



INVESTMED

Special Edition Newsletter: Introducing the INVESTMED entrepreneurs in Egypt

APRIL 2023

INVESTMED ABOUT

MSMEs in the Mediterranean region face important challenges in terms of sustainability, capacity to innovate, competitiveness and internationalisation. These challenges call for new solutions in order for MSMEs to maintain their existence and to enhance growth. Greening the economy, developing natural assets and enhancing innovation and creativity can provide economic, knowledge-based and environmental benefits to the Mediterranean region.

INVESTMED addresses economic and environmental challenges, supporting sustainable, creative and innovative business opportunities for young people and women in Egypt, Lebanon and Tunisia. INVESTMED is set to benefit MSMEs via training, and coaching and via sub-granting and to public authorities by enhancing their capacities to encourage and to facilitate access to Intellectual Property Rights (IPR).

INVESTMED has a duration of 30 months, with a total budget of €3.8 Million euro, of which €3.4 Million euro are funded by ENI CBC MED (90%)

INVESTMED OBJECTIVE

INVESTMED aims to support the development of sustainable entrepreneurship and business initiatives, by creating the business environment and by facilitating access to new markets with the final goal of generating increased economic opportunities and jobs for youth and women in Lebanon, Tunisia and Egypt.

INVESTMED produces tangible and long-lasting impacts at local and regional levels via:

01

Boosting sustainability and creativity in the Mediterranean Region

02

Encouraging equity-providing business opportunities for women and young entrepreneurs

03

Incentivising innovation-encouraging public authorities to facilitate access to IPR

04

Enhancing competitiveness by bridging access to markets and internationalisation



INVESTMED BENEFICIARIES

INVESTMED benefits Mediterranean Business Support Organisations (BSOs) and their network of enterprises, MSMEs, and start-ups. MSMEs and start-ups benefit from training, coaching and sub-granting to grow and to become sustainable. Also Markets and clusters of companies aiming to introduce sustainable and creative services in their value chain can benefit from the action.



THE WINNING ENTREPRENEURS – EGYPT

In this special edition newsletter, the INVESTMED project is happy to announce the winners of the call launched in 2021 for MSME business proposals based in Egypt. The EU funded INVESTMED project launched a call for sub-grants to provide support for new, sustainable business opportunities for young people and women in three countries: Egypt, Lebanon, and Tunisia.

The call looked for innovative MSMEs, startups and recently established enterprises mainly involved in the following sectors: Green economy, Blue economy and Creative and Cultural Industries (CCI). We are happy to announce the winners for Egypt in this special edition newsletter, however, we would like to take the opportunity to thank all that submitted applications. We hope to see all projects flourish to contribute to a thriving green, blue, and CCI entrepreneurial ecosystem in all target countries.

In Egypt, 12 MSMEs were selected. We are proud to present them here:



Fresh Fish Farm

Sector: Aquaculture

Website:

<https://www.facebook.com/profile.php?id=100075534803614>

Fresh fish farm is a start up borin in 2021 which sources fish sustainably and farms their own aquaculture. They guarantee sustsinability, traceability, and support environmental conservation. Their mission is to supply Egypt with safe, affordable, and nutritious fish given the important role it plays in a healthy Egyptian diet.

With the INVESTMED subgrant, they will set up an innovative direct to consumer sales scheme through an online sales platform ensuring quality and high hygiene standards of their products. They aim to benefit from the capacity building and training for

young people qualified in the field of aquaculture ensuring the embedment of sustainability principles in their activities.





Ithaka

Sector: Tourism

Website:

<https://www.ithakaegypt.com/home/>

Description:

Ithaka is the only and first Eco-friendly hostel in Alexandria providing high quality accommodation, cultural and social experiences with budget pricing. They aim to be the first point of contact for travellers to discover and experience Egypt through the Integration of local community empowerment with our ecological innovative SaaS products.



Plan for subgrant:

With the INVESTMED subgrant, they intend to create a Tourist Information Centre to support customers with their travels. They will also create a customizable itinerary and provide a tour booking service. They intend to expand their partnerships and increase recruitment focusing on young talent.

“The INVESTMED project has allow us to network with other startups from partner countries has enriched our business idea through sharing best practices and experiences.”



Super Fny- سوپر فني

For Training and technical consulting
للتنويرات والاستشارات الفنية

Super Fny

Sector: Tourism

Website:

<https://facebook.com/superfny>
<https://superfny.com/>

Description:

Super Fny is a social enterprise specialized in vocational training and employment services of TVET students and graduates particularly and handicrafts generally to improve their competencies to fit the needs of the labor market.

The “Abis on the map” project by Super Fny is one its projects to promote countryside activities in Abis villages in Alexandria, Egypt to preserve Egyptian heritage, empower women and young people who live there and foster Responsible Tourism.



Plan for subgrant:

With the INVESTMED grant, Super Fny intend to preserve Egyptian heritage through improving efficiency of creating handicrafts in the Abis community as well as promoting responsible tourism and eco-friendly practices. They will increase their market share locally, train at least 70 women and young people, engage 8 to 15 villages in Abis, Alexandria, hold an exhibition to showcase the products made, and raise awareness to around 10,000 tourists on the countryside experience in Alexandria.

“The INVESTMED grant will help Super Fny conduct this project with the needed tools and experienced trainers, reaching more tourists and entities interested in supporting sustainable tourism through our media platforms, organizing the trips, and holding exhibitions offline and online through developing a specific page for it on our website.”



wastology

Wastology

Sector: Waste management, recycling, and CO2 reduction

Website:

<https://facebook.com/profile.php?id=100086712494945>

Description:

Wastology offers the environmental and economic solution of waste lube oil spillage. It is the first Egyptian used oil re-refining company manufactured entirely locally and aims to process 10% of the oils used in Egypt with the aim of producing re-refined base.

Plan for subgrant:

The main action Wastology will implement with the INVESTMED grant is to initiate their operations and activities in Alexandria. They will establish two supply routes to progressively increase their share of production in the market attracting investors. This would allow them to complete the cycle of their product.



Wfrley

Sector: CO2 reduction

Website:

<https://wfrley.com>

Description:

Wfrley startup is an online super market operating outside Cairo and Giza in Delta governorates. They deliver the consumers' daily needs through our mobile application in less than 1 hour. Wfrley provides supermarkets with a cloud inventory, POS point, ecommerce, delivery and payment platform to enable them to control their operations and go online as well as delivering from Wfrley marts.

Plan for subgrant:

With the INVESTMED subgrant, they intend to enhance sustainability by changing the culture of clients towards online delivery to reduce pollution and encourage the sale of environmentally friendly products by offering promotions and vouchers. To do this, they will improve their internal processes and improve energy resource and efficiency.





B'sarya for Arts

Sector: Music & Dance

Website:

<https://facebook.com/bsarya.arts>
<https://www.instagram.com/bsarya.arts/>

Description:

Located in Egypt's north coast city of Alexandria, B'sarya is an art space that aims to contribute to the development of artists and the contemporary art scene in Egypt, with a focus on visual arts, music, and new-media. B'sarya positions itself as a main stakeholder and a creativity hub in the Egyptian artistic scope, able to initiate and produce original and relevant projects in Alexandria, linked to other cities in Egypt and abroad, responding to relevant local and global issues.



Plan for subgrant:

With the INVESTMED subgrant, B'sarya will support the Alexandrian artistic scene, and new talents. Through launching the second edition of B'AV-Lab (B'sarya Audio/visual Lab) which consists of series of artistic residencies and invites young emerging artists from the fields of music and new media who will work together collaboratively under the mentorship of a more established mentors exploring many potential relationships of incorporating music and visual arts together and create a unique original interdisciplinary artwork that will be presented to a public audience in a live exhibition/performance by the end of each residency.

"B'AV-Lab will be able to create opportunities in Alexandria for young emerging artists for professional art training program and to create and showcase their work to wider audiences."



Semsemia

Sector: Tourism

Website:

<https://facebook.com/Semsemia-Tours>

Description:

Semsemia is a slow, educational, and rural tourism company that mainly operates in the provinces. It works on three tracks. The first is organizing educational trips and experiences in provincial towns and villages in Egypt to introduce these areas with a view to decentralize tourism industry. The second track is implementing research and development projects to support unconventional tourist areas attract educational and cultural tourism. The final track is creating an educational, cultural and marketing content in written, audio-visual and VR forms to inspire inform and educate about the various areas the company targets.



Plan for subgrant:

Using the INVESTMED subgrant, Semsemia will carbon emissions and pollution, improving energy and resource efficiency, avoiding the loss of biodiversity, environmental and ecosystem degradation, and promoting economic growth, social inclusion in green-blue economy sectors.

"Investmed training has sparked important discussions about the complicated intersection between development and entrepreneurship sectors in the MENA region. Such discussions were specifically relevant to the culture and creative industries field and the question of sustainability for startups receiving the grant."



Plstka

Sector: Waste management and recycling

Website:

<https://facebook.com/Plstkaapp>

Description:

Plstka is an application with an artificial intelligence optimization supply chain system to waste management.

Through the application, solid trash can be swapped by discounts and vouchers coupons in various life services such as food, drinking, medical and transportation and any product with price lower than market price can be bought with trash.

Plan for subgrant:

With the INVESTMED subgrant, Plstka aims to increase their recycling capacity and will develop their products using an AI tracking system, a chatbot for customers, and expand their services to 5 different cities.

“ The INVESTMED programme has helped us to connect mentors and consultants at a global level and it has supported us with funding to create more positive social impact to make people’s lives better!”



New Power

Sector: Waste management, recycling and CO2 reduction

Description:

New Power are an Egyptian company specialized in the production of Alternative Fuels for the cement industry, specifically (RDF - Refuse Derived Fuel) and waste management. Their strategy is to integrate waste management expertise with know-how concerning the optimization of Alternative Fuels in co-processing, covering the entire value chain from the waste mapping to the final incineration in the cement plant.



Plan for subgrant:

With the INVESTMED subgrant, they are aiming to expand their operations and produce 150 tons of Refuse Derived Fuel a day. This means expanding their facilities, increasing their team, and adding a new line for separation and sorting. This will contribute to job creation for young people and women whilst providing the Egyptian market with alternative fuels.

Merit

Merit Aromatherapy

Sector: Self-care products

Website:

<https://www.meritaromatherapy.com>

Description:

Merit Aromas & Herbal teas comes in as a trend to reunite with nature and heading towards a healthier life in a parallel with nature. Through a various range of Essential oils and Herbal teas, Merit seeks to establish its presence in the international world. The name itself comes from the first female physician. Merit Ptah inspiring the brand to disseminate ancient Pharaoh recipes and herbal medicines which have the capacity to improve sleep, reduce stress, among other benefits.



Plan for subgrant:

With the INVESTMED subgrant, they intend to internationalise their authentic Egyptian products selling directly to consumers. TO do this, they will translate their website to ensure accessibility for consumers across the world, launch a marketing campaign, and redesign their packaging to increase their competitiveness on a European market.



Egypt Day Tours
(Egyptomania)

Sector: Arts and Handcrafts

Website:

<https://www.egyptdaytours.com>

Description:

Egyptomania Bazaar is an online portal for authentic cultural products and made artifacts from all over Egypt aimed at enhancing the knowledge of tourists and visitors to Egypt.

Egyptomania will be about truly authentic products created to reflect the local cultural diversities within certain parts of Egypt.



Plan for subgrant:

Under the INVESTMED project, Egyptomania will offer an online portal with authentic cultural products from different parts of Egypt. They will do this by first, creating an e-commerce website, then they will carry out a mapping of manufacturers and products to be displayed on the platform and finally they will carry out a marketing campaign.



Sustain Egypt Think Tank
(SET)

Sector: Sustainability

Website:

<https://www.linkedin.com/show-case/sustain-egypt-think-tank-set/>
www.sustainegypt.com

Description:

Sustain Egypt Think Tank (SET) is one of EJADA for sustainability consultancy projects, SET is an online Strategic Sustainability Knowledge hub, consisting of:

- An online Strategic Sustainability Knowledge hub, and

- A platform for collecting and analyzing accurate data on the business implementation of sustainability goals (mainly related to water, energy, circular economy, green economy, and social responsibility).

SET provides an applied knowledge database for researchers, and sustainability departments in various companies, which motivates entities of all sizes to apply sustainability concepts professionally in their businesses at affordable prices.



Plan for subgrant:

With the INVESTMED subgrant, EJADA aims to establish a cloud-based think tank (SET) that will be containing a database of case studies on applying sustainable development goals. They will begin by creating a website and a mobile app to publish the results of case studies in Egypt and the MENA region. Their project will contribute to reducing carbon emissions and pollution, improving energy and resource efficiency, avoiding the loss of biodiversity, and environmental and ecosystem degradation, and promoting economic growth, and social inclusion in green-blue economy sectors by supporting businesses with applied knowledge in these sectors.

The winners of the subgrant will now start working on their business ideas with the INVESTMED subgrant.

INVESTMED PARTNERS

BUSINESSMED

Union of Mediterranean Confederations of Enterprises

Union of Mediterranean Confederations of Enterprises, Tunisia

Since its creation in 2002, BUSINESSMED has brought together the main business organizations of the Euro-Mediterranean area with the aim of promoting multilateral cooperation, attracting foreign investment and fostering social dialogue and socio-economic integration in the region. As the main representative of the private sector in the Mediterranean with its network of 22 Business Confederations and more than 800K public and private companies, BUSINESSMED, beyond its commercial vocation, contributes to laying the foundations for peace and prosperity in the region.



Euro-Mediterranean Economists Association, Spain

The Euro-Mediterranean Economists Association (EMEA) is a Barcelona-based regional think-tank that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in Mediterranean and Africa; and promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity.

IEMed.

European Institute of the Mediterranean

European Institute of the Mediterranean, Spain

The European Institute of the Mediterranean (IEMed), is a consortium comprising the Catalan Government, the Spanish Ministry of Foreign Affairs, European Union and Cooperation and the Barcelona City Council. Adopting a clear role as a think tank specialised in Mediterranean relations based on a multidisciplinary and networking approach, the IEMed encourages analysis, understanding and cooperation through the organisation of seminars, research projects, debates, conferences and publications, in addition to a broad cultural programme.



beyond GROUP

Beyond Group, Lebanon

Beyond Group brings together three specialized, change-driven practices: Public Policy & Management, Organizational Learning & Development, and Innovation & Technology Integration to develop agile solutions that respond to local needs while capitalizing on global knowledge and partnerships. Beyond Group supports governments, donors and multilateral agencies, civil society organizations, and communities through journeys of learning, innovation, and transformation as they achieve sustainable impact within their own communities and around the world.



Institute of Entrepreneurship Development, Greece

Established in 2005, Institute of Entrepreneurship Development (IED) is a fast-growing Center of Excellence in European Entrepreneurship. As a state-of-the-art international organization, iED promotes change for the better, through entrepreneurial and innovative actions and supports every entrepreneurial venture across Europe. With the use of our EU partner network and our experience in diverse EU funded research programmes focused on entrepreneurship, we have created a Knowledge Hub tailor-made to cover the needs of the entrepreneurial world, in the European area.



Libera Università Maria SS. Assunta, Italy

Libera Università Maria Ss. Assunta (LUMSA) is a highly ranked Italian Non-State University, principally located in Rome and Palermo, with over 7,000 students (10% international) and 500 teaching, research and administrative staff. It offers bachelor's and master's degree programs in the human sciences, education and communication sciences, psychology, data science, law, business administration and banking, economics, political sciences and modern languages. LUMSA awards PhD degrees in economics, social policies, law, developmental psychopathology and education.



Spanish Chamber of Commerce, Spain

The Chamber of Spain is a public body ruled by Law 4/2014 and that represents the general interest of the Spanish companies and entrepreneurs acting in the commerce, industry, services and navigation sectors. The Chamber of Spain coordinates 85 local Chambers in the country, and provides advice, support services and training activities to Spanish companies, entrepreneurs and students.



Confederation of Egyptian European Business Associations, Egypt

CEEBA, the Confederation of Egyptian-European Business Associations was established to create one powerful national pan European network to advocate on behalf of Egyptian Business for market access to the EU and to promote EU-Egyptian Trade and Investment. CEEBA advocates on behalf of Egyptian Businesses for market access to the EU, promotes EU-Egyptian trade and investment, coordinates the activities of the European chambers and business associations and acts on behalf of non-existent bilateral chambers for EU member states.

Associated Partners



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