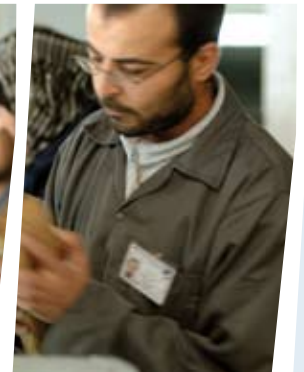




5th FEMIP Conference

RABAT, MOROCCO, FRIDAY 6 MARCH 2009

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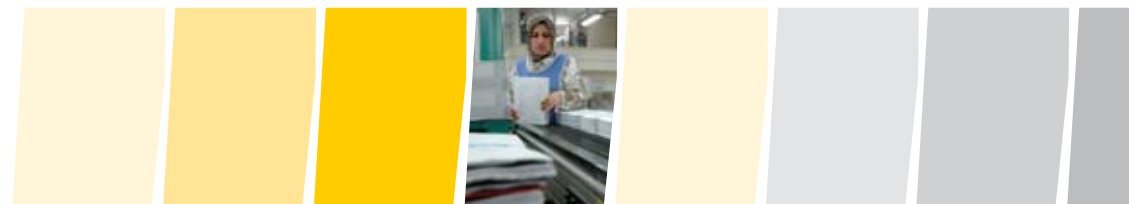


Mediterranean SMEs' needs along the business life cycle

5th FEMIP Conference

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Rabat, 6 March 2009



08.00 - 09.00 Registration and Welcome Coffee

09.00 - 09.15 **Opening session**

- **Ahmed Reda Chami**, Minister of Commerce, Industry and Information Technology of the Kingdom of Morocco
- **Philippe de Fontaine Vive**, Vice-President, EIB

09.15 - 10.45 **Session 1 – Starting a business:
Access to finance and to business support services**

Chair:

- **Imane Rtabi**, Vice-President in charge of international relations, Association des femmes chefs d'entreprises du Maroc

Speakers:

- **Walid Gamaleldin**, CEO, Modern Waterproofing Company
- **Khalil Ammar**, CEO, Banque de financement des petites et moyennes entreprises
- **Stefano Giovannelli**, Industrial Development Officer, UNIDO

Creating a friendly environment for businesses to flourish has been a central topic when addressing economic growth strategies in the Mediterranean countries. To this end, the investment climate (macroeconomic environment, taxation systems, etc) plays, beyond doubt, a decisive role. Yet, some other external conditions such as access to financing and availability of business support services have also proved to be of the utmost importance for start-ups, which face some structural disadvantages. Indeed, support services (e.g. related to the development of the supply chain, access to new technologies or the promotion of cluster development) do also help to improve competitiveness, and have a knock-on effect on private sector activities. This session will address:

- *Start-ups' needs: financing and business support services; best practices in the Mediterranean region.*
- *Ways to better adapt FEMIP instruments to Mediterranean SMEs' needs.*
- *Coordination mechanisms with the private sector.*

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10.45 - 11.15

Coffee Break

11.15 - 12.45

Session 2 – The expansion of the SME

Chair:

- **Khalid Benjelloun**, Chairman of the SME Commission, Confédération générale des entreprises du Maroc

Speakers:

- **Andrew Fight**, Team Leader of EIB SME Fund in Syria
- **Ibrahim El Jai**, General Manager, Marocinvest
- **Romen Mathieu**, Managing Director, Euromena Fund

Most SME-addressed policies, initiatives and instruments focus on the start-up phase. Yet, there is also a need for support including financial support as well as training and technical assistance for those SMEs willing to expand their activities on either a horizontal or a vertical basis or to target markets (e.g. enter international markets via exports). This session will address:

- *Financing issues: Finance for high-risk projects; the role of Finance Guarantee Companies; access to Venture/ Equity Capital; financing innovation (guarantee schemes for loans for R&D).*
- *Life-long learning: Training for Growth. Special focus on export-oriented growth.*
- *Optimal dimension of the SME: Hiring employees and capital enlargement.*

12.45 - 13.30

Closing session

Strategic Alliances and Transmission of Business

Keynote speaker:

- **Jihad Azour**, Vice-President Senior Executive Advisor, Booz Allen Hamilton, Former Minister of Finance of Lebanon

Transmissions and acquisitions are an attractive option for growing profit and expanding a business, but the risks involved may cause some companies to fail to realise their full potential. This session will address:

- *Different models of transmission of business: family succession, takeover by workers; disinvestment from core business.*
- *Transmission management.*
- *Strategic alliances.*
- *Business failure and transmission.*

Concluding remarks

- **Philippe de Fontaine Vive**, Vice-President, EIB

13.30 - 15.00

Lunch-buffet

Conference format

The conference will be **interactive**. After the opening session, which will provide a broad outline of the topics to be discussed, each session will be introduced by an expert in the field, and a panel will then comment briefly on the subject, before opening the floor to discussion with the participants.

Discussion documents prepared by the speakers will be posted on the FEMIP conference website (www.eib.org/femip/conference).

Contact

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