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**EBSOMED**  
ENHANCING BUSINESS SUPPORT ORGANISATIONS

# MAIN RECOMMENDATIONS



**MED  
BUSINESS DAYS 2019**

Advocating  
for a major  
role of Med SMEs  
as main driver for  
the economic  
development of the region



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**BUSINESSMED**  
Union of Mediterranean Confederations of Enterprises



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE  
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY  
جمعية غرف التجارة والصناعة للبحر الابيض المتوسط



Deutsch-Arabische  
Industrie- und Handelskammer  
German-Arab  
Chamber of Industry and Commerce  
الغرفة الألمانية العربية للصناعة والتجارة

## MED BUSINESS DAY: Background

The second edition of EBSOMED Roadshow was organised by BUSINESSMED in partnership with its Employers Organizations Members CONFINDUSTRIA-Italy and CGEA-Algeria. The MED BUSINESS DAY organised in the framework of EBSOMED project tackled the theme advocating for a major role of Med SMEs as main driver for the economic development of the region and was held on January 10th, 2019 in Algeria (Algiers).

The one-day event was opened by Mrs. Saida Neghza, the President of BUSINESSMED and CGEA, Mr. Vincenzo Boccia, the President of CONFIDUSTRIA, Mr. Jean-Louis GUIGOU President of IPEMED and local Ministers.

Following the opening, panels' discussions on issues related to booming sectors in the EuroMed Region and namely Digital Sector, Renewable Energies, Construction and Public Works and Automotive and Mechanical industry took place and presented a pre-eminent platform for investment and access to finance and opportunities to exchange with experts on the tackled sectors.

A Business Space for Entrepreneurs, Business Leaders, Investors and BSOs representatives gave opportunity to 185 participants to meet business leaders and their counterparts in the EuroMed Region. 161 b2b meetings were arranged.

## Main Outcomes and Recommendations of the MED BUSINESS DAY (January 10th, 2019 in Algeria- Algiers)

- **DIGITAL TECHNOLOGIES:** Digital Big Bang in the Mediterranean: Investing in the future
- **RENEWABLE ENERGY:** The Future of Renewable Energy in the Mediterranean: Regulation & Investments
- **CONSTRUCTION AND PUBLIC WORKS:** The Construction and Public Works Industry in the Mediterranean: Staying competitive in times of change
- **AUTOMOTIVE AND MECHANICAL INDUSTRY:** The Automotive Ecosystem in the Mediterranean Region: Drivers that will shape the Industry

DIGITAL SECTOR	Sessions
<p><i>Experts :</i></p> <p>Sarah HANNACHI : CEO Business Innovation and Digital Transformation Consultant – Tunisia</p> <p>Grar YOUNÈS : state engineer at INELEC – Algeria</p> <p>Cristiano Radaelli: Vice president vicarious of ANITEC- ASSINFORM – Italy</p> <p>Ines NASRI: WebPower Manager, Digital marketing specialist-Technology Optimist- Speaker Trainer – Tunisia</p>	<ul style="list-style-type: none"> <li>- Open Innovation <sup>1</sup> Strategy Reinvent the Business Model and Rethink the Ecosystem</li> <li>- ICTs in Algeria: State of play and opportunities</li> <li>- Digital sector: key trends &amp; competencies of the Italian ICT industry</li> <li>- Digital Transformation : Disrupting Businesses , investment and careers</li> </ul>

## DIGITAL SECTOR:

*Session 1: Open Innovation Strategy Reinvent the Business Model and Rethink the Ecosystem*

### Recommendations:

- The need to opt for the open innovation strategy in order to use purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation.
- The need to opt for the Crowdsourcing<sup>2</sup> as a best practice for NGOs, SMEs: To profit from crowdsourcing, organizations can engage in four different approaches: microtasking, information pooling, broadcast search, and open collaboration.

<sup>1</sup> Open Innovation Strategy: Instead of the secrecy and silo mentality of traditional business R&D, open innovation invites a wider group of people to participate in problem-solving and product development.

<sup>2</sup> The Crowdsourcing is an avenue for idea generation and decision making. Crowdsourcing is a way of outsourcing tasks to communities of Internet users.



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#### Means:

- Consider open Innovation as a Strong Part of the Company culture and strategy
- Facilitating Collaboration
- Transparency
- Rewarding Participants
- Finding the Right Channels
- Commitment

#### *Session 2: ICTs in Algeria: State of play and opportunities*

#### Recommendations:

The main actions of key stakeholders should focus on the following elements:

- Encourage the spirit of initiative among young "startups"
- Encourage a national and regional win / win partnership
- Take more advantage of rapidly deploying technologies.
- Improvement of the quality of voice / data networks
- Realization of Data Centers, cloud

#### Means:

- Increase creations of global communities for technology entrepreneurs and startups (including technical assistance and access to finance for young entrepreneurs).
- Set up an appropriate financial and technical mechanism and support toward ICT sector developments
- Establishment of a memorandum on the policy of information and communication technologies in Algeria with a view to use Technology as a lever for sustainable development

#### *Session3: Digital sector: key trends & competencies of the Italian ICT industry*

#### Recommendations:

The session raised the urgent need to address the following challenges in the country:

- Healthcare and wellness : *Connected ambulances; Hospital robotics*
- Security and surveillance : Security in stations; public security and emergency services
- Mobility and transportation: Urban cross traffic; evolution of driverless mobility
- Manufacture and 4.0 Industry: Enhanced retail experience; smart agriculture
- Education, entertainment: 4.0 lessons; augmented reality.
- Digital Divide: Fixed wireless access
- Smart City, Smart Grid smart energy



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- Consider the open innovation ecosystem as the way to build Med countries future

#### Means:

- Creating a well-functioning Mediterranean innovation eco-system (between Universities, private & public research center, start-up, venture capitalist, incubators, and industries associations) that allows co-creation becomes essential for Open Innovation.
- In this open innovation eco-system relevant stakeholders must be collaborating along and across industry and sector-specific value chains to co-create solutions to socio-economic and business challenges.

*Session 4: Digital Transformation: Disrupting Businesses, investment and careers*

#### Recommendations:

- The urgent need for professionals to understand The Internet of Things (IoT) what it is, how it works, and how to harness its power to improve business.
- Why companies should adopt the IoT concept: The IoT's biggest offering for business is how it can reduce costs and streamline office solutions.



RENEWABLE ENERGY	Sessions
<p><i>Experts :</i></p> <p><b>EI Mostafa JAMEA:</b> Director, MENA Renewables and Sustainability Institute(MENARES) , Morocco</p> <p><b>Noha Elbalky -</b> Sustainable Development Expert, Federation of Egyptian Industries, Environmental Compliance Office and Sustainable Development (FEI/ECO SD) , Egypt</p>	<p>Future of renewable energies in the South Mediterranean; Regulation and investments Opportunities for SMES</p> <p>Renewable energy for a better Future for Egypt</p>

*Session1: Future of renewable energies in the South Mediterranean;  
Regulation and investments Opportunities for SMES*

To enable development of SMEs in renewable energy sector, countries of the MENA Region should consider the following key factors:

- Link the university with the industry in order to develop innovative solutions adaptable to local contexts;
- Encourage and promote entrepreneurship and the creation of SMEs;
- Support local SMEs by applying local content mechanisms on development and implementation of renewable energy projects;
- Promote tailor made capacity buildings programs, networking activities, mentoring programs, seeds accelerators funding for SMEs;
- Needs to create dedicated cluster for renewable energies and Genentech parks, incubation centers, R&D and innovation platforms that are open for SMEs;
- Support with regards to sound and healthy business environments (administration procedure to create enterprises, funding, mobilization of offices, space for workshops and factories, and the related associated physical infrastructures and requires services;



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- Support in funding of innovation, research and development projects.

### *Session 2: Renewable energy for a better Future for Egypt*

#### Recommendations:

- Support the creation of a network from different local manufacturers to develop and encourage the Egyptian solar energy applications in order to compete with international products, increase the number of local manufactures and decrease the current production cost.
- Support all industrial sector to implement RE projects through:
  - Awareness raising
  - Technology Transfer
  - Technical Studies
  - Financial Support
- Reinforce the creation of clusters and collaboration between different ecosystems

#### Means:

Example of a created Cluster that will include activities that will lead to the development of a business-driven cluster based on the 'triple helix' model of collaboration between the private sector, universities and the public sector.



CONSTRUCTION AND PUBLIC WORKS	Sessions
<p><i>Experts :</i></p> <p><b>Toufik CHERRADI:</b> President- Commission of Training at the National Federation on Construction and Public Works – Morocco</p> <p><b>Mr Tridi Rachid:</b> consultant in Business Development at Cabinet UNITY Algeria and expert in programs of International Labor Office (B.I.T).</p>	<p>The Construction and Public Works Sector in Morocco</p> <p>The Construction and public works sector in Algeria</p>

*Session1: The Construction and Public Works Sector in Morocco*

**Recommendations:**

- The need to elaborate a strategic planning and futuristic visibility.
- 11 objectives should be considered by the actors of the Construction and Public Works Sector in Morocco. These objectives are regrouped into 2 pillars.

**Means:**

Pillar N ° 1: Sector upgrading:

- Ensure more visibility of the sector,
- Update the regulatory framework and optimize administrative processes,
- Strengthen skills and improve the attractiveness of professions,
- Strengthen professional representation and encourage inter-profession,
- Improve the competitiveness of the company,
- Make a corporate citizen emerge.

Pillar N ° 2: Excellence and international influence:

- Promote excellence and innovation,





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- Promote the emergence of national champions,
- Develop public private partnerships,
- Promote respect of the environment,
- Support the internationalization of companies.

### *Session2: The Construction and Public Works Sector in Algeria*

#### **Recommendations:**

- The country should focus on the political and economic stability of the sector as a priority.
- Foster the partnership with local and foreign companies because of their knowledge of laws, culture and customs.
- Seize the opportunity for stable growth in key sectors mainly the oil and gas industry.



AUTOMOTIVE INDUSTRY	Sessions
<p><i>Experts :</i></p> <p>Giammarco GIORDA : Director General Associazione Nazionale Filiera Industria Automobilistica (ANFIA) - Italy</p> <p>B. Fayal Dickra : Expert consultant in business development</p>	<p>Business relations between Italy and the North African countries</p> <p>Automotive Industry in Algeria</p>

*Session 1: Business relations between Italy and the North African countries*

Recommendations:

Possible winning approaches to North African countries

*Strategy:*

**Serving world carmakers present in North Africa countries**

*Main advantages:*

- A supply chain made of multinational and local companies constantly improving in efficiency and skills
- Good infrastructure mainly regarding to the port system
- Interesting incentive and grants schemes for investments and hiring people

*Strategy:*

**Setting up an R&D Center**

*Main advantages:*

- Availability of skilled manpower at competitive costs (technicians, engineers, etc)
- Increasing people English spoken
- Incentives for R&D investments in some countries



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## *Session2: Automotive Industry in Algeria*

### Recommendations:

- The Country should give emphasis in parts & Components of the Production (*Plastic industry , steel industry , Wheel industry , textile industry ,Smart Technoogy industry,Glass industry )*
- The production should be decentralization from the northern cities
- The need to Invest on Local Manpower
- Emphasis on the Supply Chain & Distribution Network Using Global models
- Embrace and implement innovative processes in manufacturing
- Use technologies and innovative tools as enablers ( Promote the smart cities while respecting the environment)

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**ANIMA**  
INVESTMENT NETWORK



**EUROCHAMBRES**



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