



August 2015

[Top of page](#)


Highlights

MedGeneration supports binational talents on a business trip in Lebanon



The Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon organised a Business Tour for the Lebanese Diaspora from 22 to 26 June 2015.

This MedGeneration initiative, mobilised local economic players and talented entrepreneurs of the Lebanese Diaspora living in Europe in order to put them in touch and to provide them assistance to invest in Lebanon.

Among the activities of this business trip, many customised B2B sessions were held for each candidate, depending on their own needs. Diaspora entrepreneurs presented projects on different economic sectors:

medicine, communication, e-business, handcraft, etc. They had also expressed some accompanying business needs on the following business fields: human resources, marketing or commercialisation, for example.

On 24 June 2015, a global B2B session of project pitching was organised at the Hotel Mövenpick in Beirut, gathering the MedGeneration business network to enhance chances for business match-making between these talented entrepreneurs from Diaspora and main stakeholders of the local business ecosystem in Lebanon. On this special occasion, six entrepreneurs from the Lebanese Diaspora were invited to introduce their projects in the presence of authorities, investors, entrepreneurs and business support organisations in Lebanon.

The projects presented by the binational talents covered a broad range of sectors: Draw me a song is a Parisian agency which offers a large number of visuals combining graphic arts with music; Tomorrows is a textile brand with a fair trade label; the Popmètre is a tool to measure the arteries stiffness in less than two minutes; Ramzi El Feghali runs a society developing medical devices; Efiester, for its part, is a mobile application to schedule and organise events and Little corner, finally, is an initiative for advertising development in public washrooms of large cities. Faced with the challenge of mobilising and



assisting projects of these diaspora "talents" in Lebanon, Mathias Fillon, Coordinator of the MedGeneration project, affirmed that "Lebanon presents some identified competitive benefits as the liberal culture, an advantageous tax system and a strategic position through the Gulf countries".

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Success stories



[Isam Shahrour](#)
Digital innovation specialist

News

Arab diaspora engagement is essential for MENA development

Irene Kapusta, "intrapreneur" and mentor for London based accelerator SeedCamp, considers that Arab Diaspora is built on an historical support and can benefit from a pan-arabic opportunity, allies in academia and foreign governments as well as a favourable ecosystem. [\[Read+\]](#)



The World Bank to launch the i-MENA project

The "Integrating the Middle East and North Africa" project (i-MENA) looks to determine how the knowledge of these two diasporas could benefit to their countries of origin. The World Bank sets up an online survey towards Lebanese and Tunisian repatriates. [\[Read+\]](#)



Jordan aims to strengthen bonds with Jordanians living abroad

The 2015 edition of the Jordan Expatriates Conference started on Tuesday 28 July 2015. This three-day conference, under the slogan "Jordan Brings Us Together", has shown the guideline that Jordan Government would follow in Jordanian Expatriates and Diasporas subjects. [\[Read+\]](#)



Mowgli and KAFD pursue their partnership to support KAAYIA

For a second year, Mowgli and King Abdullah Fund Development (KAFD) partnered to support the winners of the KAAYIA competition, King Abdullah II Award for Youth Innovation and Achievement, by providing with Mowgli Mentoring Experience. [\[Read+\]](#)



[View all news](#)

[Top of page](#)



3 questions to Krystal Khalil, Berytech



What is Berytech?

Berytech is a leading organisation in the Entrepreneurial Eco-system in Lebanon, supporting start-ups and SMEs in the Knowledge economy, through incubation, business support, counseling, funding, networking and company hosting, hence taking part in the economic revival of the country, participating in wealth and job creation, and retaining graduates and hi-level skills in Lebanon.

What could be implemented to facilitate the diaspora investment?

A good initiative to facilitate the Diaspora investment could be the creation of an online structured networking platform for business links and exchange (matchmaking, mentoring, etc.)

What does the current framework landscape of start up support in Lebanon look like? What could be the impact of the recent changes?

Following the latest initiative launched by the Central Bank of Lebanon, the Circular 331, that allows Lebanese banks and financial institutions to invest in Lebanese startups in the knowledge economy, the Lebanese entrepreneurship ecosystem is growing fast and opening up various opportunities (support programmes and funds) to stimulate the continuous growth of small businesses.



ANIMA partners with BIG BOOSTER to support the international development of your start-up(s)



ANIMA has partnered with Big Booster to source and select high growth Euro-Mediterranean start-ups for its intense 6-month acceleration programme developed between Lyon (France) and Boston (USA).

Big Booster is an international nonprofit acceleration programme for startups able to change the world with Health, Environment, Digital cutting edge innovation. [Information and registration](#)

[More information about the consortium](#)

[Top of page](#)

Upcoming events

Palestine

EXPOTECH 2015 - Employing Techno-Creativity

Ramallah & Gaza, Palestine - From 6/09/2015 to 9/09/2015 [\[Read+\]](#)

Lebanon

Regional MedAcademy on Diaspora mobilisation

Beirut, Lebanon - From 16/09/2015 to 17/09/2015 [\[Read+\]](#)

Italy

The Euro-Mediterranean Cooperation Summer School 2015

Santa Margherita di Pula, Sardinia, Italy - From 28/09/2015 to 2/10/2015 [\[Read+\]](#)

Morocco

Med Lab Entrepreneurship Forum 2015

Rabat, Morocco - From 16/11/2015 to 17/11/2015 [\[Read+\]](#)

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[Top of page](#)

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Download the [project brochure](#)

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[Top of page](#)

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The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French (www.enpicbcmec.eu).

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.



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