



# INVESTMED CONTACT

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## INVESTMED

InNoVativE Sustainable sTart-ups  
for the MEDiterranean



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# INVESTMED

InNoVativE Sustainable sTart-ups  
for the MEDiterranean



# INVESTMED ABOUT

**MSMEs in the Mediterranean region face important challenges in terms of sustainability, capacity to innovate, competitiveness and internationalisation. These challenges call for new solutions in order for MSMEs to maintain their existence and to enhance growth. Making the economy greener, developing natural assets and enhancing innovation and creativity can provide economic, knowledge-based and environmental benefits to the Mediterranean region.**

**INVESTMED addresses economic and environmental challenges, supporting sustainable, creative and innovative business opportunities for young people and women in Egypt, Lebanon and Tunisia. INVESTMED is set to benefit MSMEs via training, coaching and sub-granting. It will also provide support for public authorities by enhancing their capacities to encourage and to facilitate MSME access to Intellectual Property Rights (IPR).**

**INVESTMED has a duration of 30 months, with a total budget of €3.8 Million , of which €3.4 Million (90%) is funded by ENI CBC MED**



# INVESTMED OBJECTIVE

INVESTMED aims to support the development of sustainable entrepreneurship and business initiatives, by creating a strong business environment and by facilitating access to new markets, with the ultimate goal of generating increased economic opportunities and jobs for young people and women in Egypt, Lebanon and Tunisia.

INVESTMED produces tangible and long-lasting impacts at local and regional levels via:

01

Boosting sustainability and creativity in the Mediterranean Region

03

Incentivising innovation-encouraging public authorities to facilitate access to IPR

02

Encouraging equity-providing business opportunities for women and young entrepreneurs

04

Enhancing competitiveness by bridging access to markets and internationalisation

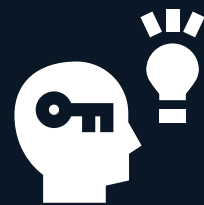


# INVESTMED BENEFICIARIES

INVESTMED benefits Mediterranean Business Support Organisations (BSOs) and their network of enterprises, MSMEs, and start-ups. MSMEs and start-ups benefit from training, coaching and sub-granting to grow and to become sustainable. Markets and clusters of companies aiming to introduce sustainable and creative services in their value chain, can also benefit from this action.



# INVESTMED MILESTONES



## Engagement of key actors

INVESTMED structures an engagement process to involve the main target group incubators, accelerators, clusters, MSMEs, start-ups, investors and decision makers.



## Train and coach entrepreneurship

INVESTMED launches a training and coaching programme, addressing 315 entrepreneurs, to increase their sustainability capacity, creativity and competitiveness. Awards will be provided in the process.



## Improve IPR regulatory framework

INVESTMED encourages public authorities to become trained on IPR and to facilitate the access and application of IPR to innovative business services and products.



## Pitch and sub-grant Green & Creative businesses initiatives

INVESTMED launches a Sub-granting Call to provide financial support to innovative green and creative initiatives.

# INVESTMED PARTNERS



Union of Mediterranean Confederations of Enterprises  
- BUSINESSMED, Tunisia



Euro-Mediterranean Economists Association  
- EMEA, Spain



European Institute of the Mediterranean  
- IEMED, Spain



Beyond Group, Lebanon



Institute of Entrepreneurship Development  
- IED, Greece



LUMSA  
UNIVERSITÀ

Libera Università Maria SS. Assunta  
- LUMSA, Italy



Rumundu Social Promotion Association  
- RUMUNDU, Italy



The Confederation of Egyptian European Business Associations  
Confederation of Egyptian European Business Associations  
- CEEBA, Egypt



Spanish Chamber of Commerce  
- CCE, Spain

## Associated Partners

الفرقة التجارية المصرية بالاسكندرية  
La Chambre de Commerce Egyptienne d'Alexandrie

febea  
FEDERATION EUROPEENNE DES FINANCIERS ET BANQUES ETHIQUES ET ALTERNATIVES  
EUROPEAN FEDERATION OF ETHICAL AND ALTERNATIVE BANKS AND FINANCIERS

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