation and development programmes</p>
	<p>Fédération des Industries Métallurgiques Mécaniques et Electromécaniques (FIMME) www.fimme.org</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development

	<p>Centre Hadika, route de Ain Seba, 2 lotiss. Hadika 3^oét. 20600 Casablanca</p>	<ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Fédération Nationale de l'Industrie Hôtelière FNIH) www.fnih.ma</p> <p>320, Bd Zerktouni, 20040 Casablanca</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Fédération Marocaine de la Franchise www.fmf.ma</p> <p>BELGHITI 178, Bd Yacoub El Mansour, Résid. Elbeida Entrée M 3^oÉt. Appt.34, Casablanca 20100</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ Business support in terms of commerce and development ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
Education, universities and research centers	<p>Institut Pasteur Du Maroc www.pasteur.ma</p> <p>1, Place Louis Pasteur 20360 Casablanca</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Moroccan Foundation for Advanced Science Innovation and Research Fondation MASCIR www.mascir.com</p> <p>Rue Mohamed Al Jazouli – Madinat Al Irfane Rabat 10 100</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Institut National de la Recherche Agronomique www.inra.org.ma</p> <p>INRA Av. Ennasr Rabat, Maroc BP 415 RP Rabat</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Ecole Nationale des Sciences Appliquées de Tetouan https://ensa-tetouan.ac.ma</p> <p>BP: 2222 M'hannech</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes
	<p>Mundiapolis Universite https://www.mundiapolis.ma/</p> <p>380 Boulevard Brahim Roudani, Casablanca</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Research, innovation and development programmes

Public organizations, multilateral organizations, other initiatives	Delegation of the European Union to Morocco	Institutional support for AUMENTA project implementation
	Riad Business Center, Aile Sud, Boulevard Er-Riad Quartier Hay Riad, Rabat	<ul style="list-style-type: none"> ▪ Promotion of economic relations between Morocco and the European Union, especially via participation in the implementation of the European Union's assistance programmes ▪ Facilitation of contacts and project visibility in Morocco

Potential international partners for European agri-food and ICT small and medium companies (SMEs) located in MOROCCO

	Type of partner	Name of the potential partner	Potential area of collaboration
Potential partners located in Morocco for European food small and medium enter[prises]	Retail	Marjane Holding www.marjane.ma Centre Commercial Marjane Boulevard Dammam 20150 Casablanca	Business collaboration (B2B) – potential importer for European food products in Moroccan market
		Label'Vie group www.labelvie.ma Angle Av. Mehdi Ben Barka et Av. Annakhil – Espace les Lauriers – Hay Riad – Rabat	Business collaboration (B2B) – potential importer for European food products in Moroccan market
		Ynna (Aswak Salam) www.aswakassalam.com Route de Rabat, rond point Ziatem	Business collaboration (B2B) – potential importer for European food products in Moroccan market
		BIM www.bim.ma Parc LOGISTICA, Route 3000, Bloc C9-C12—Quartier Industriel Ain Harrouda—Mohammedia.	Business collaboration (B2B) – potential importer for European food products in Moroccan market
	Importers	Achibest Food www.achibest.com https://www.facebook.com/achibestfood/ 58, rue ibn batouta quartier: Derb Omar 20000 Casablanca	Business collaboration (B2B) – importer of food products in Moroccan market for HoReCa sector

Potential partners for European IT small and medium enterprises		Baby Food Maghreb http://www.babyfoodmaghreb.ma 5, Rue de Sijilmassa, 20300 Casablanca	Business collaboration (B2B) – importer of food products in Moroccan market for HoReCa sector
		Foods & Goods http://www.fg.ma Zone Industrielle Ouled Saleh n° 19 Lot SI 7/19. Quartier: bouskoura 27 182 Casablanca	Business collaboration (B2B) – importer of food products in Moroccan market for HoReCa sector
		Partners & Partners https://partners-partners.com 29, rue Augustin Surzac, 5ème étage N°9, CP: 20303. Casablanca	Business collaboration (B2B) – importer of food products in Moroccan market for HoReCa sector
	Manufacturing companies	AGRO-FOOD INDUSTRIE www.agrofoodindustrie.com 102, route de Safi Quartier Industriel Sidi Ghanem 40110 – Marrakech	Business collaboration (B2B) – digitalization of rice industry towards Industry 4.0 in field of baby food HALAL
		AGRO JUICE PROCESSING (AJP) www.agrojus.com Lot Niya, N13 Route de Boufrekarne. Meknes	Business collaboration (B2B) – digitalization of rice industry towards Industry 4.0 in field of juices, nectars and premium drinks
		ICT companies Munisys https://www.munisys.net.ma/contact.html Parc Industriel INDUSPARC, C.T. 1015 Sidi Moumen, Casablanca	Business collaboration - IT and other strategic alliances (infrastructure systems and networks and the security solutions)
		MTDS https://www.mtds.com/ 14, rue 16 novembre, Rabat 10080	Business collaboration - IT and other strategic alliances (Network and information security, ICT4D and Website Hosting)
N+ONE Datacenters https://www.nplusone.ma/en 2 Rue Lakarari, Casablanca	Business collaboration - IT and other strategic alliances (Cloud hosting and cyber security)		

		Inovalley Consulting & Technology https://inovalley.ma/ Rue Soumaya Imm 82 4eme N°16 Quartier Palmier – Casablanca	Business collaboration - IT and other strategic alliances (Big Data and Developement (ETL/ELT & Restitution))
		INMOROCCO Solutions https://www.inmorocco.com/ 52, Avenue Moulay Rachid Gueliz 40000 Marrakech	Business collaboration - IT and other strategic alliances (E-Commerce Development, web hosting, SSL certificates)
		GEMADEC http://www.gemadec.com/ 52, Bd Abdelmoumen – 20340 Casablanca	Business collaboration - IT and other strategic alliances (Security & biometrics, hybrid mails & postal solutions)
		LOGIGROUP https://www.logigroup.ma/en/ 39 rue Normandie Casablanca	Business collaboration - IT and other strategic alliances (Business intelligence architecture & Big data, MDM - Master Data Managment)

3.3 Uruguay as a strategic gate to Latin America

Potential partners for European food and ICT clusters located in URUGUAY

	Type of partner	Name of the potential partner	Potential area of collaboration
Potential partners located in Georgia for European ICT & food clusters	Business support and intermediary organizations (clusters, networks, chambers of commerce, technology centers and academia, intermediary organizations, sectoral, thematic and/or territorial non-governmental organizations)	Cámara Nacional de Comercio y Servicios del Uruguay (www.cncs.com.uy) Rincón 454 P.2, 11000 Montevideo	Cooperation between intermediary organizations (C2C) <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support ▪ Matchmaking opportunities
		Cámara Mercantil de Productores del País http://www.camaramercantil.com.uy/ Av. Gral. Rondeau 1908 - Piso 1° CP.: 11800 - Montevideo	Cooperation between intermediary organizations (C2C) <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support ▪ Matchmaking opportunities
		Cámara Industrial de Alimentos https://www.camaradealimentos.com Av. Italia 6101 Edificio de la Cámara de Industrias (CIU) 11500 Montevideo	Cooperation between intermediary organizations (C2C) <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support Matchmaking opportunities
		Cámara Uruguaya de Tecnologías de la Información http://www.cuti.org.uy/portada Av. Italia 6201, LATU Edificio Los Sauces, Planta Alta 11500 Montevideo	Cooperation between intermediary organizations (C2C) <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support ▪ Matchmaking opportunities
		Cámara de la Economía Digital del Uruguay www.cedu.org.uy Tiburcio Gómez 1330 piso 2 11300 Montevideo	Cooperation between intermediary organizations (C2C) <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support ▪ Matchmaking opportunities
		Laboratorios Tecnológicos del Uruguay (LATU) www.latu.org.uy Av. Italia 6201, Edificio Central 11500 Montevideo	Cooperation between intermediary organizations (C2C) <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support ▪ Matchmaking opportunities

	<p>Uruguay XXI - Promoción de Inversiones, Inversiones e Imagen del país https://www.uruguayxxi.gub.uy/es/centro-informacion/articulo/it-industry/</p> <p>Rincón 518-528, Montevideo</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support ▪ Matchmaking opportunities
	<p>Uruguay Digital https://www.uruguaydigital.uy/</p> <p>Torre Ejecutiva Sur, Liniers 1324 Piso 4, Montevideo</p>	<p>Cooperation between intermediary organizations (C2C)</p> <ul style="list-style-type: none"> ▪ International projects, including Horizon Europe ▪ Business support ▪ Matchmaking opportunities
Education, universities and research centers	<p>Universidad Católica del Uruguay https://ucu.edu.uy</p> <p>Campus Montevideo Av. 8 de Octubre 2738 11600 Montevideo</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ Research and innovations joint initiatives ▪ Professional and training programs <p>International projects, including Horizon Europe</p>
	<p>Universidad de la Republica (UDELAR) www.udelar.edu.uy</p> <p>Av. 18 de Julio 1824 11100 Montevideo</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ Research and innovations joint initiatives in technical and social fields ▪ Professional and training programs ▪ International projects, including Horizon Europe
	<p>Universidad CLAEH https://universidad.claeh.edu.uy/</p> <p>Zelmar Michelini 1220 11100, Montevideo</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ Research and innovations joint initiatives in social and economic development ▪ Professional and training programs ▪ International projects, including Horizon Europe
	<p>Universidad ORT www.ort.edu.uy</p> <p>CAMPUS CENTRO Cuareim 1451, Montevideo</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ Research and innovations joint initiatives in design field ▪ Professional and training programs ▪ International projects, including Horizon Europe
	<p>Universidad de Montevideo www.um.edu.uy</p> <p>Prudencio de Pena 2544 Montevideo</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ Research and innovations joint initiatives in social and economical field ▪ Professional and training programs, ▪ International projects, including Horizon Europe
	<p>SARAS http://saras-institute.org/</p>	<p>Cluster-academia collaboration (C2A)</p> <ul style="list-style-type: none"> ▪ Research and innovations joint initiatives in agriculture field

	Los Teros esq. Cardenales, Bella Vista, Maldonado Montevideo	<ul style="list-style-type: none"> ▪ Professional and training programs ▪ International projects, including Horizon Europe
	CIEDUR https://ciedur.org.uy/organizacion/ 18 de Julio 1645 Piso 7 11200, Montevideo	Cluster-academia collaboration (C2A) <ul style="list-style-type: none"> ▪ Research and innovations joint initiatives ▪ Professional and training programs ▪ International projects, including Horizon Europe
Public organizations, multilateral organizations, other initiatives	Delegation of the European Union to Uruguay Bulevar General Artigas 1340, 11300 Montevideo	Institutional support for AUMENTA project implementation <ul style="list-style-type: none"> ▪ Promotion of economic relations between Uruguay and the European Union, especially via participation in the implementation of the European Union's assistance programmes ▪ Facilitation of contacts and project visibility in Uruguay
	Agencia Nacional de Investigación e Innovación (ANII) www.anii.org.uy Av. Italia 6201, Edificio Los Nogales.	Cooperation in field of financing innovations <ul style="list-style-type: none"> ▪ Digitalization of agri-food companies ▪ Development of ICT companies
	Agencia Nacional de Desarrollo (ANDE) www.ande.org.uy Misiones 1280 11000 Montevideo	Institutional support for AUMENTA project implementation

**Potential international partners for European
agri-food and ICT small and medium companies (SMEs)
located in URUGUAY**

	Type of partner	Name of the potential partner	Potential area of collaboration
Potential partners for European small and medium enterprises from food sector	Retail	Tienda Inglesa www.tiendainglesa.com.uy Av. Italia 5820 Montevideo	Business collaboration (B2B) – potential distribution channel for food products and digitalization towards FMCG 4.0
		Disco https://www.disco.com.uy/ Jaime Zudañez 2627 Montevideo	Business collaboration (B2B) – potential distribution channel for food products and digitalization towards FMCG 4.0
		MacroMercado https://www.macromercado.com.uy/ Av. Gral. San Martín 3222, 11700 Montevideo	Business collaboration (B2B) – potential distribution channel for food products and digitalization towards FMCG 4.0
		TaTa Súper mercados https://www.tata.com.uy/?storeId=318 José de Béjar 2600, 12100 Montevideo	Business collaboration (B2B) – potential distribution channel for food products and digitalization towards FMCG 4.0
		Kinko www.kinko.com.uy Av. Sarmiento 2471, Montevideo	Business collaboration (B2B) – potential distribution channel for food products and digitalization towards FMCG 4.0
		Devoto www.devoto.com.uy http://www.frog.com.uy/Frog/ Jaime Zudañez 2627 11300 Montevideo	Business collaboration (B2B) – potential distribution channel for food products (convenience stores, online and digitalization towards FMCG 4.0.)
		Zanetti https://www.zanetti.com.uy/ Calle Colonia 917 Montevideo	Business collaboration (B2B) – potential distribution channel for food products and digitalization towards FMCG 4.0.)
	Importers	Leopoldo Gross https://www.leopoldogross.com.uy/ Venezuela 1211, Montevideo	Business collaboration (B2B) – potential importer of food products

	<p>Van Dam SA www.arcor.com.ar</p> <p>Bv. José Batlle y Ordóñez 6789, 12300 Montevideo</p>	<p>Business collaboration (B2B) –potential importer of food products</p>
	<p>Nutrifoods http://www.nutrifoods.com.uy</p> <p>Calle Rufino Domínguez 1880 Montevideo</p>	<p>Business collaboration (B2B) – potential importer of food products</p>
<p>Manufacturing companies (export-oriented)</p>	<p>CALCAR www.calcar.com.uy</p> <p>Ruta 21 Km. 251.500 - Carmelo Departamento de Colonia, 70100</p>	<p>Business collaboration (B2B) – digitalization of dairy industry towards Industry 4.0</p>
	<p>FRUTISUR www.frutisur.com.uy</p> <p>Juan Carlos Gómez 1942, Piso 1 Esc. 2 11000, Montevideo</p>	<p>Business collaboration (B2B) – digitalization of fruit industry towards Industry 4.0</p>
	<p>URURICE http://www.ururice.com.uy</p> <p>Escritorios Berreta 515, Artigas</p>	<p>Business collaboration (B2B) – digitalization of rice industry towards Industry 4.0</p>
	<p>DEMELFOR http://www.demelfor.com.uy</p> <p>Andrés Cheveste, 227 Artigas</p>	<p>Business collaboration (B2B) – digitalization of rise industry towards Industry 4.0</p>
	<p>BODEGAS CASTILLO VIEJO S A - www.castilloviejo.com</p> <p>Ruta 68 Km 24, Las Piedras</p>	<p>Business collaboration (B2B) – digitalization of wine industry towards Industry 4.0</p>
	<p>Conaprole www.conaprole.uy</p> <p>Magallanes 1871, 11800 Montevideo</p>	<p>Business collaboration (B2B) – digitalization of dairy industry towards Industry 4.0</p>
	<p>SAMAN www.saman.uy</p> <p>RBLA. BALTASAR BRUM 2772 11800 Montevideo</p>	<p>Business collaboration (B2B) – digitalization of towards Industry 4.0</p>

	<p>Frigorífico Tacuarembó www.marfrig.com.br</p> <p>Brigadier Gral. Fructuoso Rivera, 45000 Tacuarembó</p>	<p>Business collaboration (B2B) – digitalization of meet industry towards Industry 4.0</p>	
	<p>BREEDERS & PACKERS URUGUAY SA www.bpumeat.com</p> <p>Rincón 487 Piso 5 Ofic. %01 esq. Treinta y Tres 11000, Montevideo</p>	<p>Business collaboration (B2B) – digitalization of meet industry towards Industry 4.0</p>	
	<p>Crop Uruguay https://www.cargill.com.uy</p> <p>Office Montevideo Rbla. República de México 6517 Montevideo</p>	<p>Business collaboration (B2B) – digitalization of agriculture industry towards Industry 4.0</p>	
	<p>Barraca Jorge W. Erro S.A. - www.erro.com.uy</p> <p>Perimetral Juan M. Blanes y Carlos M. Ruiz. Soriano, 75100</p>	<p>Business collaboration (B2B) – digitalization of agriculture industry towards Industry 4.0</p>	
	<p>ICT companies</p>	<p>Albasoft www.albasoft.com.uy</p> <p>Misiones 1442, of 301 11000 Montevideo</p>	<p>Business collaboration - IT and other strategic alliances (software development for meat industry / traceability)</p>
		<p>Capicua https://wearecapicua.com/</p> <p>Ellauri 1010, 7th floor, Montevideo</p>	<p>Business collaboration - IT and other strategic alliances (product-driven, full cycle)</p>
		<p>Ebizmarts https://www.cuti.org.uy/socios/280-ebizmarts</p> <p>Bv España 2422 Montevideo</p>	<p>Business collaboration - IT and other strategic alliances (E-commerce, payment solutions)</p>
		<p>Quanam www.quanam.com</p> <p>Canelones 1370 5th floor, 11100 Montevideo</p>	<p>Business collaboration - IT and other strategic alliances (data management, IoT)</p>
		<p>MVD Tech https://www.mvdtech.com/</p> <p>Av. Italia 6201, LATU - Edificio Los Sauces of. 13, Montevideo</p>	<p>Business collaboration - IT and other strategic alliances (software for ISO9001 implementation)</p>

	Switch Software Solutions https://switchsoftware.us/ Agr. Francisco Ros 2780 Montevideo	Business collaboration - IT and other strategic alliances (DevOps, UX/UI)
	HEXA www.hexa.com.uy Bulevar Artigas 1233 bis Montevideo	Business collaboration - IT and other strategic alliances (depot/ warehouse management)
	Eximia www.eximia.com.uy Tristán Narvaja 1545 oficina 902 Montevideo	Business collaboration - IT and other strategic alliances (ERP, BI, e-invoices for agri-food)
	Actualred www.actualred.com Zorrilla 1242 C.P.: 60.000 Paysandú	Business collaboration - IT and other strategic alliances (IT for agriculture and forestry)
	AT&G Informática www.agt.com.uy Paraguay 1341 Piso 10 11000 Montevideo	Business collaboration - IT and other strategic alliances (ERP, cloud)
	BQN® (Alassio S.A) www.bqn.com.uy Paysandú 1371 11200 Montevideo	Business collaboration - IT and other strategic alliances (traceability and RFID for agri-food)
	Abstracta https://abstracta.us/ Montevideo / Salto / Juan Lacaze	Business collaboration - IT and other strategic alliances (automation, e-commerce)

This catalogue will be updated until the end of the project.

The elaboration and usage of this portfolio is strictly connected with the online catalogue of EU services and products, creation of X-Industry Internationalization Club and implementation of X-Industry Internationalization Programme with virtual matchmakings and traditional B2B matchmaking events.



AUMENTA