

Press Release

Selection of the 3 winning start-ups of the MedVentures Awards 2010

Marseille, 3 December 2010 - As a closing to the MedVentures Forum held on 3 December in Marseille, the 3 winning start-ups of the MedVentures Awards 2010 have been announced. The 3 winning start-ups have received prizes worth €90,000 in total from the MedVentures partners: EBN, Euroméditerranée and Publicis Activ Marseille.

The 3 winning start-ups of the MedVentures Awards 2010 are:

EyalGPS - Israel (Moty Eyal) - Text to Speech technological solutions to make smart phones accessible to the visually impaired and drivers. Its compatibility with countless languages and its exceptionally high-quality speech analysis make it unique. www.eyalgps.com

Ounousa.com - Lebanon (Wassim Kari) - First feminine website in Arabic. Launched in 2008 to address the strong growing feminine segment within the Middle East and North Africa, Ounousa has now 700,000 visits and 4 million pages viewed per month. www.ounousa.com

ADDICTS 123 - Palestinian Authority (Wafa Dajani) - Hardware and software for wireless GSM/GPRS-based remote control and monitoring systems to manage power networks in inaccessible areas. A pilot project for the Jerusalem District Electricity Co., which covers 55 installation points on the electricity grid, has been running continuously for more than two years.

Two special distinctions were also given by the jury to Graphjet Technology - Tunisia, and Ajiel Information Systems - Morocco.

10 shortlisted start-ups (1 per participating country) pitched their projects to the jury in the morning. The jury, gathering top innovation, business and financing networks from the European Union and the Mediterranean, looked at the business projects' potential and their abilities to expand internationally. Business meetings and workshops on financing and coaching were organised in the afternoon in order to connect the start-ups with potential international investors and business partners.

Led by ANIMA Investment Network in the framework of the EU co-funded Invest in Med programme, MedVentures aims at highlighting and supporting the best Mediterranean start-ups in their internationalisation. The MedVentures Forum shows the desire to build a 3-year action plan to support entrepreneurship in the Mediterranean.

Videos of the event and interviews of the start-ups will be available on www.medventures.biz from 6 December 2010.

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About Invest in Med: The programme aims at developing sustainable trade relationships, investments and enterprise partnerships between the two rims of the Mediterranean. Funded at 75% by the European Union over the 2008-2011 period, it is implemented by the MedAlliance consortium, which associates economic development organisations (ANIMA, leader of the programme), CCIs (ASCAME, EUROCHAMBRES), and business federations (BUSINESSMED). The members of these networks, as well as their special partners (UNIDO, GTZ, EPA Euroméditerranée, World Bank, etc.), gather a thousand of economic actors - mobilised through pilot initiatives centered on key Mediterranean promising niches. Each year, a hundred operations associate the 27 countries of the European Union and 9 Mediterranean partner countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria and Tunisia. www.invest-in-med.eu

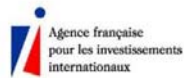
MedVentures is an initiative of **ANIMA Investment Network** organised in the framework of the EU co-funded **Invest in Med** programme



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