

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
The ICT sector in the South Med countries:
A Driver for Economic Growth and Innovation

Webinar Date: 25 February 2025

13:00 – 15:10 (Cairo time)

Registration Link: https://us06web.zoom.us/webinar/register/WN_chi53eN6SsiUatdJdrEvrA

Overview

The Information and Communication Technology (ICT) sector in the Southern Mediterranean plays a pivotal role in driving of economic growth and innovation. By bridging multiple sectors due to its high degree of interconnectedness, ICT provides robust backward and forward linkages to industries such as healthcare, education, manufacturing, and agriculture. The sector provides significant opportunities for a better integration in the Global Value Chains (GVC).

The development of ICT clusters - which is the grouping of a diversity of organizations (businesses, universities, government, etc.) that promote, produce and develop ICT- provide incentives for increased productivity, innovation, knowledge sharing and market awareness and hence drive economic development. These clusters create an inducive environment that drives innovation which unlock potentials in areas like e-health, fintech, agritech, and smart cities, all of which hold significant potential for sustainable growth in the Mediterranean region.

The ICT sector is thriving across the South Med region, driven by government initiatives and private sector innovation, with countries like Jordan, Egypt, Tunisia and Morocco leading the way in digital transformation and economic growth.

The ECF Cluster “Mapster”¹ identified 82 South Mediterranean clusters with nearly 19% operating in the ICT sector, including health tech, ICT tech, ICT services and software industries. These clusters are central to the region’s digital transformation, fostering cross-sectoral synergies, driving innovation, and supporting growth of emerging industries.

As south Med countries continue to expand their ICT ecosystems, collaboration between the public and private sectors remains crucial in overcoming challenges and maximizing the potential of the ICT sector. In addition, strengthening regional collaboration through joint initiatives and technology transfer will be key to enhancing competitiveness of these clusters and their participation in the regional value chains. Policy alignment, and market access will help unlock their full potential, driving economic growth and fostering sustainable development across the region.

In three panels, this webinar aims to highlight the potentials of ICT clusters in the South Med region, focusing on their performance, contribution to the ecosystem in driving innovation and their role in strengthening regional value chains integration. The webinar will also highlight the outcomes of **the Jordan ICT Connect exhibition**, the third face-to-face academy organized under the Euromed Clusters Forward project. French – English translation will be available

Target Audience:

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

Expected Outcomes:

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

¹ 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.



Agenda

Time	Sessions and Speakers
13:00-13:05	<p>Opening Remarks</p> <ul style="list-style-type: none"> Ibrahim Elbadawi, President, FEMISE Emmanuel NOUTARY, General Delegate, ANIMA Network
13:05- 13:20	<p>Introduction and Overview</p> <ul style="list-style-type: none"> Overview of EuroMed Cluster Innovate Webinar Series (5 minutes) – Passainte Atef, FEMISE Overview on the ICT Sector in the South Med-Region (10 minutes)– Anna Ferragina, University of Salerno, Italy & FEMISE
13:20 -13:50	<p>Panel 1: ICT Clusters & Ecosystems Moderator: Zoé Luçon, ANIMA Investment Network</p> <ul style="list-style-type: none"> Ziad Al-Masri, Chief Programs Officer, Information and Communication Technology Association of Jordan (Int@j) Mohamed Shedeed, Cluster Manager, Borg Alarab Innovation Cluster, Egypt Akram Mahjoubi, Programs Manager, Novation City, Tunisia Zakie Karam, Co-founder & General Manager, DON TELECOM, Lebanon
13:50-14:30	<p>Panel 2: Strengthening Value Chains and Export Opportunities Moderator: Maryse Louis, General Manager, FEMISE</p> <ul style="list-style-type: none"> Adel Ben Youssef, Professor of Economics at the Université Côte d'Azur Mohammed Aljafari, Director of the Intellectual Property Commercialization Office, Higher Education for Innovation and Growth, Royal Scientific Society, Jordan Sameh Hammad, Head of Component at Job Partnerships and SME Promotion Project, GIZ Sanaa Tazi, Founder & CEO, African Smart Territories, Morocco Loubna Elmekaoui, Head of Communication and Incubation, CE3M Cluster, Morocco
14:30-14:50	<p>Panel 3: Jordan ICT Connect Learning Exhibition Moderator: Dina Zabaneh, Projects Manager, Leaders International</p> <ul style="list-style-type: none"> Dina Zabaneh, Projects Manager, Leaders International Walid Semaan, Founder & Trainer at Matrix TRC – Data Science & AI Academy, Lebanon. Anissa Lahdhiri, Project Management & Development in MFCPOLE, Animator of Cluster of Technical Textile of the Sahel (2TS), Tunisia
14:50-15:00	<p>Q& A / Discussion</p>
15:00-15:10	<p>Closing Remarks</p> <ul style="list-style-type: none"> Maryse Louis, General Manager, FEMISE Emmanuel NOUTARY, General Delegate, ANIMA Network

