

## **MedVentures ICT Business Forum**

### **Marseille -Proceedings of the plenary session**

**(13 October 2011 - 9AM 1PM)**

**This document sums up key messages provided by selected innovation and entrepreneurship support network in Europe and Mediterranean partners countries. It provides key market data, contacts and offers/demand for cross-border partnerships. It is a basis for future regional actions.**

### **Opening session/framework**

**Sebastien Dagault** presented the **MedVentures platform**, which brings together 50 top investors, incubators, innovation field players from 15 Euro-Med countries (some of them are presented below). MedVentures is dedicated to the internationalisation of innovative high-growth ventures in the Mediterranean through coaching, partnerships, team building and financing actions. Since 2010 this initiative accompanied 120+ start-up worth €100 million and 500 jobs and organised smart matchmakings, coaching and mentoring sessions in Tunis, Beirut, Ramallah, Marseille and Liege.

- More information on actions, start-ups and partners profiles on [www.medventures.biz](http://www.medventures.biz)

**Krimo Salem**, (CEO -If and Then ventures) and **Ali Azzouz** (CEO -CBS) shared their experience with the audience and delivered the following message:

- ICT is a strategic sector in the Mediterranean region where many opportunities remain untapped, some niches are to be targeted in the field of Mobile, business software, content
- There is a potential market of 500 million people across the MENA region and Europe.
- Advice to entrepreneurs: it takes as much effort to create a product for a Mediterranean country, as to create a product for the world. Think global.
- Krimo Salem is committed to develop "MedValley" a bridge between the Silicon Valley and Euro-Med pooling talents and proactive networks to develop innovative businesses without borders; if interested [contact Krimo Salem](#)

## Business opportunities, investments and partnerships offers - Country Focus

[Click here to download the PPT presentation on ICT Market data in the Mediterranean](#)

### Egypt



### Egypt - Egypte

**Key figures**

- 80.4m** people population in 2010, 33% are under 14 years
- +12%** growth of the mobile services market in 2010
- +20%** growth of the Internet market in 2010
- 90%** penetration for mobile phones: **70 million users**, +30% between 2010 and 2011)

**ICT Foreign Investments**

Amounts: **US\$9.5 bn** since 2003  
Nbr projects: **89** since 2003  
(source ANIMA-MIPO)

**Success stories & business partnerships 2010-2011**

- .Facebook** has signed a commercial partnership with **Connect Ads** to attract new members in Arab countries
- .German Softline** opens a branch in Cairo to reinforce its activities in Egypt and enter African markets
- .IBM** opens a business process delivery centre in Smart Village IT Park in Cairo in a joint collaboration with national agency ITIDA.

#### **Ahmed Laiali, (Technology Innovation and Entrepreneurship Centre) - [www.tiec.gov.eg](http://www.tiec.gov.eg)**

Started an incubation centre in 2006, and expanded the incubation programme, aiming at boosting innovation & entrepreneurship in Egyptian IT industry. Thanks to the programme, 5 incubation centres have been created all over Egypt.

Looking for :

- Opportunities for Softlanding

#### **Khaled Bassyouny, (DAMLAG) - [www.elCinema.com](http://www.elCinema.com) , [click here to download the presentation](#)**

Developed the movie portal elCinema.com - World's largest online movie database (in Arabic). Reached 1.4 million visitors/month. Received financing from TIEC.

Selling points:

- elCinema.com is a recognized brand (IMDB.com Middle East).
- Partnerships with leading production houses in Egypt.
- elCinema.com is the fastest growing movie website in the region.

Looking for:

- \$1 million financing.
- Want to go global, content in French and English.
- In discussions with movie makers to develop a subscription-based movie viewing service.

## Lebanon



### Lebanon - Liban

#### Key figures

- 4.1 m** people population in 2011  
26% under 14 years old
- 3 m** cellular subscribers in 2011
- 4.5%** of Lebanon's GDP made by creative industries (media, TV, advertising, communication)

#### ICT Foreign Investments

Amounts: **US\$2.7 bn** since 2003  
Nbr projects: **29** since 2003  
(source ANIMA-MIPO)

#### Success stories & business partnerships 2010-2011

- .Ericsson** to partner with local mobile operator **Alpha** to introduce the 3G technology in Lebanon
- .Microsoft** signs a strategic partnership with Lebanese **Realestate.com.lb** to support the local real estate market
- Turkey's **Touch IT**, a touch-based visual communication products manufacturer to sign a distribution agreement with local company **El-Haceb**

### **Walid Hanna, (Middle East Ventures Partners) – [www.mevp.com](http://www.mevp.com) click here to download the presentation**

A Middle East-focused venture capital firm that invests in the early and growth stages of innovative companies run by talented entrepreneurs primarily, but not exclusively, in Lebanon and the greater Levant region. Examples of early-stage investments in the ICT sector: Cedar Books (eCommerce) / Falafel Games (Online games) / Lahoo (Mobile apps)

Looking for :

- Partners / relays for the sourcing and due diligence of high growth start-ups


### **Karim Khoury, (ViaMobile) - [www.viamobile.biz](http://www.viamobile.biz) click here to download the presentation**

Started at BeryTECH technological pole. Developed an innovative mobile payment platform. Viamobile is a spin off of CREOVA, an International technology provider company based in Paris with offices in Boston, Beirut and Tunis. ViaMobile is a platform that can be integrated in all mobile phones and smart phones.

Looking for:

- A company to team up with, that helps us access new markets. Want to expand fast in the region.

## Jordan



### Jordan - Jordanie

#### Key figures

**6.4 m** people population in 2010  
36% under 14 years old

**80,000** skilled jobs created in the ICT between 1999 and 2008

**44<sup>th</sup>** rank in the Global Information Technology report 2010 (among 133 countries)

#### ICT Foreign Investments

Amounts: **US\$1.5 bn** since 2003  
Nbr projects: **14** since 2003  
(source ANIMA-MIPO)

#### Success stories & business partnerships 2010-2011

**.Yahoo** opens a regional office in Amman after acquiring in 2009 **Maktoob.com**, the leading online community in the Arab world

**.Hewlett Packard** to open a subsidiary and a regional competency centre in Jordan to service the wider Middle East, Mediterranean and Africa

**.IBM** has developed a new center of excellence for innovation within the University of Irbid

### Salwa Katkhuda, (Oasis 500) - [www.oasis500.com](http://www.oasis500.com)

Oasis 500 accelerates the transformation of information & communications technology (ICT), mobile and digital media ventures. Every company is connected with 4 mentors (from the Silicon Valley and the region). Oasis 500 Angel Network serves ICT, digital media and mobile companies through key investment stages and prepares them for funding by venture capitalists and private equity funds. Oasis 500 is open to all companies. All nationalities can apply to the business angel network.

Looking for:

- Sponsorships from organizations that want to be in the scene.

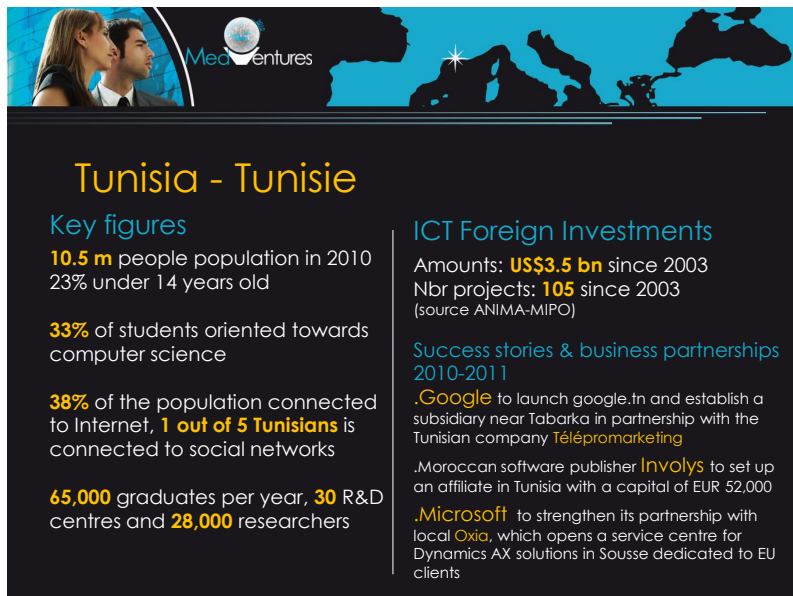
### Lana Fakker, (FakkerMe) - [www.fakker.me](http://www.fakker.me) [click here to download the presentation](#)

Incubatee from Oasis 500. Developed a competition-based website that aims to proactively connect distinguished jobseekers with employers through reward-driven online games and by encouraging more internship placements in Jordan.

Looking for:

- Partnership opportunities (Game development, Licensing Content).
- Raising Funds (Game development, Research, Expansion).

## Tunisia



**Tunisia - Tunisie**

**Key figures**

- 10.5 m** people population in 2010  
23% under 14 years old
- 33%** of students oriented towards computer science
- 38%** of the population connected to Internet, **1 out of 5 Tunisians** is connected to social networks
- 65,000** graduates per year, **30** R&D centres and **28,000** researchers

**ICT Foreign Investments**

Amounts: **US\$3.5 bn** since 2003  
Nbr projects: **105** since 2003  
(source ANIMA-MIPO)

**Success stories & business partnerships 2010-2011**

- .Google** to launch google.tn and establish a subsidiary near Tabarka in partnership with the Tunisian company **Télépromarketing**
- .Moroccan software publisher Involys** to set up an affiliate in Tunisia with a capital of EUR 52,000
- .Microsoft** to strengthen its partnership with local **Oxia**, which opens a service centre for Dynamics AX solutions in Sousse dedicated to EU clients

**Elyes Jeribi, (Algebra Technologies) – [www.linkao.fr](http://www.linkao.fr) click here to download the presentation**

Located in Elgazala Technopark. Developed Linkao, the “ebay” for IT services; bringing together the IT professionals and the business community. Message: Mediterranean partnership is the best way to success.

Looking for:

- Partnerships (that help us find first customers).
- Early stage funding.

**Hassan Oueslati, (E-Taalim) - [www.e-taalim.com](http://www.e-taalim.com) click here to download the presentation**

E-Taalim is an electronic review for e-learning, focused on media and ICT use. Available in three languages with different contents (Arabic, French, English).  
Leading partners: ReadSpeaker, AEL Data, SAFARIONLINE.

Looking for:

- Partnerships on the technical and marketing level (services exchange, outsourcing).
- Customers.

## Algeria



**Algeria - Algérie**

**Key figures**  
**35.7 m** people population in 2010  
 (25% under 14 years old)

Upcoming call for tenders for  
**the first 3G** mobile phone licence

**E-Algérie strategy 2013** to  
 develop e-governance services

**ICT Foreign Investments**  
 Amounts: **US\$4.4 bn** since 2003  
 Nbr projects: **74** since 2003  
 (source ANIMA-MIPO)

**Success stories & business partnerships  
 2010-2011**

**.Nokia** to come back into the Algerian market and  
 to name the local Novaphone as its distributor in  
 Algiers

**.Sony** to choose local company **Groupe Hasnaoui  
 Multimédia** as its exclusive distributor for Algeria

**.JB Maroc** to acquire a 44% stake in local  
**SERITELEC**, a provider of solutions for information  
 system creation and management

### **Kamel Osmane, (MédafCO) - [www.medafco.org](http://www.medafco.org)**

A Paris-based support network for investments (mainly in Algeria and Morocco). Implemented Alinov, a programme aimed at supporting innovative entrepreneurship (training and coaching programme, business plan competition etc.)

Looking for:

- Partnerships for the Alivon programme; Mentors and success stories; Co-incubation.

### **Yacine Rahmoun, (Algerian Start-up Initiative-ASI) - [www.algerianstartupinitiative.com](http://www.algerianstartupinitiative.com) [click here to download the presentation](#)**

ASI is a platform that promotes the creation of technology startups between Algeria and the USA. ASI aims to help existing Algerian companies go to the next level with possibility of opening an office in the Silicon Valley. ASI Organised business plan boot camps, with Business plan Educational Web conferences live from the Silicon Valley in 12 universities and institutes around Algeria.

Key message:

- The idea is to become a regional project (Maghreb start-up initiative). Thousands of students can benefit from our experience.

### **Zaak Chalal, (RedFabriQ) - [www.redfabriq.com](http://www.redfabriq.com) [click here to download the presentation](#)**

RedFabriq is a development platform dedicated to web expertise. Project to set up an R&D centre in Aix-en-Provence (South France). Developed a business model for distance marketing of services. Focused on mobile and web technologies. 30 clients have already trusted their expertise.

Looking for:

- Business and R&D partners in France, US and MENA

## Morocco



### Morocco - Maroc

#### Key figures

**31.6 m** people population in 2010  
28,7% under 14 years old

**2 ICT zones** : Casa Technopark and Rabat Technopolis. 4 new zones planned (Fes, Tetouan, Oujda, Marrakech)

Creation in 2010 of the **Maroc Numeric Fund** for local ICT start-ups

The "**Maroc Numeric 2013**" strategy: e-gov strategy (89 new online services by 2013)

#### ICT Foreign Investments

Amounts: **US\$3.3 bn** since 2003  
Nbr projects: **123** since 2003  
(source ANIMA-MIPO)

#### Success stories & business partnerships 2010-2011

**.France Telecom** to set up a new headquarter in Rabat Technopolis and and plans to reach a 400 employee workforce by 2015

**.Gemalto** to develop a biometric passport system in team with local group **Netopia**, in Casanearshore

.Software publisher **Danem** to establish in Morocco by signing a partnership with local **Synthèse Conseil**

### **Omar Balafrej (Technopark) - [www.technopark.ma](http://www.technopark.ma) click here to download the presentation**

170 companies with + more than 30 startups every year. Focused on ICT, Web Culture, and Green Tech. Created new financing tools (objective to invest in 20 startups in 4 years).

Advantages:

- Original model, small and large companies (creating synergies).
- Setting up a model of business incubation –to be duplicated in Rabat and other locations.
- Providing global assistance in the region and training for new managers.

Looking for:

- Partnerships to duplicate the Technopark model in other countries;
- Financing, Co-investment.

### **Zakaria Fahim, [Centre des Jeunes Dirigeants International](#)**

CJD Support entrepreneurs with networking , coaching and Online tools. CJD recently developed Online tools for international entrepreneurs and will organise a large event in 2012 in Casablanca

Looking for

- Partners for the development of entrepreneurs E-learning projects; Financing to develop games that help raise awareness on HIV prevention.

**Khalil Azzouzi, (Dayam Fund)**

Venture capital dedicated to equity -financing innovative companies in their early stage. Invested in NetPeas, with Maroc Numeric Fund.

Looking for:

- Co-investment opportunities

**Nabil Ouchn, (Netpeas) - [www.netpeas.com](http://www.netpeas.com) click here to download the presentation**

Provider of Marketplace Security Cloud-based Solutions. Democratize the use of IT security for everyone. Funded by Dayam Fund and Maroc Numeric Fund.

Looking for:Financing.

## Turkey



**Turkey - Turquie**

<p><b>Key figures</b></p> <p><b>70 m</b> people population in 2011 28% under 15 years old</p> <p><b>15th</b> largest world economy</p> <p><b>+50%</b> annual growth for call centers</p> <p><b>15%</b> growth per year computer market</p>	<p><b>ICT Foreign Investments</b></p> <p>Amounts: <b>US\$12.9 bn</b> since 2003 Nbr projects: <b>159</b> since 2003 (source ANIMA-MIPO)</p> <p><b>Success stories &amp; business partnerships 2010-2011</b></p> <p>.Anti-virus software developer <b>Trend Micro</b> to sign an agreement with local <b>Helyum</b>, which will distribute its products in the Central Asian markets</p> <p>.<b>Hewlett Packard</b> to expand its software innovation center created in 2009 in Ankara in partnership with the Bilkent University</p> <p>.<b>Alcatel-Lucent</b> to open a R&amp;D centre in Istanbul that will employ 100 people by 2011</p>
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**Fuat Sami, (LabXBusiness Angels network) - [www.lab-x.org](http://www.lab-x.org)**

The first Turkey Business Angel Network that gathered an angel investor group of over 85 individuals. Invested in 8 start-ups. Project: Entrepreneurship TV show with a nice educational twist.

Looking for:

- Partnerships for the organisation of regional TV shows.
- Partners to set up an incubator in Turkey.

## Israel



**Israel**

**Key figures**

- 7.4 m** people population in 2010  
28% under 15 years old
- 4,000 start-ups**: highest concentration of high-tech companies in the world
- 140 engineers** per 10 000 workers, a ratio 8 times higher than in the U.S.

**ICT Foreign Investments**

Amounts: **US\$15.3 bn** since 2003  
Nbr projects: **240** since 2003  
(source ANIMA-MIPO)

**Success stories 2010-2011**

- .French **Alcatel-Lucent** to open a R&D centre focused on cloud computing by the end of 2011
- .French **Vitec Multimedia** (MPEG video compression) to acquire Israeli digital video solutions developer **Optibase's** video business
- .**Google** to sign a cooperation agreement with **IncrediMail**, a Tel Aviv-based startup developing e-mail client product services

### **Yoni Benzaken, (Invest in Israel) - [www.investinisrael.gov.il](http://www.investinisrael.gov.il) click here to download the presentation**

Israel's Investment Promotion Center at the Ministry of Industry, Trade and Labor. The center promotes foreign direct investment into Israel, and encourages additional investment by multinationals already invested in the country.

Key message:

- There are 250 R&D centres in Israel (66% from the US), European countries are welcome to open their R&D centres in Israel.
- France-Israel innovation day BtoB meetings, in Paris (Dec, 5<sup>th</sup> 2011).

### **Shay Eyal, (Eyal GPS) – [www.eyalgps.com](http://www.eyalgps.com) click here to download the presentation**

Developer of Personal Spokesman, a full screen reader for the cellular device, which can read text in a very high standard.

Advantages:

- An application that can read any text in any language.
- Very human and natural.
- Suitable to everyone.
- Reads all screens of the device including: SMS messages, menus, lists, contacts etc.

Looking for:

- Financing in order to develop the application for other platforms.

## Italy

### **Paolo Anselmo, (Italian Business Angel Networks) - [www.iban.it](http://www.iban.it)**

Created a strong "relationship network" that links Institutions and Economic Operators, Know-How and Expertise, covering all value chain in the early stage phase.

Looking for:

- Co-investment, co-financing with the South.

**Michela Michilli, (Filas) - [www.filas.it](http://www.filas.it) click here to download the presentation**

The Lazio Region Financial Development Agency promotes development and innovation within the local economic network. Manages a series of measures and financial instruments.

Key message:

- We wish to open up to Mediterranean countries the Pan-EU Fund for Creative Industries.
- We offer business opportunities in the CIs and in the Digital Media sector.

Looking for:

- Potential public and private investors (VCs, BAs, Banks,) to be involved in the Pan-EU Fund for CIs activities.

**Emil Abirascid, (CEO Start-up Business) - [www.startupbusiness.it](http://www.startupbusiness.it)**

Network of innovators, a web platform aimed to stimulate and support relationships, matching, deals, sharing information among the main actors of the innovation ecosystem. (Start-up of start-ups)

Looking for:

- Scale up this model to bring it to the Euro-Mediterranean level

**Raffaello Benetti, (Promos) [www.promositaly.com](http://www.promositaly.com)**

Promos is a special Agency of the Milan Chamber of Commerce for the development of international activities. Its mission is to promote the entrepreneurial system and the pre-eminent areas of Milan and its province worldwide. Promos is involved in the development of the EMDC – Euro-Mediterranean Development Center

- Looking for national partners in Europe and MedCountries

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## France

**Stephane Lecoq, (Invest in France) - [www.invest-in-france.org](http://www.invest-in-france.org) click here to download the presentation**

The IFA is responsible for promoting, prospecting and facilitating international investment in France, and for the economic attractiveness and image of the country. The IFA network operates on an international, national and regional basis.

Key message:

- The French “national investment program” : €35 bn to foster future 4 growth in key areas.
- The most attractive Research Tax Credit in Europe.
- 71 innovation clusters, bringing together companies (groups and SMEs), research labs and universities. 15 ICT clusters in various fields and regions.

**Denis Jacquet, (Parrainer la croissance) - [www.parrainerlacroissance.org](http://www.parrainerlacroissance.org)**

Project: launch a call centre in Bethlehem (Palestinian territory).

Key message:

- Help small businesses to go international.
- Invest in small companies through the Mediterranean, build a network of investors, mentors, start-up.

- Plans to set up a growth accelerator to provide senior skills from fortune 500 companies to growing start-up in every sector of activity.

**Amyne Berrada, (Yatedo) - [www.yatedo.fr](http://www.yatedo.fr) click here to download the presentation**

An innovative semantic people search engine which allows to search and contact anyone with any kind of information having organized results that gathers one's presence throughout the web.

Selling points :

- More than 3,5 Millions unique visitors every month.
- 3 Patents.
- More than 500 Million indexed profiles.

Looking for:

- Financing (Rising 1 million €, almost done, still some shares available).

**Lotfi Hamdi, (Marseille Innovation) - [www.marseille-innov.org](http://www.marseille-innov.org)**

Marseille Innovation is a key partner of MedVentures and the most active French Incubator in the Mediterranean. It has set up the Medinnov network

Key message:

- Incubators, entrepreneurs, investors are invited to publish opportunities and requests in the Medinnov newsletter (ICT).
- Marseille innovation organises each year E-3M, a business forum on ICT in the south of the mediterranean

Looking for:

- Partnerships to promote start-ups on a TV set (broadcasted on Arabsat, Hotbird, Free).

**Ludovic Broyer, (I Protego) - [www.iprotego.com](http://www.iprotego.com) click here to download the presentation**

A developer of technology solutions to protect companies' e-reputation and people's privacy on the internet. Going international in 2012. Market: tourism, export, states etc.

Advantages:

- Enhancing reputation.
- Monitoring platform on targeted topics.

Looking for:

- Business partnerships;
  - B2B – SMEs – major companies – organisations.
  - B2B2C – banks, insurance companies, internet solution providers.
- Technical partnerships to develop software solutions in other languages (Arabic for instance).

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## Europe

**Robert Sanders, (EBN - European Business Innovation Centre Network) - [www.ebn.be](http://www.ebn.be)**

EBN is a Pan-European network bringing together 200+ Business & Innovation Centres (BICs), and similar organisations such as incubators, innovation and entrepreneurship centres across the enlarged Europe.

Key message:

- Contact EBN if interested by soft landing and co-incubation.

**Lennard Drogendijk, (Business Development Friedland - Netherlands)**  
[www.bdfriesland.nl](http://www.bdfriesland.nl)

BDF develops and executes projects focused on growth for SMEs and the increase and sharing of knowledge. In addition to regional projects, BDF often initiates or participates in European projects. BDF operates within a large international network of companies, intermediaries, local governments and knowledge institutes.

Key message:

- Offering incubation services for start-ups.

**Rob Moss (NovaCapita – United Kingdom) [www.novacapita.com](http://www.novacapita.com) click here to download the presentation**

Nova capita is a social enterprise with the aim of supporting enterprise and innovation in an international context. An EBN member.

Key message:

- International experience; working with a number of business centres in different sectors.
- Working with universities, students, entrepreneurs.
- Soft landing programme.
- Involved in the Erasmus for Young Entrepreneurs programme.

## Feedbacks and service offers by investors and ICT key players

**G rard Stehelin, (ST MicroElectronics) - [www.st.com](http://www.st.com) click here to download the presentation**

On behalf of *SITELESC*, (syndicat de la micro lectronique et nano lectronique en France) and ST MicroElectronics, Gerard Stehelin presented some case studies of Production and R&D offshoring in Tunisia. M. Stehelin explained the key arguments for developing Euro-Med production and R&d Chain in Microelectronics and ICT

- Short production cycles and need for geographical proximity
- IP issues with South East Asia
- Cultural promoximity helps Co-operation on innovation

**Rahim Zaknoun, (NOKIA) - [www.nokia.com](http://www.nokia.com)**

Rahim Zaknoun , presented the NOKIA mobile development platform , a combination of support services and infrastructures proposed to mobile application developers in France and the Mediterranean . Start-ups, mobile research centers, Engineering schools are invite to join this platform .Nokia thorough some Venture Capital divisions can also invest in Mobile high growth start-ups in the Region. Nokia was a key sponsor of this MedVentures event (Thanks!)

**Davide Rossetti (Tiscali) - [www.tiscali.it](http://www.tiscali.it)**

Tiscali is a leading IT solution providers in Europe and is looking for partnerships with banks, SMEs in the MENA region.

## Keynotes closing speeches

### **Emmanuel Noutary (General Manager, ANIMA)**

Presented the MedVentures ([www.medventures.biz](http://www.medventures.biz)) long term action plan, with the ambition to develop cross border support actions in terms of financing, business development support coaching and mentoring. Some bricks are already under construction (Such as Mentoring and Coaching workshops develop in Lebanon or Tunisia in 2011, or the FARO, Fond de soutien aux partenariats innovants en Méditerranée <http://www.faro-um.org> a financing Tool experimented in France supporting cross border cooperations on innovation

### **Louis Aloccio (Vice President, Marseille Provence Chamber of Commerce and Industry)**

Praised the concrete actions developed by MedVentures. Called for more regional actions of this kind in the coming years, in partnership with the Mediterranean Chambers of Commerce (ASCAME)

### **Didier Parakian (Deputy Mayor of Marseille)**

Reminds that a very large number of Mediterranean flight connections from Marseille help develop cross-border innovation (new lines recently opened towards Beyrouth) reasserts the willingness of the Marseille City to support future actions

### **Fernando de la Fuente (Union for the Mediterranean–Mediterranean Business Development Initiative)**

ICT is a very unique sector, formed by very young entrepreneur very ambitious that can change the world in a very short time. The Ufm is encouraging governments to bring money in this sector, and to build new financial tools for entrepreneurs and early stage investors

### **Philippe de Fontaine Vive (Vice President - European Investment Bank)**

Philippe de Fontaine highlights that in time of crisis it is key to act collectively and to promote the region through concrete actions such as MedVentures. Entrepreneurship is a new priority in the Region and an aspiration of the Youth as stated in the recent revolutions. Today high growth start-ups are tomorrow large SMEs and a long term source of jobs. The EIB highly support entrepreneurship in the Region being involved in several Venture capital funds (with a newly recently created in Jordan) and plans to organize a conference on Financing in Tunisia on March 8 2012. Philippe de Fontaine also reminds that a regional tool has been recently created in Marseille, the OCEMO (The Office for Economic Cooperation of the Mediterranean and the Middle East) and could be involved in future MedVentures actions.