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كنفدرالية المؤسسات المواطنة التونسية



Republic of Tunisia
Ministry of Industry
and **SMEs**

THE NEXT SOCIETY

INNOVATORS
SHAPING THE FUTURE
IN THE MEDITERRANEAN

TUNISIAN Business Innovation Day

Espace Arena

Les Berges du Lac, Tunis

27 June 2018

They will be present

THE NEXT SOCIETY gathers a large network of over 300 business & innovation, research and investment organisations, 2,500 international corporates and entrepreneurs from 30 countries, and is likely to welcome and promote contributors from all over the Euro-Mediterranean region. Among those confirmed for the Tunisian Business Innovation Day:

APIO - AGENCE DE PROMOTION DE L'INDUSTRIE ET DE L'INNOVATION (TUNISIA) | ANIMA INVESTMENT NETWORK (EUROPE – MIDDLE EAST – AFRICA) | AWEX - AGENCE WALLONNE A L'EXPORTATION ET AUX INVESTISSEMENTS ETRANGERS (BELGIUM) | EUROCHAMBRES - EUROPEAN CHAMBERS OF COMMERCE AND INDUSTRY | BERYTECH (LEBANON) | CEI PIEMONTE - CENTRO ESTERO PER L'INTERNAZIONALIZZAZIONE (ITALY) | CONECT - CONFÉDÉRATION DES ENTREPRISES CITOYENNES DE TUNISIE (TUNISIA) | ECONOMIC RESEARCH FORUM (EGYPT) | EBN - EUROPEAN BUSINESS AND INNOVATION CENTRE NETWORK | BIG BOOSTER - FONDATION POUR L'UNIVERSITÉ DE LYON (FRANCE) | FCE - FORUM DES CHEFS D'ENTREPRISES (ALGERIA) | FEMISE - FORUM EURO-MÉDITERRANÉEN DES INSTITUTS DE SCIENCES ECONOMIQUES | FRANCE CLUSTERS | GENERAL AUTHORITY FOR INVESTMENT AND FREE ZONES (EGYPT) | HCIE - HIGHER COUNCIL FOR INNOVATION & EXCELLENCE (PALESTINE) | ITIDA - INFORMATION TECHNOLOGY INDUSTRY DEVELOPMENT AGENCY (EGYPT) | INSTITUT DE LA MÉDITERRANÉE (FRANCE) | MOWGLI MENTORING (MENTORING ENTREPRENEURS IN MENA - UNITED KINGDOM) | PICTI.STARTUPS (PALESTINE) | R&D MAROC – THE MOROCCAN ASSOCIATION OF ENTERPRISES PROMOTING R&D (MOROCCO) | ROYAL SCIENTIFIC SOCIETY (JORDAN) | STARTUP MAROC (MOROCCO) | ACCIO - SUPPORT AGENCY FOR THE CATALAN BUSINESS (SPAIN) | EBAN - THE EUROPEAN TRADE ASSOCIATION FOR EARLY STAGE INVESTORS | THE MENA BUSINESS ANGELS NETWORK ... **looking for networking with the Tunisian innovation ecosystem**

Why attend

- **Get inspired** in your business or your support to innovators
- **Network** with the innovation and business ecosystems from across the Mediterranean
- **Participate in the movement** of innovators shaping the future in the Mediterranean



Reception hall

Welcome and registration

8.30 am

Welcoming addresses

Plenary room: Les Jasmins

Mr. Samir Bechouel, General Director, APII

Mr. Tarak Cherif, President, CONECT

HE. Slim Feriani, Minister of Industry and SME

9 – 9.30 am

The Tunisian Innovation Strategy

Plenary Room: Les Jasmins

Chair: Mr. Emmanuel Noutary, General Delegate, ANIMA Investment Network

This session aims to present where exactly Tunisia stands regarding innovation and how public stakeholders are engaged in the national innovation strategy to address the main challenges faced by innovators.

Keynote: Strengths and Weaknesses of Tunisian Innovation System

Ms. Maryse Louis, General Manager, FEMISE

HE. Slim Feriani, Minister of Industry and SME

HE. Khalil Laamiri, State Secretary to the Minister for Higher Education and Scientific Research, with responsibility for Scientific Research

Mr. Badreddine Ouali, President, Smart Tunisia

Mr. Jelel Ezzine, Founding Chairholder of the UNESCO Chair on Science, Technology and Innovation Policy

Mr. Tarak Cherif, President, CONECT

Announcement of follow-up activities of THE NEXT SOCIETY in Tunisia by CONECT and APII

9.30 – 11 am

Reception hall

Coffee Break

11 – 11.15 am



The start-up ecosystem: Keys to internationalisation successes

Plenary Room: Les Jasmins

Chair: Ms. Amel Saidane, President, Tunisian Startups

This session highlights solutions developed by European and Mediterranean organisations that support startups in their internationalisation towards new markets.

Mr. Noomen Fehri, CEO, b@labs

Mr. Naoufal Chama, Chairman, Startups Morocco

Mr. Bassem Bouguerra, CEO, Intilaq

Mr. Yehia Hourri, Managing Director, Flat6lab

Mr. Ramy Boujawdeh, Deputy General Manager, Berytech, (Lebanon)

Mr. Raffaele Buompane, Senior Advisor, EBN innovation network

"On the road to internationalisation": Pitch of "eDonec", member of the 2018 promotion of THE NEXT SOCIETY start-up booster track

11.30 am – 1 pm

Reception hall

Lunch break and networking

1 – 2.30 pm

Fast-growing sectors, the role of territorial and transnational networks

Plenary Room: Les Jasmins

Chair: Mr. Alain Tubiana, France Clusters board member & cluster management expert

This workshop gathers European and Mediterranean institutions, enterprises and clusters managers operating in high potential sectors to highlight the role of local and transnational networks to overcome barriers to innovation in the region.

Tunisian clusters success stories:

Mr. Talel Sahnim, Cluster Tableware of Nabeul

Mr. Anas Rochdi, Cluster Mechatronic CMT

Mr. Jalel Bel Haj khalifa, Cluster Technic Textile of Sahel

Mr. Nidhal Hedfi, Cluster Dates & derivatives of Palm trees

2.30 – 4 pm
(parallel session)



Mr. Riadh Ben Rejeb, General Director of industrial and technological infrastructure, Ministry of Industry and SMEs

Ms. Neila Gongi, President, Tunisia Technoparks Association

Mr. Olivier Renaud, CEO, Verdi Environnement, France

Mr. Jade Salhab, Senior Private Sector Development Specialist, World Bank-Tunis

Ms. Kaouthar Filali, Manager, Cluster MENARA, Morocco

Mr. Reza M Zadeh, Executive Director, European Foundation for Clusters Excellence

Conclusion: Insights for THE NEXT SOCIETY Cluster Booster Track by France Clusters

Technology transfer: Opportunities, challenges & roadmap to enhanced regional cooperation

Room Tulipe

Chair: Dr. Nefissa Chakroun, Intellectual Property & Technology Transfer Expert

This session focuses on key success factors at national and international levels for an enhanced knowledge and technology transfer in the region.

Success stories of research-based start-ups:

Ms. Faten Hamdi Gassa, General Manager, Controlmed

Ms. Rabeb Fersi, Co-funder and Manager, iFarming

Mr. Hamadi Ayadi, General Director, Sidi Thabet Technopark

Mr. Hechmi Louzir, Research Director, Pasteur Institute

Dr. Nivedita Agarwal, Assistant Professor, Chair of Technology Management Information Systems, Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) Germany

Mr. Christoph Heynen, Office for Knowledge and Technology Transfer, Continuing Education, and Patents, FAU, Germany

Mr. Nizar Halasah, Former Consultant Innovation and Commercialisation to the United Nations Economic and Social Commission for Western Asia (ESCWA)

Mr. Chedly Abdelli, General Director, National Agency for Research Promotion (ANPR)

Mr. Mohammed Aljafari, Managing Director, The Intellectual Property Commercialisation Office, Royal Scientific Society, Jordan

Conclusion: Insights for THE NEXT SOCIETY TTO Booster Track by APII and ANIMA Investment Network

2.30 – 4 pm
(parallel session)



The MENA Investment Landscape: Outlook from the top VC funds in the region

Room Orchidée

Chair: Mr. Yehia Houry, Managing Director, Flat6Labs Tunisia

The session presents the investment climate through the lens of major MENA-based venture capital funds and discusses the regional dimension of VC practices. Two main questions are addressed:

1. How can Tunisian funds co-invest with regional ones; and
2. How can Tunisian start-ups attract foreign investors, particularly from the MENA region?

Mr. Walid Fazaa, Partner and Investment Principal, Wamda Capital, United Arab Emirates

Ms. Virginie Poncet, Head of international consulting activities, Bpifrance

Mr. Fawzi Rahal, Managing Director, Flat6Labs Lebanon

Mr. Hassan Zainal, Founder and Partner, Arzan VC, Kuwait

Mr. Mohamed Salah Frad, General Director, United Gulf Financial Services – North Africa (UGFS), Tunisia

Mr. Khaled Ben Jilani, Executive Partner, AfricInvest, Tunisia

2.30 – 4 pm
(parallel session)

Conclusion

Plenary Room: Les Jasmins

Mr. Anouar Maarouf, Minister of Communication Technologies and Digital Economy

Mr. Mathias Fillon, Coordinator, THE NEXT SOCIETY

Mr. Vladimir Rojanski, EU Delegation in Tunisia

4 – 4.30 pm

Reception hall

Networking cocktail

4.30 – 6 pm



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