

# EuroMed Cluster Innovate Webinars Series

## Overview

Clusters are perceived as an efficient tool to boost industrialization, generate externalities, and improve value chains in emerging economies. Countries of the South and Eastern Mediterranean (SEMCs) (“South Med”), like many others worldwide, seek to enhance their economic performance and reap the benefits of cluster development. Despite their different timelines, approaches, and specializations, many clusters are up and running in the South-Med region, with various success rates and fragilities. In addition, from a development perspective, these clusters are key to improve the SEMCs competitiveness, exports potentials, integration into value chains, and thus generate jobs in sectors where they have a comparative advantage.

Against this background, the Economic Research Forum (ERF) & Euro-Mediterranean Forum of Institutes of Economic Science (FEMISE) introduces **EuroMed Cluster Innovate Webinar Series**; a dynamic platform designed, under EuroMed Cluster Forward (ECF) project, to address the evolving needs and challenges of various sectors in the Mediterranean region. This series will cover both sectoral webinars, focusing on specific industries, and thematic webinars, addressing cross-cutting issues and trends.

The objectives of the series are to identify and tackle key challenges and bottlenecks in value chains within specific sectors, explore export opportunities by highlighting common goods imported by the EU and exported by Mediterranean Partner Countries (MPCs), and foster dialogue and collaboration among diverse stakeholders, including experts, industry leaders, policy makers, and cluster representatives. Additionally, the series aims to promote innovative practices and sustainable development across the region, and to present policy toolkits, recommendations, and ECF ongoing twinning projects that support the growth and competitiveness of Mediterranean clusters.

The sectoral webinars will focus on individual sectors (e.g., creative industries, agri-food, ICT and IT services, automotive, aerospace mechanics, energy, green tech (including water), and textiles. Thematic webinars will address broader themes and issues that impact multiple sectors, such as innovation and sustainable development, value chain enhancement, export strategies and market access, policy and regulatory frameworks, and digital transformation and technology adoption.

Each webinar will provide a platform for stakeholders to share insights, best practices, and strategies for overcoming challenges and leveraging opportunities. By fostering a collaborative environment, the EuroMed Innovate Webinar Series aims to enhance regional economic integration and drive sustainable growth across the Mediterranean.



## EuroMed Cluster Innovate Webinar Series

### Harvesting Opportunities: Policy, Twinning, and Agri-Food Value Chains Across the Mediterranean

Date: December 16, 2024 | Time: 13:00 – 15:15 (Cairo Local Time)

Zoom link: [https://us06web.zoom.us/webinar/register/WN\\_BdRZCPIIRKi6tC53Vj2H9g#/registration](https://us06web.zoom.us/webinar/register/WN_BdRZCPIIRKi6tC53Vj2H9g#/registration)

#### Overview

The agri-food sector in the southern Mediterranean is a cornerstone of sustainable development, integrating agricultural production, processing, and distribution to address economic, environmental, and social challenges. Agri-food clusters, which are geographically concentrated networks of producers, processors, and stakeholders, play a pivotal role in fostering innovation, resilience, and cross-regional collaboration. These clusters harness the Mediterranean's agricultural diversity, rich cultural heritage, and proximity to global markets to create value chains that are competitive and sustainable (OECD, 2020; UNIDO, 2021)

Prominent examples from Tunisia and Morocco shows how traditional farming techniques are blended with advanced processing technologies to enhance global market penetration while preserving cultural practices. Frameworks such as the EU Green Deal support these initiatives by promoting sustainable innovation, value chain integration, and agrobiodiversity conservation (CIHEAM, 2021).

According to a ECF Cluster "Mapster"<sup>1</sup> 82 South Med clusters were identified, 17% of the south med clusters are operating in agrifood sector. Collaboration between northern and southern Mediterranean countries enhances the potential of these clusters. The north contributes advanced infrastructure, technology, and market expertise, complementing the biodiversity and entrepreneurial ecosystems of the south. Beyond agriculture, clusters intersect with tourism and creative industries, as seen in agro-tourism initiatives highlighting Mediterranean gastronomy. These projects drive cultural preservation, economic diversification, and sustainable tourism, solidifying the Mediterranean's role as a leader in agri-food innovation (World Economic Forum, 2021).

This webinar aims to highlight the potential of agrifood clusters in the South Med region, focusing on key findings, challenges, and bottlenecks in the value chains. It will foster dialogue among stakeholders to address these challenges. The webinar will also present policy toolkits, recommendations, and ongoing twinning projects to promote innovation and sustainable development within the sector. English/ French Translation will be available.

#### Target Audience:

- Cluster managers
- Policy makers
- Industry leaders
- SMEs and entrepreneurs within the agrifood sector
- Academics and researchers

#### Expected Outcomes:

- Identification of key challenges and opportunities in the agrifood sector
- Best practices for fostering innovation and sustainability within agrifood clusters
- Strategies to strengthen value chains between Northern and Southern Mediterranean countries within this sector
- Recommendations for policy makers to support the growth of agrifood sector

#### Webinar Link

Please register with the following link to join the webinar, please use the below link:

[https://us06web.zoom.us/webinar/register/WN\\_BdRZCPIIRKi6tC53Vj2H9g#/registration](https://us06web.zoom.us/webinar/register/WN_BdRZCPIIRKi6tC53Vj2H9g#/registration)

After registering, you will receive a confirmation email containing information about joining the workshop.

<sup>1</sup> EuroMed Cluster Forward "Mapster" is developed by ANIMA identifying South Med and EU cluster. The mapster builds upon ERF and FEMISE" mapping" exercise in collaboration with the project's partner.



## Harvesting Opportunities: Policy, Twinning, and Agri-Food Value Chains Across the Mediterranean

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### Agenda

| Time         | Sessions and Speakers  |
|--------------|--|
| 13:00-13:10  | <p><b>Opening Remarks</b></p> <ul style="list-style-type: none"> <li>Dr. Ibrahim ElBadawi, ERF</li> <li>Emmanuel NOUTARY, ANIMA Network</li> </ul>   |
| 13:10- 13:30 | <p><b>Introduction and Overview</b></p> <ul style="list-style-type: none"> <li>Overview of EuroMed Cluster Innovate Webinar Series– Yasmeen Oraby, ERF (5 min)</li> <li>Overview on Agri-Food Sector in the South Med-Region Chahir Zaki, ERF (10 min.)</li> </ul>   |
| 13:30 -14:10 | <p><b>Panel on Agrifood Clusters &amp; Ecosystems</b><br/><b>Moderator: Yasmine Fahim, ERF</b></p> <ul style="list-style-type: none"> <li>Yasmine Seghirate, CIHEAM (7 minutes)</li> <li>Ramy Bou Jawdeh, Berytech   Lebanon (7 minutes)</li> <li>Mourad Bouattou, Cluster Boisson Agrologistique   Algeria (7 minutes)</li> <li>Leila Douggui, Pôle de Compétitivité de Bizerte   Tunisia (7 minutes)</li> <li>Anwar Haddad- Jodates  Jordan (7 minutes)</li> </ul> |
| 14:10-14:40  | <p><b>Panel on Strengthening Value Chains and Export Opportunities</b><br/><b>Moderator: Amr Khafagy, London Metropolitan University</b></p> <ul style="list-style-type: none"> <li>Fatma Abdelaziz, IFPRI (7 minutes)</li> <li>Donatella Saccone, UNISG &amp; STAPLES (7 minutes)</li> <li>Madhi Khomsi, BusinessMED (7 minutes)</li> <li>Jennifer Smolak, FAO (7 minutes)</li> </ul>   |
| 14:40-15:00  | <p><b>Mediterranean Synergies: Collaborative Clusters and Funding Opportunities</b></p> <ul style="list-style-type: none"> <li>Zoé Luçon, ANIMA Network</li> <li>Andy Ramorasata, ANIMA Network</li> </ul>   |
| 15:00-15:10  | <p><b>Q&amp; A / Discussion</b></p>  |
| 15:10-15:15  | <p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>Yasmine Fahim, ERF</li> <li>Emmanuel NOUTARY, ANIMA Network</li> </ul>  |

