

# Business and SME development

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**Priority 1.1:** Support innovative start-up and recently established enterprises, with particular focus on young and women entrepreneurs and facilitate the protection of their Intellectual Property Rights and commercialization where applicable.

**Priority 1.2:** Strengthen and support euro-Mediterranean networks, clusters, consortia and value chains in traditional (agro-food, tourism, textile/clothing, etc.) and non-traditional sectors (innovative ideas solutions for urban development, eco-housing, sustainable water-related and other clean technologies, renewable energy, creative industries, etc.).

**Priority 1.3:** Encourage sustainable tourism initiatives and actions aimed at diversifying into new segments and niches.

**Priority 1.1: Support innovative start-up and recently established enterprises, with particular focus on young and women entrepreneurs and facilitate the protection of their Intellectual Property Rights and commercialization where applicable.**

<b>Expected Results</b>	<b>Indicative list of Output</b>
Cross border, innovative start-up enterprises managed by young people (postgraduates between 24 and 35 year-old) and women (all ages) sustainably grow their share in traditional and non-traditional sectors	Training, mentorship, tutorship provided to young entrepreneurs (24-35 years old) and women (all ages) through youth-to-youth and women-to-women support and mentor networks
Increased share of young/women managerial and other staff in companies recently established (since 2011) that access and develop innovative markets domestically and/or in other MED countries	New products/services/tools for enterprises to foster distribution, retail and access of products to new customers
Increased capacity of public authorities to facilitate access to and protect -Intellectual Property Rights (IPR) and commercial contracts of young and women entrepreneurs	Bilingual (Arabic/English) and (Arabic/French) simple guidebook for business development  IPR awareness campaigns designed and implemented

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<b>Expected Results</b>	<b>Indicative list of Output</b>
<p>Increased number of MSM Enterprises participating in Euro-Mediterranean alliances enterprise clusters</p>	<p>Quality consultancy services provided to SMEs (e.g. marketing, logistic advices, internationalization, ICT applications, governance, clustering, etc.)</p> <p>New joint products / brands developed in key sectors or locations, that provide added value</p>
<p>Cross-border, enterprise alliances empowered by the support from and cooperation with public authorities</p>	<p>Trainings provided to and joint pilot initiatives undertaken by business actors, civil servants, responsible public authorities and relevant stakeholders at regional level on the adoption of PPP models</p> <p>Works set-up involving stakeholders, enterprises public sector and non-profit organisations to promote cross-border</p>

## Priority 1.3: Encourage sustainable tourism initiatives and actions aimed at diversifying into new segments and niches.

### Expected Results

Increased attractiveness of less known touristic destinations

Increased diversification of tourism offer through the promotion of local and territorial assets / drivers especially in off season periods

### Indicative list of Output

Quality Support services (technical and financial assistance) provided to Local communities, SMEs, Tour Operators, Protected Area Managers, and other relevant stakeholders for the different types of tourism (i.e. eco-tourism, adventure tourism, medical tourism, wine and food tourism, historic, cultural and religious tourism, etc.)

Diversified products/tools created to address selective demand in the off- season

Sustainable practices promoted into planning and decision making processes and day to day operations of national, regional and local governments, as well as of the tourism industry