



An initiative of the European Union

# PARTICIPANTS BOOKLET



## Background

Building on the successful collaborations in 2019 in Casablanca, Morocco and virtually in 2021, the EU – South MED Cluster Matchmaking Event is organised by the European Commission, the European Cluster Collaboration Platform (ECCP) and StartUp Morocco for Euromed Clusters Forward.

The goal of the TechDays, EU – South MED Cluster Matchmaking Event is to bring about collaborations among South Med clusters and with their EU peers. Clusters and their members from Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia and Europe (and non-EU COSME) are invited to discuss common visions and explore potential partnerships. It will be a unique opportunity for participants to share best practices, learn about the latest industry trends, and explore common areas of interest to strengthen economic ties and to pursue trade, investment and partnering opportunities.

The EU – South MED Cluster Matchmaking Event will take place **on May 31-June 2, 2023 in Marrakech, Morocco** and welcome a total of 50 clusters and members from both Mediterranean shores for planned B2B meetings taking the form of speed networking, site visits to local clusters and free passes to the [GITEX AFRICA](#), the continent's largest all-inclusive tech event, expecting no less than 25,000 participants.

## About Euromed Clusters Forward

[Euromed Clusters Forward](#) is partnering with the [European Cluster Collaboration Platform \(ECCP\)](#) to promote the cooperation of Southern and Northern Mediterranean clusters. This will be done through various strategic activities, including ECCP's participation in bringing in European clusters to attend the project's networking sessions; and bringing awareness among South Mediterranean clusters and companies about the collaboration opportunities with their EU peers.

Euromed Clusters Forward is co-funded by the European Union for a global amount of EUR 7.8 million budget and led by ANIMA until 2026 with the aim of strengthening clusters and their members in 7 Southern Mediterranean countries, promoting inclusive innovation and competitiveness in the Euromed region in order to improve growth, economic diversification, sustainable development and employment.

## About European Cluster Collaboration Platform

Our mission is to be the European online hub for cluster stakeholders (cluster organisations, policymakers and other related stakeholders from the cluster ecosystem) and the reference one-stop-shop for stakeholders in third countries aiming to set up partnerships with European counterparts.



# Overall Agenda

## Arrival – 30 May 2023

<p>Welcoming reception at <a href="#">Hotel Be Live Experience Marrakech Palmeraie</a></p> <p><b>Meeting point:</b> <i>StartUp Maroc desk at the hotel</i></p>	20.00-22.00
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## Day 1 – 31 May 2023

<p>Visit of <a href="#">Mohammed VI Polytechnic University</a></p> <p><b>Meeting point:</b> <i>StartUp Maroc desk at the hotel at 8.00 am, bus departure 8.15 am</i></p>	09.30-11.45
<p>Visit of <a href="#">The Institute for Research on Solar Energy and New Energies (IRESEN)</a></p>	12.00-13.00
<p>Lunch and transit to site visits</p>	13.00-14.30
<p>Visit of the <a href="#">GITEX</a></p>	14.30-17.30
<p>Networking diner at <a href="#">Nouba Restaurant Marrakech</a></p> <p><b>Meeting point:</b> <a href="#">Nouba Restaurant Marrakech</a></p>	20.00-22.00

## Day 2 – 1 June 2023

<p>Registrations at Hotel Be Live Experience Marrakech Palmeraie</p> <p><b>Meeting point:</b> <i>Conference room Palmeraie</i></p>	08.30-09.00
<p>Opening seminar at <a href="#">Hotel Be Live Experience Marrakech Palmeraie</a></p> <ul style="list-style-type: none"> <li>- <b>Virginie COSSOUL</b>, Programme Manager, DG Near, European Commission</li> <li>- <b>Christophe GUICHARD</b>, Policy Officer at DG GROW, European Commission</li> <li>- <b>Emmanuel NOUTARY</b>, General Delegate, ANIMA Investment Network</li> </ul> <p><b>Testimonial: Meryem RACHDI</b>, General Manager of Moroccan Denim and Fashion Cluster</p>	09.00-09.30
<p>B2B meetings</p> <p><a href="#">Hotel Be Live Experience Marrakech Palmeraie</a>, conference room : Palmeraie</p>	09.30-12.30
<p>Debriefing sessions at <a href="#">Hotel Be Live Experience Marrakech Palmeraie</a>, conference room : Palmeraie</p> <p><b>Debriefing session 1 – European participants</b></p> <ul style="list-style-type: none"> <li>• <b>Christophe GUICHARD</b>, Policy Officer at DG GROW, European Commission</li> <li>• <b>Martina BACOVA</b>, Project Adviser at European Innovation Council and SMEs Executive Agency (EIASME)</li> </ul>	12.30-13.00

<b>Debriefing session 2 – South Med participants</b>	
<ul style="list-style-type: none"> <li>• <b>Raphaële COHEN</b>, Project Director, ANIMA Investment Network</li> </ul>	
Networking lunch at <a href="#">Hotel Be Live Experience Marrakech Palmeraie</a>	13.00-14.00
Sectorial visits: <ul style="list-style-type: none"> <li>- TRACK A: Visit of the <a href="#">AROMPLANT EXPO</a></li> <li>- TRACK B: <a href="#">GITEX</a></li> <li>- TRACK C: Ren Tanneries</li> </ul>	14.30-18.30

### Departure – 2 June 2023

Participants fly back home and have access to the last day of [GITEX](#).

## Tickets for GITEX

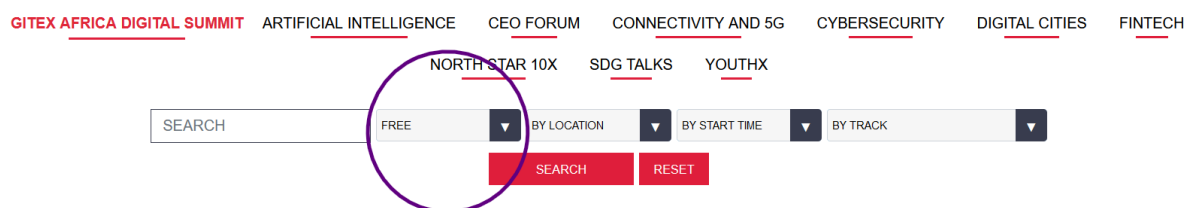
GITEX Africa will take place at the Palais des Congrès of Marrakech, Place Bab Jdid, Bd Al Yarmouk, Marrakesh 40000, Maroc

**[IMPORTANT] DO NOT FORGET TO REGISTER TO GITEX**

We are happy to share with you the promo code in order for you to either a free pass or discount pass:

Free visitor passes get you access to the exhibition only and some free sessions. To have a look at the free sessions, go the agenda page of the website and use the filter.

**Promo Code: GTXAFVFOC**



Reduced delegate passes grant you access to the exhibition, the conferences and the workshops.

**THIS EXPENSE WILL NOT BE COVERED BY THE ORGANISERS AND SHALL BE AT THE OWN EXPENSES OF THE PARTICIPANT.**

The **Promo Code GTXAFDA50** offers you a 50% discount (250 \$ instead of 500 \$)





## Accommodation



The networking reception on Day 1 (30 May), as well as the matchmaking day (31 May) will be taking place at the [Hotel Be Live Experience Marrakech Palmeraie](#) and this is where most of the delegation will be staying.

If you have questions, or need further information about the accommodation, please contact: [zineb.rharrasse@startupmaroc.org](mailto:zineb.rharrasse@startupmaroc.org) / [+212664150279](tel:+212664150279)

## Venues



## Zoom



## Practical Information

### Transfer from / to the airport

- The price for a taxi ride from the airport to the centre of Marrakesh (old town or Gueliz) is about MAD 70 (around 7 euros) but the cost may vary between MAD 100-150 (around 10-15 euros) depending also on your destination. Please add 50% for a night journey.




Marrakech Airport is located 5 kilometers from the city center – That means a transfer time from 15 minutes up to 30 minutes according to traffic conditions. It is recommended to ignore the taxis located immediately outside the arrivals of each terminal and walk across a car park where you'll find several taxis.

Taxi companies available at Marrakech Airport:

- Marrakech Taxis: +212 7 62 91 55 49 / +212 524474935
- Cab Morocco: +212 6 08 60 09 40 / +212 524792904

Visit the [Marrakech Menara Airport Transportation](#) page for information on taxi services.

### Weather Forecast

WED 5/31		27° /14°	Partly sunny	☔ 25% →
THU 6/1		28° /14°	Clouds and sun	☔ 25%
FRI 6/2		31° /15°	Very warm with plenty of sun	☔ 5%

### Travelling in the country | Tips for getting around town

You have different options: domestic flights, train, coaches and grand taxis.

- **Flights:** Royal Air Maroc, <https://www.royalairmaroc.com/int-en>
- **Trains:** ONCF, <https://www.oncf.ma/en/>
- **Coaches:** You have many options. The most renowned and safe company is CTM, <http://www.ctm.ma/en> . You can also use this website created by a Moroccan startup. It compares prices and you can buy your tickets online: <https://www.markoub.ma/>
- \*A **petit taxi** is a small car painted in a designated colour, which differs from city to city. They are yellow gold in Marrakesh, red in Casablanca, bleu in Rabat, and Orange in Agadir. It has a maximum capacity of three passengers plus the driver. You pay according to the meter and there is a minimum price in each city.
- **Grand Taxis.** Whereas petits taxis are only for local city traffic, grands taxis are mostly used for city-to-city or -village transport. Each taxi will drive a fixed route to a set destination and all passengers looking for transport to that destination or somewhere along the route used share one grand taxi. A grand taxi is a shared vehicle: when the taxi is full (before COVID, there was maximum of 4 passengers on the rear seat and two on the front-passenger chair) it will depart. The price is fixed before departure and depends on the destination.

### What is the local currency in Morocco?

The official currency unit of Morocco is the Moroccan dirham (DH) which is an abbreviate of (MAD). 1 euro is about 10 to 11 dirhams.