



## **AIDE MEMOIRE**

### **SECOND MEETING OF THE REGIONAL PROJECT APPROVAL COMMITTEE (PAC)**

### **“DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES AND CLUSTERS IN THE SOUTHERN MEDITERRANEAN”**

**25 February 2016**

**Square Brussels, Rue Mont des Arts**

**Brussels, Belgium**

**UNIDO Project ID: 130034**

**Grant: 2000002897**

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Union pour la Méditerranée  
Union for the Mediterranean  
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## BACKGROUND

To ensure social inclusion, 5 million jobs need to be created every year in the European Neighborhood South Region. The largest reservoir of jobs remains the six millions micro-small and medium enterprises (MSMEs) that account for 90% of total employment, but are not yet contributing their full share to sustainable growth. Boosting private investment and job creation will require improving the business climate, in particular through the establishment of a level playing field, a transparent and open investment regime for both domestic and foreign investors, facilitating the access to finance and strengthening market institutions.

In order to address these issues, the two joint communications of the European Commission and of the High Representative of the European Union for Foreign Affairs and Security Policy<sup>1</sup> call on the partner countries to support the adoption of policies that are conducive to stronger, sustainable and more inclusive growth, that facilitate trade, innovation and investment partnerships, and that develop Micro, Small and Medium Enterprises (MSMEs) while promoting industrial cooperation. Furthermore, the 9<sup>th</sup> Union for the Mediterranean ministerial meeting on Euro-Mediterranean industrial cooperation held in February 2014 identified in their 2014-2015 work programme four main objectives: improving the business climate, promoting entrepreneurship and SMEs and developing activities in the textile and clothing sectors, and the creative industries. For the creative industries, the objective identified is: “To promote entrepreneurial cooperation in the cultural and creative industries (CCI), in particular through the sharing of experiences with clusters and the promotion of promising pilot initiatives reflecting the sector's contribution to inclusive growth”.

In this context and within the framework of the European Neighborhood and Partnership Instrument (ENPI) the EU funded the project *“Development of Cultural and Creative Industries and Clusters in the Southern Mediterranean”*. The project also benefits from a financial contribution of the Italian Development Cooperation and from the labelling of the Union for the Mediterranean.

The project, which is implemented by United Nations Industrial Development Organization (UNIDO), will provide technical support in cluster development and product improvement as well as in market access to selected clusters in Southern Mediterranean countries. To this end, the project will foster information and knowledge exchange among relevant operators from both sides of the Mediterranean and promote cooperation among clusters as well as between clusters and potential business partners, specifically buyers and retailers.

The countries that have officially adhered to the initiative and endorsed the project through setting up a national governance structure (designation of a national focal and setting up of a national steering committee) and participating in the key activities of the Inception Phase, the mapping of CCI clusters, and the call for expression of interest for the selection of 2 pilot clusters are: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia.

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<sup>1</sup> “A partnership for democracy and shared prosperity with the Southern Mediterranean” and “A new response to a changing Neighborhood”

During the last regional Project Approval Committee held in December 2014 in Barcelona, Spain, 14 clusters (two by country) were selected following recommendations by the National Steering Committees:

- Algeria: Jewelry cluster in Batna and Copperware cluster in Constantine
- Egypt: Habitat cluster in Cairo and Leather cluster in Cairo
- Jordan: Fashion cluster in Amman and Ceramics cluster in Amman
- Lebanon: Jewelry cluster in Beirut and Furniture cluster in Tripoli
- Morocco: Home textile cluster in Casablanca and Interior design cluster in Marrakech
- Palestine: Furniture cluster in Nablus and Traditional Handicrafts cluster in Bethlehem
- Tunisia: Ceramics cluster in El Djem and arts de la table cluster in Nabeul

From February to October 2015, the project activities were centered on the structuring and development of the 14 selected clusters of the project. First, a detailed diagnostic was carried out in each of the clusters to identify a series of business challenges and opportunities at a national and a global level. This phase included meetings and interviews in the field with the clusters' key actors and support institutions.

The second phase was structured around building a strategic vision specific to the cluster's challenges and potential for development. This was defined through an analysis of key markets and purchasing criteria as well as an international benchmark to be able to identify significant industry trends and requirements. In addition, an analysis of the creative strengths and weaknesses of each cluster and different strategies to develop creativity and design capacity to produce marketable products was conducted by the project's team of international and national designers.

The third phase enabled the cluster members to define a plan of action and a governance model to move forward in the implementation of their development strategy. This included the setting up of working groups and the development partnerships with financial and support institutions to assist in the process of carrying out the actions selected by the clusters.

As such, the next phase of our project will focus on the implementation of these action plans, an essential part being the development of the capacity of each cluster to access new markets through improved branding, marketing, production and quality.

***Role of the Project Approval Committee (PAC) (Reminder):***

A regional committee steering the project implementation at the regional level, has been established to:

- 1- Ensure the consistency and adequacy of the activities conducted within the project at regional level.

- 2- Provide strategic guidance on the project implementation and to facilitate the coordination with various project stakeholders at the regional level.
- 3- Assess the project progress and make necessary recommendations on the project outputs and outcomes to the project team.
- 4- Provide linkages and establish synergies with other regional initiatives related to SME development, cluster development and creative and cultural industries development.
- 5- Meet at least once a year and take stock on progress on the overall programme activities and provide strategic advice on the way-forward, especially regarding the replication of results of the pilot projects on a larger scale across the region and policy advice to promote the development and sustainability of MSMEs Clusters in the region.

## OBJECTIVES OF THE 2<sup>nd</sup> MEETING OF THE PAC

### The 2<sup>nd</sup> Meeting of the PAC will:

- i. Review the progress made within the 1<sup>st</sup> year of the implementation of the project;
- ii. Review and endorse the action plans of the clusters;
- iii. Provide strategic guidance;
- iv. Advise on potential partners important to mobilize additional funding and upscale the project on both national and regional levels.

### The expected outputs from the meeting include the following:

- Take stock of the project progress made:
  1. Results of the 3 cluster development phases are shared at regional level;
  2. Further project action plans are shared with all parties involved.
- Policymakers, practitioners and private sector representatives of the different beneficiary countries build linkages, cooperation relationships and interactions on sector-specific issues.

## DATE AND VENUE OF THE MEETING

The second meeting of the PAC will be held on 25 February 2016 at the Hotel NH Brussels Grand Place Arenberg (the meeting Room D'Assaut 1), in Brussels, Belgium.

The meeting will be organized in cooperation with the European commission, the EBESM project and the UfM.

## PARTICIPANTS

The PAC is expected to bring together: the chairperson and one representative of the private sector of the National Steering Committees of the seven beneficiary South Mediterranean countries, representatives from the European Commission, Italian Ministry of Foreign Affairs/Italian Cooperation, UNIDO and the UfM. In addition, representatives from international and regional financial institutions, development partners operating in the

beneficiary countries and from key institutions relevant to the project activities will also be invited as observers.

## TENTATIVE AGENDA

25<sup>th</sup> February 2016

### Developing successful Clusters initiatives

<b>Introduction</b>		<b>Opening Speech by the European Commission</b> <b>Opening Speech by the Union for the Mediterranean</b> <b>Summary of the project by UNIDO</b>
<b>Session 1</b>	09:00-09:45	<b>Engaging the private sector:</b> <ul style="list-style-type: none"> <li>- Testimonials from entrepreneurs: Mr. Wassim Cherrada,</li> <li>- Private sector: Mrs. Nacera Haddad Le Forum des Chefs d'entreprise (FCE), Vice President</li> <li>- Mr. Mohamed Nader Egyptian Junior Business Association Vice-Chairman</li> <li>- Mr. Mohammed Bennani , UNIDO National Coordinator, Morocco</li> </ul>
<b>Session 2</b>	09:45-10:15	<b>Relying on a Cluster policy</b> <ul style="list-style-type: none"> <li>- Ms. Somaya Iraqui: Director, Advanced Technologies, Innovation and R&amp;D, Ministry of Industry, Morocco</li> <li>- Ms. Asma Medhioub, Director-General, Office National de l'Artisanat, Tunisia</li> <li>- Ms. Manal Ibrahim Farhan Ministry of National Economy DG of Industry and Natural Resources, Palestine</li> <li>- Mr. Basheer Salayta JEDCO Director of Policy Support Jordan</li> </ul>
<b>Coffee Break</b>	10:15-10:45	
<b>Session 3</b>	10:45-11:30	<b>Innovation and Creativity</b> <ul style="list-style-type: none"> <li>- Creative Mediterranean, Resilience through Creativity: Mr. Giulio Vinaccia, International Product Designer</li> <li>- Integrating the design culture in craftsmanship: M. Talel Sahmim, UNIDO National Coordinator, Tunisia</li> <li>- Partnerships with Universities : Mr. Habib Chabbouh, Nabeul Cluster and Beaux arts University, Tunisia</li> <li>- Ms. Nahla Kamal, UNIDO National Coordinator, Egypt/ Mr. Ahmed El Farrah, UNIDO National Coordinator, Palestine</li> </ul>
<b>Session 4</b>	11:30- 12:15	<b>Access to Markets and Finance</b> <ul style="list-style-type: none"> <li>- International Purchasing requirements: Mr. Joseph Krief, <i>Habitat</i> North Africa Sales Manager</li> <li>- Mrs. Caterina Occhio, <i>SeeMe</i> Founder and Director</li> <li>- Mr. Khater Abi Habib <i>KAFALAT</i> Lebanon</li> <li>- Mr. Adli Kandah Association of Banks Director General/A2F Advisor Jordan</li> <li>- Ms. Meriem Terki, UNIDO National Coordinator, Algeria</li> </ul>
<b>Lunch Break</b>	12:15-13:00	
<b>RSC</b>	13:00-14:00	<b>Regional Steering Committee (members only)</b>

## WORKING LANGUAGES

The Meeting will be conducted in English and French. Simultaneous Interpretation services will be provided.

## DOCUMENTATION

The documentation related to the Meeting will be only provided electronically.

## FINANCIAL/ADMINISTRATIVE ARRANGEMENTS FOR SELECTED PARTICIPANTS

### **Arrival/Departure**

All selected participants are expected to arrive in Brussels (Belgium) latest by 24 February 2016 in the evening. Departure is expected to be arranged on 25 February 2016 late afternoon or on 26 February 2016 (morning).

### **Air Tickets**

UNIDO will provide an economic class return ticket to and from Brussels, Belgium, for selected participants that are not covered under the Euro-Mediterranean Industrial Cooperation Working Party Meeting and the EBESM Access to Finance workshop: One Government Focal Point and one representative of the private sector of each beneficiary country.

UNIDO's Travel Office at headquarters in Vienna will make the reservations for the selected participants on the most direct and economical route in line with UNIDO's rules and regulations. Upon approval of the itinerary by the participant, the flight tickets will be issued and sent electronically.

Under no circumstances, participants should purchase their own tickets and UNIDO will not be financially responsible for earlier arrivals or late departures.

Those participants not financed by the project are expected to cover costs arising from their participation to this meeting.

### **Entitlements**

To cover the costs of boarding and lodging in Brussels, UNIDO will provide in line with the UNIDO established rules and regulations, the booking of a hotel room (including breakfast), a cocktail lunch and 30% of the Daily Subsistence Allowance (DSA) amounting to € 90 per night, for selected participants that are not covered under the Euro-Mediterranean Industrial Cooperation Working Party Meeting and the EBESM Access to Finance workshop. One additional DSA will be paid to the selected participants to cover miscellaneous expenses (terminals, visa, insurance, etc.)

Payment of the above entitlements will be in Euro in cash on the day of the event against signature and provision of a copy of the passport.

No other expenses will be paid for by UNIDO.

## Visas

The selected participants will be responsible for obtaining any required visa for entry to the venue city (Brussels), or for any transit point along the way. Participants are requested to confirm the issuance of the visa as soon possible.

## Other Costs

Participants will be responsible for costs of travel and all other expenses incidental to travel abroad incurred in the home country, e.g. passports, visas, required medical examinations, inoculations and other such miscellaneous expenditures. Exception is made for participants from Palestine who will be obliged to travel via Amman, Jordan. In such case, UNIDO will cover, only upon receipt of invoices, all expenses related to the trip to and from Amman. The principle of most direct and economic route will apply.

UNIDO will not assume any responsibility for any other costs, including the following expenditures, which may be incurred by participants:

- a) Compensation for salary and any related allowance during the period of the meeting;
- b) Costs incurred if there is a deviation in the routing after approval of the itinerary by UNIDO;
- c) Travel and other costs incurred by dependents;
- d) Costs incurred in respect of travel and accident insurance, as well as medical and hospitalization bills in connection with attendance at the Conference;
- e) Compensation in the event of death, disability or illness;
- f) Loss or damage to personal property while attending the meeting;
- g) Purchase of personal belongings and compensation in the event of damage caused by climatic or other conditions;
- h) Other unforeseen costs.

**Additional practical information is found in the Annex.**

## CONTACT PERSONS

For further inquiries, please contact the following persons:

- **Mr. Olivier Stoullig,**  
Project Coordinator  
Development of Cultural and Creative Industries and Clusters in the Southern Mediterranean  
United Nations Industrial Development Organization (UNIDO)  
PO Box 300, A-1400 Vienna, Austria  
E-mail: [o.stoullig@unido.org](mailto:o.stoullig@unido.org)  
Tel: (+43 1) 26026 3144 Fax: (+43 1) 21346 3509
  
- **Ms. Galina Ivanova,**  
Project Assistant  
United Nations Industrial Development Organization (UNIDO)  
PO Box 300, A-1400 Vienna, Austria  
E-mail: [g.ivanova@unido.org](mailto:g.ivanova@unido.org) Tel: (+43 1) 26026 3676 Fax: (+43 1) 21346 3509



## **ANNEX : PRACTICAL INFORMATION**

**Venue** Square -Brussels Meeting Centre

Rue Mont des Arts,  
1000 Brussel, Belgium

**Address:** <http://www.squarebrussels.com/>

**Tel:** +32 2 515 13 22



**Hotel** NH Collection Hôtel

Boulevard Adolphe Max 7,  
1000 Bruxelles, Belgium

**Address:** <http://www.nh-collection.com/>

**Tel:** +32 2 217 01 20

### **Transportation from/to Brussels Airport**

- ✓ **Taxi** (suggested): Taxis with a taximeter are permanently available in front of the arrivals hall. The fare from the airport to the city centre of Brussels is normally around € 45. Licensed taxis can be recognized by the blue and yellow emblem. Travellers are advised to avoid unlicensed taxis. Taxis operate all night.
- ✓ **Public Transportation:**
  - **Metro:** Clother metro station from the Venue is Gare Central Station (1 and 5 metro line).
    - Clother metro station from the hotel is Rogier Sation (2 and 6 metro line)



## ANNEX 1: Practical Information



- **Trains:** Approximate travel time from Brussels Airport to Brussels Central (city centre): 17 minutes. Information on the schedules, ticket prices and tickets online can be found on the Belgian Railways website: <http://www.belgianrail.be/en/stations-and-train/fast-airport-connections.aspx>

## City Information

For further information on Brussels, you may find the following websites useful:

- ✓ <http://www.brussels.info/>
- ✓ [http://visitbrussels.be/bitc/BE\\_en/essential-brussels/tourism-information.do](http://visitbrussels.be/bitc/BE_en/essential-brussels/tourism-information.do)