



## Workshop on Mediterranean Start-ups Financing

Marseille, December 3, 2010

### Cadrage

<p><b>Context</b></p>	<p>Compared to enterprises implemented in OECD countries, Mediterranean enterprises are not so often looking for external financing to support their growth. In addition, the ANIMA-MedFunds observatory showed in 2008 that only 3% of the funds raised by Mediterranean Private Equity actors are dedicated to early-stage investments. Indeed, several curbs to investment exist when tackling subjects such as company incorporation, innovation and high growth start-ups. These curbs, gathered in four development axes, are at the centre of the MedVentures initiative. The present workshop should therefore offer an opportunity to build up proposals and concrete actions overcome these constraints.</p>
<p><b>Objectives</b></p>	<p><b>1- Propose concrete action plans</b> to enhance start-ups access to finance and co-financing in the Mediterranean, by addressing more specifically four identified subjects :</p> <ul style="list-style-type: none"> <li>▪ <b>Information.</b> The lack of reliable information available to investors on Mediterranean investment conditions, markets contexts, and enterprises in the Med countries;</li> <li>▪ <b>Sourcing.</b> The difficulty for investors to access a viable deal flow, whether it is on national or international level ;</li> <li>▪ <b>Capacity building, co-financing and risk sharing.</b> The necessity to progress collectively (investors and early stage funders) in evaluating innovative projects, and to build networking platforms in order to facilitate co-financing and risk sharing.</li> <li>▪ <b>Regional tools.</b> The need for regional instruments to favour economies of scale, reinforce early-stage financing, and facilitate enterprises internationalisation.</li> </ul> <p>The proposals discussed during this workshop will help defining a 3-year MedVentures action plan (financing package).</p> <p><b>2- Support exchanges and networking</b> between the various actors involved in early-stage financing through the organisation of targeted round tables.</p>
<p><b>Roll out</b></p>	<p><b>14.00-15.30 (Plenary): Proposals presentation and discussion.</b></p> <ol style="list-style-type: none"> <li>1- Introduction to the workshop objectives (5mn)</li> <li>2- Presentation by 5 speakers (5x6mn=30mn) and 10 other contributors (10 x4mn = 40mn) of possible action lines to be developed in order to address the 4 different axes identified above</li> <li>3- Other remarks and comments (20mn)</li> </ol> <p><b>15.30-16.30 : Round tables and networking</b></p> <p>Round tables will be organised in order to let participants further exchange and develop proposals on the 4 topics identified (Information, Sourcing, Co-financing and risk sharing, regional instruments).</p>
<p><b>Support</b></p>	<p>The 5 speakers will have to possibility to illustrate their presentation with Power Point slides. In that case, an electronic version of the PPP should be sent to the MedVentures team before November 30th, 2010.</p>
<p><b>Working</b></p>	<p>A simultaneous translation (French/ English) will be ensured during the plenary session. The</p>

<b>languages</b>	round tables will have to be held in both languages.
<b>Audience</b>	The workshop will gather a limited number of innovation financing actors in order to encourage exchanges and discussions. Business Angels, Ventures Capitalists, Development financing institutions and cooperation agencies representatives are expected to participate.
<b>Follow-up</b>	Minutes of the workshop will be prepared by the Medventures team and circulated to all participants, as well as to targeted actors in Europe and the Mediterranean.

## Proposed detailed programme

<b>14.00 - 15.30</b>	<b>PLENARY SESSION</b>
14.00 – 14.05	<b>Introduction to the workshop objectives</b> ( <i>Emmanuel Noutary – Invest in Med</i> )
14.05 - 15.20	<p><b>Detailed proposal : Question A</b> - How to improve the information flow dedicated to investors involved in early stage financing and planning to develop activities in the Mediterranean ?</p> <ul style="list-style-type: none"> <li>▪ Speaker (6mn) : Rym Ayadi (CEPS)</li> <li>▪ Other contributors : Alaa Ezz (CEEBA/ BusinessMed), Bénédicte de Saint-Laurent (ANIMA)</li> </ul>
	<p><b>Detailed proposal: Question B</b> – How to facilitate investors access to a quality deal flow, at the national and international level?</p> <ul style="list-style-type: none"> <li>▪ Speaker (6mn) : Fuat Sami (LabX)</li> <li>▪ Other contributors : Khalil Azzouzi (Fonds Dayam), Jean-Marc Soustre (European TechTour), Véronique Baradel (Réseau Entreprendre International)</li> </ul>
	<p><b>Detailed proposal: Question C</b>- How to facilitate the exchange of expertise between financing actors and federate these actors to encourage co-financing and consequently risk sharing?</p> <ul style="list-style-type: none"> <li>▪ Speaker (6mn) : Paolo Anselmo (EBAN/IBAN)</li> <li>▪ Other contributors : Florian Schumacher (Finance South East), Afif Ben Yahia (Sages Capital), Valérie Melin (FCM) et Douja Gharbi (CNFCE)</li> </ul>
	<p><b>Detailed proposal: Question D</b> – What regional tools exist or could be developed to encourage investment and co-investment in the region?</p> <ul style="list-style-type: none"> <li>▪ Speakers (2x6mn) : Etienne Viard( AFD) et Georges Catinis (SEBC)</li> <li>▪ Other contributor: Angus Macrae (EIB)</li> </ul>
14.20 - 15.30	<b>Remarques des participants</b>
<b>15.30 - 17.30</b>	<p><b>ROUND TABLES</b></p> <ul style="list-style-type: none"> <li>▪ <b>Table A – Information</b> : Led by Rym Ayadi (CEPS)</li> <li>▪ <b>Table B – Sourcing</b> : Led by Fuat Sami (LabX)</li> <li>▪ <b>Table C- Capacity building, co-financing and risk sharing:</b> Led by Paolo Anselmo (EBAN/IBAN)</li> <li>▪ <b>Table D – Regional tools</b> : Led by Etienne Viard (AFD) et Georges Catinis (SEBC)</li> </ul>
<b>17.30-18.30</b>	<p><b>BtoB MEETINGS</b></p> <p>The participants are invited to join the BtoB meetings organised in parallel, in order to meet with Euro-Mediterranean start-ups and other potential partners.</p> <p>Registrations have to be made online at: <a href="http://medventures.ccimp.com/">http://medventures.ccimp.com/</a></p>