



Joint Press Release

Marseille, 26 May 2014

Official Launch of EUROMED Invest project

With a view to renew the interest of SMEs in the Euro-Mediterranean market, to increase investment and business flows and ensure that the EU finds its leading position as source of foreign direct investment in the Southern Mediterranean region, a consortium of business organisations from the EU and the Southern Neighborhood has officially launched today in Marseille the EUROMED Invest project.

This 5 million EUR project, co-financed by the European Commission, the Provence Alpes Côte d'Azur Region, the City of Marseille and the Consortium Med Alliance, aims at promoting business partnerships and private investments in the Euro-Mediterranean area, as well as at supporting the creation and the international development of MSMEs in the 5 most promising sectors for job creation and economic spillovers: agrifood, transport & logistics, cultural & creative industries, water & green energies and tourism.

In the three year implementation period, the project plans to develop thousands of actions in 26 countries, including workshops, training and coaching programmes, staff exchanges, surveys, promotional tools to market the South ENPI countries abroad, matchmaking events for companies, clusters and private investors.

Dirk Vantyghem, International Affairs' Director of EUROCHAMBRES – member of the consortium – stressed the strategic economic importance of the Mediterranean region. *“It is, more than ever, essential to improve the image of Mediterranean markets towards EU investors and businesses. To increase trade and investment opportunities in the region, we need a combination of concrete actions and the development of a stable and transparent investment policy in the Mediterranean countries. The new EUROMED Invest project will contribute to meet these challenges,”* said Mr Vantyghem.

EUROMED Invest is coordinated by ANIMA Investment Network within a consortium constituted of 6 members: EUROCHAMBRES (Association of European Chambers of Commerce and Industry), ASCAME (Association of Mediterranean Chambers of Commerce), BUSINESSMED (Union of Mediterranean Confederations of Enterprises), EMDC (Euro-med Development Center for Micro, Small and Medium Enterprises), GACIC (German-Arab Chamber of Commerce) and EABC (Euro-Arab Business Council), representing about 500 direct member organisations.

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EUROMED Invest can also count on a network of 79 affiliated organisations from 26 countries including 7 of the 10 South ENI countries that will be mobilised to take part in the implementation of the majority of the project's activities.

For more information on this event, taking place from 26 to 28 May 2014 at Villa Mediterranean - Palais de la Bourse, in Marseille, France, click [here](#).

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EUROCHAMBRES is the Association of European Chambers of Commerce and Industry represents over 20 million enterprises in Europe – 98% of which are SMEs – through members in 43 countries and a European network of 1700 regional and local Chambers.



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ANIMA Investment Network is a multi-country cooperation platform for economic development in the Mediterranean. The objective of ANIMA is to contribute to a better investment and business climate and to the growth of capital flows into the Mediterranean region.

Project financed by the European Union, the MedAlliance and the local authorities of Marseille - PACA



Project implemented by the MedAlliance consortium under ANIMA coordination

