



Press release 07/03/2016

Promoting inclusive investment in the Mediterranean: Launch of UfM projects EDILE and EMIPO

- The UfM Secretariat; ANIMA, the cooperation platform for economic development in the Mediterranean; and iesMed, the cooperative platform to boost the Mediterranean Social Economy are organising a seminar in Barcelona, on 14 and 15 March 2016, about inclusive investment in the Mediterranean.
- The seminar will be based around the launch of two UfM projects – EDILE and EMIPO – two Euro-Mediterranean initiatives aimed at developing investments that contribute to inclusive growth in the Mediterranean.

On 27 November 2015, the member States of the Union for the Mediterranean (UfM) [unanimously endorsed the projects](#) EDILE (Economic Development through Inclusive and Local Empowerment) and EMIPO (EUROMED Invest Promotion & Observatory).

- ✓ **EDILE** is part of a regional approach and offers a label recognising investments that have a positive local impact, with the aim of helping to generate additional benefits, such as employment, subcontracting and environmental friendliness.
- ✓ **EMIPO** is an important Euro-Mediterranean project aimed at developing the economic relations and business partnerships in the Euro-Mediterranean area by fostering SMEs interest in this regional market.

The Conference “Promoting inclusive investment in the Mediterranean”, which takes place at the UfM Secretariat headquarters in Barcelona, will begin on the morning of 14 March 2016 with the official launch of both projects and the partnership between ANIMA and UfM. **Emmanuel Noutary, ANIMA General Delegate**, emphasised how this new partnership combining public and private actors “is part of a long-term plan to address the deficits in wealth-sharing, investment and integration”. **Claudio Cortese, Senior Deputy Secretary General of UfM**, added that “the development of the private sector, the support for the creation of jobs, the equitable division of economic benefits as well as the strengthening of cooperation and regional integration are the key factors for social and economic development”.

The conference will mobilise economic development and social economy actors from both shores of the Mediterranean, who will continue their exchanges during the EDILE project’s regional seminar on 14 and 15 March in the afternoon.

PRESS INVITATION Monday, 14 March 2016

Union for the Mediterranean headquarters, Palacio de Pedralbes

Entrance: Carrer de Pere Duran Farrell, 11 Barcelona, Spain. (Red door)

9:00 a.m. – 9:30 a.m. Participants arrive

9:30 a.m. – 9:45 a.m. Launch of EDILE and EMIPO by UfM

9:45 a.m. – 10:15 a.m. 10 years of foreign investment in the Mediterranean: Major trends and current initiatives (ANIMA)

10:45 a.m. – 12:00 p.m. Closing the gap between investors, public authorities and civil society in order to foster economic integration and inclusive growth (ANIMA, API, ASCAME, BusinessMed, CCIA-BML, CONECT, Eurochambres, UfM)

The meetings will take place in **English, French and Spanish**.



Media contacts:

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Media journalists and technical personnel wishing to cover the conference must have been accredited **before 1:00 p.m. on 11 March** by sending an email to media@ufmsecretariat.org containing the following information:

- Name and surname
- Identity card number
- Media organisation and position
- Email and mobile telephone number
- Vehicle licence plate number (entry is limited to mobile units)

EDILE - Economic Development through Inclusive and Local Empowerment:

The EDILE project, implemented by seven Euro-Mediterranean partners and piloted by the ANIMA Investment Network, offers evaluation tools and a label on the local impacts of investment projects in order to support both investors and the organisations responsible for supporting and regulating investments. EDILE aims to help generate maximum positive local benefits, particularly in the areas of employment, subcontracting and environmental friendliness.

The EDILE project is being implemented within the framework of the ENPI CBC MED Mediterranean Sea Basin Programme (www.enpicbmed.eu) and has funding of €1.7 million from the European Union under the European Neighbourhood and Partnership Instrument. The ENPI CBC MED Programme aims to strengthen cooperation between the European Union and its regional partner countries along the shores of the Mediterranean.

EMIPO – EUROMED Invest Promotion and Observatory:

EMIPO will optimise investments and support the development of the private sector in the EUROMED region. The objective is to increase investments and business partnerships while at the same time monitoring and promoting economic integration in the Mediterranean region. To do so, it will encourage partnerships, as well as foreign investment, training and technical assistance for entrepreneurs, project incubation and the optimisation and evaluation of the impact of investment and international partnerships by the observatory. Promoted by the ANIMA Investment Network, the project will be implemented until 2017 in 28 countries of the European Union and 10 countries of the Mediterranean Neighbourhood. The target beneficiaries are investment promotion agencies, SME development agencies, chambers of commerce and industry and other organisations representing the private sector, professional associations, public and private investors as well as the Mediterranean diaspora networks in Europe. The current project EUROMED Invest (www.euromedinvest.eu) is supported by the European Commission up to 80 % of the total project budget is 5 million €.

About the UfM

The Union for the Mediterranean (UfM) is an intergovernmental organisation bringing together 43 countries: 28 EU member states and 15 Southern and Eastern Mediterranean countries. It provides a platform for political dialogue, coordination, and regional cooperation.

The Secretariat of the Union for the Mediterranean, established in Barcelona in 2010, focuses on enhancing regional cooperation and integration through the implementation of regional cooperation projects and initiatives. The Secretariat has developed and accelerated the implementation of new regional projects that are key socio-economic and strategic drivers: more than 40 regional labelled projects worth over €5 billion in areas including inclusive growth, youth employability, women's empowerment, promotion of student mobility, integrated urban development and sustainable development. The Secretariat works in close collaboration with government agencies and an active network of Euro-Mediterranean partners to assist project promoters throughout the entire project cycle, from technical assistance to project implementation, as well as financial planning and fundraising.



Union pour la Méditerranée
Union for the Mediterranean
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ANIMA
INVESTMENT NETWORK



About ANIMA:

The ANIMA Investment Network is a multi-country platform for economic cooperation in the Mediterranean. The ANIMA network brings together 62 government agencies and business, financing and innovation networks from the Mediterranean region. ANIMA's objective is to contribute to continued improvements in the business climate and to the growth of capital flows into the Mediterranean region.

ANIMA contributes through its own actions, and also through networking with national and international public and private actors, to the development of investments, business partnerships, innovation and entrepreneurship and to the globalisation of businesses. Its aim is to help create added value and employment, while taking into account social and environmental issues and fostering a North-South balance and the economic integration of the countries in the region.

Website: www.animaweb.org

About iesMed:

iesMed is a cooperative platform aimed at boosting the Mediterranean Social Economy, based in Barcelona. iesMed and its partners work in the Mediterranean, playing a uniting role between social economy actors already in the region. Together, they offer innovative and alternative solutions, both locally and globally, by taking advantage of the corporate structure of iesMed (European Cooperative). Website: iesmed.eu