

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.

CLUSTERS AS CATALYSTS FOR GREEN TECH INNOVATION & SUSTAINABILITY IN THE SOUTH MED REGION



Date:
29 January 2026



Time:
13:00 – 14:50 (Cairo Time)



Location:
Online

Overview



As countries across the South and East Mediterranean region (SEM) accelerate their ecological and digital transitions, Green Technologies (Green Tech) are becoming a cornerstone of innovation, competitiveness, and sustainable growth. Green Tech encompasses a broad range of solutions, from renewable energy and energy efficiency, to waste valorization, circular economy practices, green hydrogen, and digital sustainability tools, that together support the shift towards low-carbon and resource-efficient economies.

Within the framework of the **EuroMed Clusters Forward (ECF) project**, the mapping and analysis of the cluster landscape in the South and East Mediterranean region has highlighted the relevance of clusters to the Green Tech transition. The project identified around 38 clusters across the region that are active in, or closely linked to, Green Tech sectors, including renewable energies, energy efficiency, sustainable construction, agrifood and circular economy, as well as ICT-based enablers of ecological transition.¹ These clusters represent strategic platforms for cooperation between businesses, research actors, and policymakers, helping strengthen innovation ecosystems and enhance the region's integration into emerging Green Tech value chains.

Across the SEM region, several clusters illustrate this dynamism. In Tunisia, for instance, **TuniCree** and the **Borj Cedria Ecopark Competitive Center of Excellence** are pioneering collaborative efforts in renewable energies, energy efficiency, and sustainable construction. In Algeria, the **Green Energy Cluster Algeria (GEC'A)** unites businesses, universities, and research institutions to drive the country's energy transition. Meanwhile in Palestine, ICT-driven hubs such as the **Palestinian Information Technology Association of Companies (PITA)** and the **Palestine Techno Park** are leveraging digital innovation for greener and more sustainable solutions. Morocco also demonstrates strong potential, with clusters like **Green H2**, **Cluster ENR** and **Valbiom** focusing on renewable hydrogen and biomass valorization.

In Egypt, a rapidly expanding ecosystem of renewable-energy and green-technology clusters and sector-linked initiatives, such as **ERECRI (Egypt Renewable Energy for Research and Innovation)**, **Egypt4Industry**, and the **Borg El Arab Innovation Cluster**, are supporting the country's strong push in solar, wind, and green hydrogen. Together, these examples show how clusters across the region are building bridges between research, industry, and sustainability.

By linking upstream resources, midstream technological development, and downstream applications, these clusters highlight how **Green Tech value chains** can be reinforced across the Mediterranean. They also show the potential of cross-border partnerships, especially with European actors, to accelerate technology transfer, training, and investments in new fields such as hydrogen, waste valorization, and energy storage.

In this context, FEMISE is organizing this webinar as part of the EuroMed Cluster Innovate webinar series on clusters and value chains. The session will explore:

- How clusters can position the South and Eastern Mediterranean region as a hub for Green Tech industries.
- The opportunities for integrating local SMEs and startups into regional and global green value chains.
- Innovative partnerships, business models, and policy approaches that can accelerate the adoption of Green Tech.

The webinar will bring together cluster managers, policymakers, entrepreneurs, and researchers to exchange insights and identify policy directions to unlock the full potential of Green Tech as a driver of sustainable growth in the region.

AGENDA



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29 January 2026



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13:00 – 14:50 (Cairo Time)



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13:00 -13:10

Opening Remarks

- **Maryse Louis**, General Manager, FEMISE
- **Emmanuel Noutary**, General Delegate, ANIMA Network

13:10- 13:20

Introduction and Overview : Unleashing Green Tech in the SEM: Strategic Trends & the Role of Clusters

Strategic overview of emerging Green Tech trends, innovation drivers, and market opportunities in the Euro-Med region

- **Stella Tsani**, Associate Professor of Economics at the National and Kapodistrian University of Athens (NKUA), Greece

13:20 -14:00

Panel 1: Clusters in Action: Catalyzing Green Tech Solutions Across the South Med



Moderator: Mohammed Aljafari,
Investment Consultant & Sustain
MENA Partner, Jordan

- **Ingrid Salloum**, Cluster Manager, Berytech, Lebanon
- **Mahmoud Othman**, Technical Manager, Industry 4.0 & Digitalization Innovation Center, Jordan
- **Muhammad Said Saad**, Egypt4Industry, Egypt
- **Amina Lamouchi**, Project Manager, Société De Gestion de la Technopole de Borj Cedria, Tunisia
- **Mohammed Hajji**, R&D and Innovation Officer at the Green H2 Morocco Cluster, Morocco

Q&A

14:00- 14:40

Panel 2: Ecosystem Enablers for Green Tech: Policy Reform, SME Support & Financing for Value Chain Integration



Moderator: Mohammed Aljafari,
Investment Consultant & Sustain
MENA Partner, Jordan

- **Sarine Karajerjian**, Program Director -Environmental Politics, Arab Reform Initiative
- **Ghada Darweesh**, Country Director, Globeleq
- **Batir Wardam**, Private Sector Advisor- Green business, Green Action in Enterprises (GAIN) Project, Employment Cluster, GIZ
- **Afef Ajengui**, Regional Programme Manager - Green Forward, Spark

Q&A

14:40-14:50

Closing Remarks

- **Maryse Louis**, General Manager, FEMISE
- **Emmanuel Noutary**, General Delegate, ANIMA Network

