


January 17th Afternoon opening of the 6th Euromed Capital Forum

14:45	<i>Welcome coffee</i>	
15:15 - 15:30	Welcome address: Ahmed Abdelkefi , Vice Chairman of Euromed Capital, Founder and non-executive Chairman, AfricInvest	
15:30 - 15:45	Opening address: Nicolas Dufourcq , CEO, Bpifrance	
15:45 - 16:45	Panel 1: "Digital Big Bang", changing times and opportunities Moderator: Emmanuelle Duten , Editor in Chief, Capital Finance-Les Echos	
	Aymen Ferchichi , Co-founder & CMO, Datavora	Benoit Denis , Projects Directorate, Digital Division, European Investment Bank
	Francesc Prior Sanz , Professor of Finance, Director Master in Venture Capital and Private equity, UIC Barcelona	Neila Benzina , CEO Business & Decision Middle East and Africa, Orange Business & Decision
	Thomas Jeanjean , Executive Vice President, Global Mid Market, Criteo	Ziad Oueslati , Co-Founder and Managing Director, AfricInvest
16:45 - 17:05	"A Mediterranean open innovation model in the making", Josep Ferré i Gavarró , Acting Director General, IEMed	
17:05 - 17:20	Guest speaker: Irma Orlandi , Events Manager & Partnerships, ASCAME	
17:20 - 17:35	Testimonials, Saïd Ibrahim , CEO Casablanca Finance City Moderator: Jacques Gautrand , Director of Publication, Consulendo.com	
17:35 - 18:00	<i>Coffee break</i>	
18:00 - 19:00	<i>2 thematic workshops in parallel</i>	
Workshop N°1	VC, LP's, GP's, challenges and expectations? Moderator: Paul Tholly , Director, Cairn Point	
	Hafez Hamdy , CEO, ITWorX	Hervé Schricke , Chairman, Afic Club Africa
	Luc Rigouzzo , Co-founder & CEO, Amethis Finance	Marco Gay , CEO, Digital Magics
	Mohamed Salah Frad , CEO, UGFS, Chairman, ATIC	Simon Auquier , Partner, Gide Loyrette Nouel
Workshop N°2	Digital Transformation: how to balance business opportunities and new risks/regulatory and compliance requirements? Moderator and speaker: Adel Bourenane , Partner, IT Advisory, KPMG France	
	Albert Agustinoy , Partner, Cuatrecasas	Antoine Djigbenou , Digital Transformation Director, Compagnie Ivoirienne d'Electricité (Eranove Group)
	Sergi Gil-Lopez , Director of Cybersecurity, KPMG Spain	Zine Seghier , Founder & MD, Issal
19:00 - 19:15	Guest speaker: Flavia Palanza , Director, Neighbouring Countries, European Investment Bank	
19:15 - 19:30	Conclusion of the day by Fathallah Sijilmassi , Secretary General of the Union for the Mediterranean	
20:30 - 23:30	Gala cocktail, 6th Euromed Capital Forum, Sant Pau Recinte Modernista, Barcelona	

January 18th Morning continuation of the 6th Euromed Capital Forum

8:30 - 9:00	<i>Welcome coffee</i>	
9:00 - 9:30	Welcome address: Isabelle Bébéar , International Affairs and Management Programs Director, Bpifrance, Chairman of the Board, Euromed Capital Opening address: Yves Saint-Geours , French Ambassador in Spain	
9:30 - 10:30	Panel 2: SMEs, how to invent/reinvent your Business Model in a digital environment Moderator: Emmanuelle Duten , Editor in Chief, Capital Finance-Les Echos	
	Bertrand Dufour , Partner, RSM	Hatim Ben Ahmed , Board Member, Cash Plus, Meditterrania
	Nicolas Eschermann , Member of the Executive Committee, Siparex	Timo Buetefisch , CEO, Cooltra Central
10:30 - 10:50	Study: "How to succeed in digital transformation? SMEs and Mid-Caps leaders facing digital transformation". Elise Tissier , Head of Bpifrance Le Lab, Bpifrance	
10:50 - 11:00	Guest speaker: Juan Alvarez de Lara CEO & Founder, Seed&Click, Vice President AEBAN (Asociación Española de Business Angels)	
11:00 - 11:30	<i>Coffee break, networking</i>	
11:30 - 12:45	<i>2 thematic workshops in parallel</i>	
Workshop N°3	Fintech and Open Innovation Moderator : Juan Alvarez de Lara CEO & Founder, Seed&Click, Vice President AEBAN (Asociación Española de Business Angels)	
	Franco Gonella , Partner, Primomiglio SGR	Giovanni Buono , CEO Italy, Housers
	Meya Zeghari , Head of Digital Transformation & Smart Up, Attijariwafa Bank	Nadia Filali , Director of BlockChain Program & LabChain Pilot, Caisse des Dépôts
	Quirze Salomó , CEO, Nostrum	
Workshop N°4	The winning sectors of digitalisation Moderator: Jacques Reynaud , Global Head of Market Development, Polyglot Group	
	Antoine Baschiera , CEO, Early Metrics	Jean-Luc Bédos , Partner, Dentons
	Mehdi Tekaya , President, Wevioo	Raoul Roverato , COO, Worldsensing
	Rubén Agote , Partner, Cuatrecasas	
12:45 - 13:00	Guest speaker: Pablo Zalba Bidegain , Chairman, ICO	

13:00 - 14:15	Panel 3: Private equity role in the digital revolution Moderator: Alejandro Payá , Partner, Cuatrecasas	
	Albert Alsina , Founder, CEO & Managing Partner, Mediterrania Capital Partners	Anne-Sophie Rakoutz , Head of Private Equity Division, Proparco
	Antonio Bandrés , Head of International Relations, ICO	Hassan Laâziri , Chief Executive Officer, CDG Capital Private Equity, Chairman, AMIC
	Pascal Lagarde , Executive Director, Bpifrance	
14:15 - 14:35	Final conclusion by Mrs Carmen Vela , State Secretary for Research, Development & Innovation, Government of Spain	
14:35 - 16:15	<i>Lunch, networking</i>	
15:30 - 18:30	The IESE internal competition round of IPEC	
	IPEC is a competition that simulates a real-life private equity transaction. Teams from different MBA schools will have the chance to negotiate and present in front of judges from private equity firms and the managers and bankers who actually participated in the case deal.	
		



BARCELONA, SPAIN, January 17th - 18th 2018

PRIVATE EQUITY

VENTURE CAPITAL

6th Euromed Capital Forum for financing SMEs & Innovative Companies

SEED MONEY

DIGITAL BIG BANG IN EURO-MEDITERRANEAN COUNTRIES

LPs GPs

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- »»» RISK MANAGEMENT
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Ladies, Gentlemen, Dear partners,

Following the success of the five previous Euromed Capital Forums, we have decided to organise the next one in Barcelona on the theme of "Digital Big Bang in Euro-Mediterranean Countries."

This 6th edition will take place on January 17th and 18th, 2018.

The 2016 Forum hosted more than 500 participants in Casablanca. This event attracted entrepreneurs, investors, advisors, politicians, and 50 guest speakers, interacting through numerous roundtables, workshops and key note addresses.

While digital native organisations grew up with digital technology, others are having to adapt and transform.

As the European Commission points out. "Digitalisation is not a choice, but a necessity for European businesses and economies as a whole. It cannot be stopped but must be accompanied. This process offers many opportunities, but also repercussions."

That is why we decided to invite the financial community, politicians and experts, to explore, exchange, share experience and knowledge on the topic of digitalisation for this 6th forum edition.

It will address a specific question from entrepreneurs and investors: which strategy is needed to adapt to the digital age, how to implement it and strengthen performance and competitiveness?

This Forum will be an opportunity to assess and present the current environment in key countries in the Euro Mediterranean area.

Let's promote our activities together!

I am confident that, once again, our combined efforts will make these two days a great success.

Isabelle Bébéar
Chairman of the Board Euromed Capital

Euromed Capital promotes exchanges and cooperation between all capital investment actors from both shores of the Mediterranean, such as investors, funded companies, lawyers, consultants, and private or public international associations involved in the field. It aims to facilitate their business flows between Europe and Africa.

The Association's actions are acknowledged by the legal authorities and actors of SME and ETI financing. It is also a forum for its members, and its endeavours are focused on gathering investors and entrepreneurs from both sides of the Mediterranean to allow the exchange of best practices and to reflect on regulatory, legal or fiscal evolutions in the field.

The Association's mission is to inform, provide training, and encourage networking between African and European companies.

These actions have significantly contributed to the development of the administrative, political and operational ecosystem of SME / ETI financing and development, and have thus had a positive impact on the promotion of employment.

The membership is open to:

- » National and international private equity fund management companies operating on the Mediterranean banks and in Africa,
- » Private equity business support services providers (banks, law firms, audit and expertise cabinets, councillors, research institutes, universities, insurance companies...),
- » Private equity management companies from other regions, and,
- » Mediterranean and African companies supported by private equity.

Euromed Capital maintains a close relationship with Private Equity centred associations from the Mediterranean and African countries, such as EVCA, AVCA, AFIC, and AMIC, ATIC, AIFI, ASCRI and APCRI.

The association offers its members numerous quality services such as the organization of:

- » Physical meetings between senior managers,
- » Digital meetings,
- » Training for the benefit of managers in partnership with renowned business schools,
- » The biannual Euromed Capital Forum which hosts over 400 participants and 50 speakers.

BARCELONA, SPAIN, January 17th - 18th 2018

6th Euromed-Capital Forum for financing SMEs

DIGITAL BIG BANG IN **EURO-MEDITERRANEAN COUNTRIES**

»» **SPEAKERS**



➤ AHMED ABDELKEFI

Founder and non-executive Chairman

AfricInvest



Ahmed ABDELKEFI, founder and non-executive chairman of AfricInvest, started in 1986 several companies specialized in the financial services including asset management, leasing, factoring and private equity. He worked from 1978 to 1986 in a senior advisory capacity for the Abu Dhabi Fund for Economic Development in charge of equity investments in North Africa, Egypt, Sudan and Turkey. Between 1973 and 1978, he was in charge of the development of Port El Kantaoui, a Tunisian touristic resort promoted by the Tunisian government with the financial participation of IFC and various other investors. From 1967 to 1973, he held various senior positions in the Tunisian Finance and Planning Ministry. Ahmed ABDELKEFI has a Bachelor of Arts degree in Economics from the "Faculté de Droit et des Sciences Economiques de Paris".

AfricInvest was founded in 1994 and is today among the leading private equity firms in North and Sub-Saharan Africa with around 1.1 billion USD of assets under management across 18 PE funds and sponsored by prestigious DFIs, private and institutional investors from Africa, Asia, Europe and North America. AfricInvest relies on a team of 66 highly skilled investment professionals with over 130 years of cumulative PE experience, operating out of nine offices in Algiers, Cairo, Casablanca, Abidjan, Lagos, Nairobi, London, and Paris.

AfricInvest is a co-founder of the Tunisian Private Equity and Venture Capital Association (ATIC, www.atic.org.tn), the Moroccan Private Equity Association (AMIC, www.amic.org.ma), the African Venture Capital Association (www.avca-africa.org), the East African Venture Capital and Private Equity Association (www.eavca.org), and the Emerging Markets Private Equity Association (www.empea.org), and is a member of the Euromed Capital Forum (www.euromed-capital.com).



➤ RUBÉN AGOTE

Partner

Cuatrecasas



➤ ALBERT AGUSTINOY

Partner

Cuatrecasas



Mr. Agote counsels national and multinational companies in employment and labor law issues, helping clients with an economic analysis of the law perspective of the feasible legal alternatives. He advises companies, among others, on company policies, collective bargaining, and restructuring, and represents them in judicial litigation, arbitration, and mediation, concerning all types of employment and labor law disputes. He has significant experience advising on labor consequences of disruptive technologies.

Mr. Agote lectures on labor and social security law at the Instituto de Empresa (IE Law School), he regularly lectures on labor law at conferences organized by associations, and is the author and co-author of articles for specialized journals and has contributed to collective works. He has also been part of the Executive program of Singularity University.

Recommended by several directories, including Chambers, Best Lawyers and Who's Who Legal. He was named Sports Law Lawyer of the Year in 2016 by Best Lawyers.

He has a law degree and a Master in Legal Consultancy for Businesses from Universidad de Navarra (1991).

Cuatrecasas

With over 900 lawyers, Cuatrecasas is a law firm present in 12 countries. We advise on all areas of business law, applying a sectoral approach and covering all types of business.

We have 16 offices on the Iberian Peninsula and 11 international offices, as well as 5 international desks and over 20 country groups, which are integrated to offer the team best suited to our clients' requirements.

We represent companies that are leaders in their sectors, advising them on their investments in the major markets, and we offer the most sophisticated advice, both in recurring matters as well as in complex transactions and litigation proceedings.

We work with a new approach to client service, combining collective knowledge with innovation and the latest technologies to offer contemporary, efficient advice and to provide solutions to the most complex situations, creating value for the client, the team and the environment.

In 2017, we have been considered the third most innovative firms in Continental Europe in the Financial Times Innovative Lawyers Awards. We are also acknowledged by international directories such as Chambers or Legal 500 as number 1 in the main legal practices.

Mr. Agustino has ample experience in advising multinational ecommerce and IT operators. He also has a strong background in intellectual property and personal data protection related matters, having participated as legal advisor in many commercial and litigation cases relating to technological agreements, including outsourcing and software licensing contracts, ecommerce, domain names and image rights.

Mr. Agustino is on the list of panelists for domain-name dispute resolution of the World Organization of Intellectual Property, the National Arbitration Forum and the Spanish High Council of Chambers of Commerce, Industry and Shipping. He lectures on intellectual property and new technologies on many graduate courses and international conferences.

He is recommended by several directories, including Chambers, Legal 500, Managing Intellectual Property, Leaders League, Best Lawyers and Who's Who Legal. He was named Entertainment Law Lawyer of the Year in 2017 by Best Lawyers.

He has a law degree from Universitat de Barcelona (1996); a Master in Community Law from Universitat Autònoma de Barcelona (1997); and a Master (LL.M.) in Comparative, European and International Laws from Université Robert Schuman, Strasbourg.

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▶ ALBERT ALSINA

Founder, CEO & Managing Partner

Mediterrania Capital Partners



▶ JUAN ALVAREZ DE LARA

Founder & CEO

Seed&Click



Albert Alsina has more than 25 years of international experience in multi-national settings where he held several executive positions in General Management at global and European levels in the US, UK, Brazil, Germany, Zimbabwe and Spain. In 2007, Albert joined the financial group Riva y García to lead the fund "Fons Mediterrania Capital" (Mediterrania Capital I). In 2013, he founded Mediterrania Capital Partners Ltd. which today manages two funds: MC I and MC II. Today Albert is a member of the Investment Committee of "Fons Mediterrania Capital" and "Mediterrania Capital II", and a Board member of several portfolio companies of both funds.

Albert is an AMP graduate from Harvard Business School (USA). He completed the Global Leadership Program from Wharton (USA), and PADE from IESE Business School (Spain); he also holds Master's degrees from Fulda Fachschule (Germany) and Université de Poitiers (France); and a Bachelor degree in Business from the University of Barcelona (Spain).

Mediterrania Capital Partners

Mediterrania Capital Partners is the private equity firm focused on growth investments for SMEs in North African and Sub-Saharan countries. The company started its operations in 2008 under "Fons Mediterrania Capital" and since 2013 is an independent General Partner Structure.

With offices in Abidjan, Algiers, Barcelona, Cairo, Casablanca, and Malta, Mediterrania Capital Partners takes an intensely proactive, hands-on approach to implementing its growth strategy by leading the governance of the companies and driving the key internal value creation process.

Nowadays Mediterrania Capital Partners manages two investment funds (MC I and MC II) and is in the process of raising its third fund for Africa. The PE firm's investments are aimed at core industries that benefit from positive market and demographic trends.

Mediterrania Capital Partners is a regulated financial investment manager licensed by the Malta Financial Services Authority (MFSA) and the Financial Services Commission (FSC) in Mauritius.

Juan Alvarez de Lara, Founder and CEO of Seed&Click, co-founder and general Partner of Origen Ventures Fund with over 20 years of experience in national and international financial management responsibilities. He is also Vice President of AEBAN (Spanish Association of Business Angels), Founder and Member of the Board of Directors of the French Chamber of Commerce and Industry of Barcelona, board member of AED (Spanish Association of Director), board member of French Tech Barcelona, Advisor of funds mVenturesBCN and Invergy B. Side. He is Investor and Advisor in companies.

During the last he has been assessing he Ministry of Economy and Finance and Ministry of Industry of Morocco to launch a hub of entrepreneurship and angel investment. The objective for Morocco is to become the hub of Africa to connect with Europe.

He studied Business Administration (UB), Master in Financial Advisory (UB), Diploma in Quantitative Finance (UPC), Master of International Business (UPF), Diploma in Corporate Finance and PMD from ESADE and Diploma in Private Equity & Venture Capital from Luigi Bocconi. Diploma in Private Equity & Venture Capital in Harvard Business School

Seed&Click, a company with four business lines: Seed&Click Funding, managing investors networks with more than 100 investors investing in seed and startup phase.; Seed&Click Events, organizing events to promote investor/entrepreneur ecosystem (ISport Forum, PrimaveraPro StartUps, 080 Barcelona Fashion Investor Day, Entrepreneurship Awards for the Caja de Ingenieros Foundation, 4YFN Awards initiative of Mobile World Congress and conferences); Seed&Click Academy, to train Business Angels and entrepreneurs; Seed&Click Inno Ventures, assessment in innovation for mid and big companies.

Origen Ventures Fund is a tech transfer fund of 25 MM€ specialized in funding spin offs launched from universities, research centers, scientific and technological Parks in KETS sectors (nao Technology, micro & nano electronic, photonic, Advanced materials, industrial biotechnology, Advanced manufacturing Systems).

LinkedIn: es.linkedin.com/in/juanalvarezdelara/



▶ ANTONIO BANDRÉS

Head of International Relations

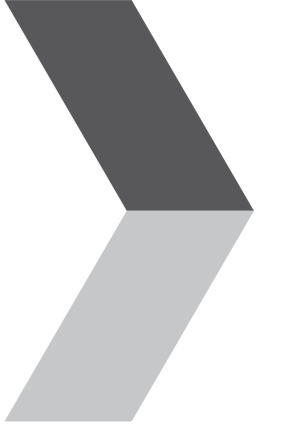
ICO



▶ ANTOINE BASCHIERA

CEO

Early Metrics



17 years with the Spanish Government Bank and Financial Agency (ICO) group, assuming increasing responsibilities in national and international project finance and corporate debt with a strong deal closing focus profile.

Private Equity, five funds (3 private equity, 2 carbon funds). Direct responsibility for implementation and tracking, together with other public and private institutions.

Direct responsibility for the entire transaction cycle: portfolio origination, strategy and implementation, negotiation, approval, financial and legal due diligence, deal closing and portfolio screening.

360° cross experience

- Product: Direct responsibility for around 70 transactions: senior debt, export finance, structured and asset finance, project finance, private equity, guarantees.
- Sector: Infrastructure (energy, transport, social, renewal energy, transmission and distribution), Industry and Services.
- Country: Different financial, social and legal frameworks through closed transactions in 15 countries.
- Sponsor: More than 30 different corporations financed and large amount of SMEs.

Responsible, proactive and dynamic professional who is motivated and driven by targets and results. Commercial profile and natural leadership. Team builder and committed to tight goals through a long experience in banking. Strong ability to quickly adapt to new environments, and for fitting into multicultural teams.

Antoine is the CEO of Early Metrics, the international rating agency for start-ups and innovative SMEs, analysing non-financial metrics. An engineer and former financial analyst at PwC and L'Oréal, Antoine launched Early Metrics, his second venture, in 2014, with the aim to bring more clarity to an increasingly complex start-up ecosystem.

Antoine is a frequent commentator on economic and strategic topics related to innovation, such as start-up/corporate relations, start-up valuation and international growth. He has published articles on Insurtech, Fintech, and Retail. A keynote speaker at VivaTech, Ignite 2016 and Bernardins College, he was featured in the Financial Times, Business Insider, TF1, BFM TV, Les Echos.

Antoine holds a MSc in Life Sciences from AgroParisTech, France' leading Institute of Life Sciences. Currently living in the UK after many years in France, Italy and Spain, Antoine is a polyglot, and an avid rugby player.

Early Metrics, rating startups and innovative SMEs

Early Metrics is the international rating agency for start-ups and innovative SMEs. The independent agency assesses the growth potential of innovative ventures through analysing key non-financial metrics. Early Metrics works on behalf of corporates as well as institutional and private equity investment clients. It has offices in London, Paris and Tel Aviv.

Contact: contact@earlymetrics.com www.earlymetrics.com



▶ ISABELLE BEBEAR

Charmain of the Board
Euromed Capital Association

International Affairs and Management Programs Director
Bpifrance



▶ JEAN-LUC BÉDOS

Partner

Dentons



Isabelle Bebear joined Bpifrance (formerly CDC Entreprises) in 2001. She is currently Head of International Affairs and Management Programs. Before, she was Head of Business Development and support for SMEs, Head of Investments in French regional private equity funds and in South-Mediterranean countries, with nearly €300m under management. Isabelle previously worked in the pharmaceutical industry, as international human resources manager. Isabelle graduated from the Institut Supérieur de Gestion (International business school).

Isabelle is also Charmain of the Board of Euromed Capital Association. She is a director on the board of Proparco (AFD Group) and a director of CAEI, African Entrepreneurship and Innovation Council. Knight of the National Order of Merit since 2014.

Bpifrance, a subsidiary of the Caisse des Dépôts and of the State, trusted partner of entrepreneurs, supports companies from their start-up to their listing on the stock market, through credit, guarantees and equity. Bpifrance also provides support services and enhanced support for innovation, external growth and export in partnership with Business France.

Bpifrance offers companies a continuum of financing options for each key stage in their development, and a highly adaptive range of regionally-specific services.

Through its 47 regional offices (90% of decisions taken in the region), Bpifrance represents a true economic competitiveness service for entrepreneurs. Bpifrance operates via the application of public policies driven by State and Regional governments in order to meet three objectives:

- support business growth;
- prepare the competitiveness of the future;
- contribute to the development of an economic ecosystem that favours entrepreneurial activity.

With Bpifrance, companies benefit from having an effective and influential representative at their disposal, able to respond to all their financing, innovation and investment needs.

For more information on: www.bpifrance.fr – Follow us on Twitter: @bpifrance

Jean-Luc Bédos is a partner in Dentons Paris office, co-head of Dentons Private Equity Group and member of Dentons Africa Executive Committee. He is a graduate from Harvard Law School and holds a PhD from Paris Law School. Since 1983, Jean-Luc Bédos has advised French and international groups, focusing on mergers and acquisitions, restructuring and equity capital transactions. Since 1988, he successfully developed its expertise in Private Equity transactions and represents investment funds in the negotiation and establishment of leveraged acquisitions (LBO, Capdev, etc.). Jean-Luc has also more than 25 years of experience in Maghreb and French speaking African countries. He focuses his practice on Private Equity transactions and capital investment operations, acquisitions and structuring. Jean-Luc has built strong relations with the major investment funds in the Maghreb region, and with prominent financial institutions.

Dentons

A top 10 firm on the Acritas Global Elite Brand Index survey (of senior general counsel in multinational companies with revenues of more than \$1 billion), Dentons has created the largest law firm in the world, with the most unique offering in the marketplace. Dentons provides access to top-tier legal talent with experience in 24 sectors and 40 practices. Now the world's largest law firm, Dentons' global team builds agile, tailored solutions to meet the local, national and global needs of private and public clients of any size in more than 149 locations serving 61 countries.

With nearly 125 lawyers and professionals, including 46 partners, the Dentons Paris office is among the leading law firms in France. We support clients across a wide range of fields, both locally and internationally, providing a truly personal working relationship. Dentons lawyers, considered among the leading specialists in their respective fields, have a broad range of experience under French private and public law, covering all of the major spheres of finance and business law. They work closely with the Firm's other offices in order to deliver first rate, effective advice to you and offer pragmatic answers, notably in cross-border transactions. Our capabilities are reinforced by the multicultural dimension of the Paris office which brings together French, German, Chinese and American lawyers.



HATIM BEN AHMED

Founding Partner
Mediterrania Capital Partners

Board Member
Cash Plus



NEILA BENZINA

CEO

Business & Decision



Hatim Ben Ahmed is a Founding Partner of Mediterrania Capital Partners, a Private Equity management company with more than \$ 300m of assets under management.

Hatim has completed thirteen transactions in North and West Africa (of various sizes and in different sectors) and is particularly in charge of developing portfolio companies business in sub-Saharan Africa. As a board member of portfolio companies, Hatim participates, alongside entrepreneurs, to the implementation of the three wide enterprise processes: the strategic process, the budgeting process and the HR process. Prior to Mediterrània Capital Partners, he has been in various roles in M&A and financial services in France and Europe.

Mediterrania Capital Partners is a dedicated private equity firm focusing on growth investments in SMEs and mid-cap companies in North Africa and Sub-Saharan Africa. The company takes an intensely proactive, hands-on approach to implementing its growth strategy by leading the governance of the companies and driving a strong Value Creation process.

Neila is leading a team of 380 people, experts in Analytics, CRM and Digital Transformation. Neila implements in this key digital rising sectors: strategies, new operations, new Information Systems, change management

As an experienced entrepreneur, she has created her first business in 2000, in partnership with B&D Group which bought part of her shares in 2004. She's again in a signing process with Group Orange.

Her focus for competitive advantage is based on Human Capital development. She initiated the collaboration and coordination of a Public / Private ecosystem and is involved in social and civic contributions. She's active in several associations, think tanks and Public initiatives: President of French Tech Hub Tunis; Board member of the Digital National Strategic Council for Tunisia; President of Tunisian Association for Communication and Technologies which goal is job creation in New Technologies by attracting international players, working on the ecosystem mostly promoting Human Capital through Education/ HR Best Practices; Board Member of AmCham, etc.

She's been Decorated in 2015 as a Knight of the "Ordre National du Mérite", selected in 2017 amongst the fifty most powerful women in Africa by Jeune Afrique

Business & Decision is a global management, strategy consulting and systems integration group solving business problems through Digital Transformation. As a leader in Digital Customer Experience and Data & Analytics, we leverage a unique combination of technical, functional and industry specialization, as well as partnerships with key software vendors, to deliver maximum-value projects and help clients break through barriers to innovation and business transformation.



▶ ADEL BOURENANE

Partner, IT Advisory

KPMG France



▶ TIMO BUETEFISCH

CEO

Cooltra Central



Adel Bourenane is a Partner within the IT advisory practice at KPMG France. He has developed an expertise in technology and cyber criminality risks management, in particular in the framework of major transformation projects.

Adel has been in charge of the development of information system and digital advisory activities in Algeria for the last 4 years. He also supports the development of advisory activities in North Africa and French-speaking sub Saharan Africa.

Adel continuously works with major digital transformation players in Africa. He has assisted numerous banking groups in the scope of their transformation and fight against cybercrime projects.

Adel is also in charge of IT Attestation activities at KPMG France, covering a large spectrum of technology services providers and startups. He assists them with the implementation of internal IT control systems as well as privacy and security management systems for services provided to their final clients, in line with international standards such as ISAE 3402, SOC 2 and ISO 27001.

KPMG is a global network of independent member firms offering audit, tax and Deal, Risk and Management advisory services. The firms work closely with clients, helping them to mitigate risks and grasp opportunities. Member firms' clients look to KPMG for a consistent standard of service based on high order professional capabilities, industry insight and local knowledge.

KPMG member firms can be found in 152 countries, including in the Mediterranean area and across 34 countries in Africa. Collectively they employ more than 189,000 people across a range of disciplines.

KPMG Spain and KPMG France are amongst the biggest European offices, with respectively 3600 and 8500 professionals located all over the country providing their clients, companies, private equity funds and institutional players, with innovative solutions leading to measurable results. KPMG France also includes a Deal Advisory Africa team, dedicated to supporting French, African and International clients in the framework of their acquisitions and disposals, and with respect to their infrastructure projects in Africa. Sustaining and enhancing the quality of this professional workforce is KPMG's primary objective. Wherever our firms operate, we want them to be no less than the professional employers of choice.

Timo Buetefisch, born in Germany 43 years ago, is an ex-consultant and MBA from IESE, who has been living in the Catalan capital for about 14 years. Before settling in Barcelona, he lived in his native Germany, Paris, Buenos Aires, Greece and Switzerland giving him a cosmopolitan character.

He has a really strong entrepreneur personality and has always been clear that he wanted to be his own boss. Passionate about the world of motorcycling, Timo found the opportunity to start his own business when his bike was damaged one day while he was driving around Barcelona. When this happened, he realized that the niche of motorcycles was not explored enough, as it was very difficult for him to find a company where he could rent a scooter during the weeks that he was in the workshop. From this need was born Cooltra, a great project that with his friends - the brothers Henrik and Holger Sprengel - managed to create what would be today the European leader in sustainable mobility solutions on two wheels.

Cooltra was established in Barcelona in 2006 as a new concept of mobility: on two wheels and per days. Since then, the company has been constantly growing and now became the European leader in sustainable mobility solutions on two wheels.

We are dedicated to scooter rentals for days, months and, also, to rental services for businesses and public administration. Throughout these 10 years Cooltra set up companies of ecoScoo-ng – the first sustainable courier enterprise on two wheels and eCooltra – the biggest European scooter sharing service with a presence in four cities.

At present, more than 400 persons work every day to provide you the best service with a fleet of 11.000 scooters (2.000 of which are electric), a presence in 6 countries, 24 proper delegations and more than 100 rental points in Europe.



▶ JEAN-YVES DEMEUNYNCK

President

Reflex Private Equity



▶ LAURENT DEMEY

Co-founder & CEO

Amethis Finance



Jean -Yves Demeunynck - President of Reflex Private Equity – accompanies investment funds, institutional investors and entrepreneurs providing them with advices and assistance for their marketing strategic reflection, their communication, their development, their fundraising and helps them build solid relationships with their investors in many countries.

Previously CEO of the French Association of Investors for Growth (AFIC), he built the association and spent 5 years leading it.

He built its international influence and recognition from the highest institutions.

As the Director of Development and Projects at Natixis Private Equity, he was responsible for the Group's coordination of Funds of Funds (Asia, US), after strengthening the NPEIM international team, particularly in China and India. He was a member of the investment committees.

He developed the strategy and rolled out a Knowledge Management program for 18 management teams of the NPE Group in the world.

In 2000, he joined Talento, an investment fund specialized in the start-up financing, and invested in several companies in the field of NICT.

Specialist in new technologies and a business entrepreneur, Jean-Yves DEMEUNYNCK has created, developed and sold several companies specialized in marketing consulting and new technologies since 1985.

He is a faculty member of HEC Entrepreneurs, and president of the Paris Association of Business Incubators.

He graduated from the Institut Supérieur de Gestion (Paris) and the National Institute of Marketing.

He is a Chevalier of the National Order of Merit.

He was the Administrator of the Euromed Capital Forum, and now is a consultant for the new organization.

jyd@reflex-pe.com

+33 6 07 72 82 29

+32 474 936 441

Brussels, Paris, Luxembourg

Laurent Demey is Co-founder and CEO of Amethis Finance, an investment fund active on Africa which has partnered with Compagnie Benjamin de Rothschild, from the Edmond de Rothschild Group.

Laurent Demey was previously Deputy CEO of PROPARCO, the French Development Finance Institution. He started his career in Société Générale, in the Africa M&A department, working on privatizations throughout the continent, before heading SG's brokerage firm in Abidjan, from 1998 to 2000. He then joined PROPARCO as a Senior Investment Officer and went on to become head of the Banking and Capital Markets Department. In 2004, he set up a regional PROPARCO office for East Asia in Bangkok. He came back to Paris in 2006 as Chief Investment Officer. Laurent Demey graduated from the Ecole Centrale de Paris and holds a postgraduate diploma in development economics from the École Normale Supérieure.



➤ **BENOIT DENIS**

Digital Division
Projects Directorate

European Investment Bank



➤ **BERTRAND DUFOUR**

Partner

RSM



Benoit Denis is an Economist with the European Investment Bank's Digital division. Benoit performs independent economic and financial appraisal of Telecom, Media and Technology (TMT) investments. The transactions he has worked on range from FTTx projects and mobile networks rollouts, eCommerce ventures, digital transformation, Software and Software Based solutions, semi-conductors, Mobile Financial Services to High-Tec manufacturing. He finances large corporates to start-ups. Benoit works on debt, project finance, quasi-equity and equity transactions. He also participates to the early screening of investments and advises promoters on the preparation and implementation of investment plans. Prior to joining the EIB, Benoit worked with Deloitte Luxembourg TMT Advisory & Consulting team and SES, a tier-1 satellite operator, in Strategy & Planning.

The Partner is the EU-Bank, owned by and representing the interests of the EU Member States. The EIB provides finance and expertise for sustainable investment projects that contribute to EU policy objectives. The Bank – through FEMIP – supports the economic and social development of the Mediterranean partner countries focussing on growth and job creation in two priority areas: private sector support and creation of an investment-friendly environment.

Bertrand is a French Chartered Accountant, Partner of RSM France and located in Lyon. His two main areas of expertise are international businesses and digital economy. Both share the same needs for cross-cultural understanding, empathy, specialized advisory, both are very dynamic and thrilling!

As a result, he handles a mixed portfolio including international firms as well as digital driven entities (pure player internet, innovative startups, industrial entities...). He wrote his thesis on client and employee satisfaction in an audit & accounting practice. It focused on implementing knowledge management in a never-ending improvement of services.

Specific Tasks

In charge of the Newtech/Startup sector for RSM France.

Part of the board for digital evolution of RSM France.

One of RSM France International client contact partner.

He's the interlocutor in Lyon for Digital League, regional cluster for digital economy, the biggest in France.

Specialties

E-business - start-up - innovation based SME's - renewable energies - digital transformation - Reporting and Financial control

Other information

He does fire juggling and fire spitting as a hobby. And rugby (XIII) as well. And he's quite a geek.



➤ **NICOLAS DUFOURCQ**

CEO

Bpifrance



➤ **EMMANUELLE DUTEN**

Editor in chief

Capital Finance - Les Echos



Nicolas Dufourcq leads Bpifrance, the French development and exim bank for midcaps, the French export credit agency and the country sovereign fund altogether. The bank has €30bn equity assets under management and €36bn of outstanding loans. Bpifrance finances every year ca. €16bn of loans and €1.3bn of innovation soft loans. €2bn of equity investments in start ups, small, mid and large caps will be invested in 2017, of which €1.1bn in private funds through its funds of funds division. Amongst a 1 000 company portfolio, Bpifrance holds 10% of Orange, 12% of Peugeot, 13% of STMicroelectronics and 26% of Eutelsat.

Previously, Nicolas Dufourcq was deputy CEO of Capgemini in charge of finance, delivery, lean management and IT. He contributed to the turnaround between 2003 and 2012.

Earlier Nicolas Dufourcq created Wanadoo, the internet access leader, a subsidiary of France Telecom, and listed it for €20bn. He was then deputy CEO of France Telecom.

Nicolas Dufourcq is Chairman of STMicroelectronics and a board member of Orange and Euler Hermes.

Since January 2014, Emmanuelle Duten (39 years old, IEP-Bordeaux, ESCP-Europe) is the editor in chief of Capital Finance, a web site and a weekly magazine which belongs to French press group Les Echos and which focuses on mergers & acquisitions, private equity and venture capital.

She joined Les Echos in 2004, after having started her career at an investment bank (M & A).

Since September 2015, she also hosts a daily morning show on radio (Radio Classique).

Fluent in French and English, she takes part in twenty or so conferences each year, such as Viva Technology (a worldwide forum dedicated to startups and innovation), Le Salon Des Entrepreneurs, the corporate venture conference and the female leadership event organized by Les Echos.

Capital Finance is the French leading media for private equity and M & A news. Part of French press group Les Echos, it features a website, a daily online newsletter and a weekly printed magazine.

Capital Finance has also developed a data base which gathers more than 20 000 deals (PE and M & A) since 2003.

Apart from its well-know yearly events (restructuring, buy-out, M & A and corporate ventures), Capital Finance launched a new forum dedicated to women leadership last year.

Capital Finance is the private equity media partner of VivaTechnology, the international "tech" forum which is co-organized by Les Echos and Publicis Group, in Paris.



› OTHMANE EL FERDAOUS

Secretary of State for investment,
assistant to the Minister of Industry, Investment,
Trade and Digital Economy



› NOOMANE FEHRI

Co-founder & CEO

B@Labs



Othmane El Ferdaous is a public affairs and strategic communication professional, listed among the 50 most influential Moroccans under 40 by Telquel Magazine. He releases a monthly newsletter covering Moroccan issues read by +7000 subscribers. Last year, he attended a high-potential postgraduate course in European Affairs at France's National School of Administration. He is a strong advocate for EU-Maghreb integration and founded www.clubgibraltar.org, a non-profit organization focusing on European policy and institutions matters regarding the Mediterranean and Africa. He is also an active board member of Sciences Po Alumni Morocco, focused on fostering reverse brain drain by mentoring Moroccan students.

Noomane Fehri, is Co-founder and CEO of B@Labs, a startup incubator backed by BIAT Bank, the biggest privately owned bank in Tunisia. He is the former Tunisian minister for digital economy.

Following a successful international business career in Technology, he engaged in politics in 2011 after the Tunisian revolution. He Co-founded a political party, he was then elected twice as a member of parliament, then joined the Habib Essid coalition government in 2015 and 2016 as minister of digital economy. Noomane is known to be a strong reformist and a thought leader in digital economy.

Since October 2016, Noomane is fully engaged in Youth Empowerment, digital transformation and Entrepreneurship matters.

Noomane held several management positions with Schlumberger in France, Libya, Norway, Algeria, Indonesia and Singapore. In 2000 he moved to London to join Atos, a European technology firm.

After the 2011 Tunisian revolution, however, Noomane moved back to Tunisia to participate in rebuilding the country where he co-founded a political party, Afek Tounes. He was then elected as a member of the National Constitutional Assembly: the first democratically elected assembly tasked with drafting a new constitution for the country.

In 2013, Noomane was one of the leaders of the "Bardo sit-in movement" and played a key role in the "National Dialogue" ensuring the compromise that prevented a civil war. Subsequently, the national dialogue was awarded the Nobel Peace prize.

After being re-elected to parliament in 2014, Noomane joined the coalition government in February 2015, where he served as Minister of Communications and Digital Economy during Essid's first & second governments. In this role Noomane elaborated the Tunisian 2020 digital transformation plan where he proved to be a very strong reformist with a close focus on the youth's demands and aspirations. Among his achievements are the successful launch of 4G, the technology cards, the nationwide mobile development projects, ...etc. As a result, a strong, vibrant Tunisian technology startup ecosystem emerged during his term.

B@Labs's Vision

B@Labs, is an incubation platform, supported by BIAT, who aims to anchor the entrepreneurial practice in Tunisia, and to foster a sustainable Startup ecosystem.

B@Labs's Mission

By supporting the most talented entrepreneurs through a comprehensive Incubation program, B@Labs aims to:

- Contribute to the development of the Tunisian economy by supporting entrepreneurs and new economy champions
- Act as a catalyst to create a positive spiral that fosters the development of entrepreneurship in the Tunisian economy
- Create a space for innovation and sharing, in several sectors of the economy and especially in the field of Fintech

B@Labs's offer

B@Labs offers an incubation program of 4 to 16 months for innovative startups. This program offers to entrepreneurs a work-space, a complete curriculum and specialized workshops, mentoring and individual support, business and administrative services, access to the BIAT network and a potential funding enabling them to explore and realize the Full potential of their startups.



▶ **AYMEN FERCHICHI**

Co-founder & CMO

Datavora



▶ **NADIA FILALI**

Director of BlockChain Program & LabChain Pilot

Caisse des Dépôts



10 + years experience in Marketing and business Development.
 Marketing Manager in automotive spare parts leader manufacturer in Tunisia and North Africa:
 Market analysis, product development; communication
 Research Department head of unit in media monitoring agency (Tunisia, Libya):
 Media behaviour studies in Tunisia and Libya; cooperation with agencies from MENA region for regional studies
 New Business Development & CSR activities Assistant a Mitsubishi Corp.
 Strategic partnerships and ways of collaboration between Tunisia and Japan in different fields; Business opportunities in Tunisia and in Africa in general; CSR activities to support tunisian public institutions
 Studies
 Master degree in Marketinf & Business Intelligence - IHEC 2010
 Bachelor degree in Marketing - ISG 2006

Datavora

Datavora is a Big Data company operating in e-commerce and e-retail business in particular.
 Datavora provides data, collected every day from thousands of marketplaces on the web, to help our customers grow their e-commerce business.
 While based on a robust and strong technological platform, Datavora' service is intended to be simple, clear and efficient fo the end user. We provide data that is accurate, precise, fresh and at big scale from thousands of marketplaces around the word in 50+ countries around the word.
 Millions of datapoints are added systematically everyday throughout the covered markets so our customers can have it available as it happens, and focus on their core business.
 Once they sign in and dashboards are updated systematically and ready to give them the insights they need for their decision making and reporting.
 Datavora provides to brands, resellers, e-shops, marketplaces and e-commerce stakeholders a clear-real-time image about the e-commerce supply worldwide.

Nadia Filali began her career in the financial sector working on post-trade and capital markets. After joining Caisse des Dépôts, she specialized in portfolio valuation and became Deputy Head of Financial Back-Office and Head of Client Relationship in 2008, then Head of Stategic Projects in 2011, and Head of Business Development in 2015. In December 2015, she co-launched LaBChain, the first Blockchain consortium dedicated to finance in Europe and worked on the creation of LiquidShare, a company dedicated to building a post-trade Blockchain infrastructure for SMEs in Europe launched in June 2016 by 7 partners among which Caisse des Dépôts and Euronext. Today, she is Head of Blockchain Programmes for Caisse des Dépôts and Lead of LaBChain.



➤ MOHAMED SALAH FRAD

CEO
UGFS
Chairman
ATIC



➤ JOSEP FERRÉ I GAVARRÓ

Acting Director General
IEMed



Mr. FRAD has extensive experience in corporate finance, asset management, financial restructuring and business and valuations.

Prior to joining United Gulf Financial Services-North Africa in 2008, Mr. FRAD acted as head of the research department at a leading broker in Tunisia and led the listing of several companies in the Tunisian Stock Exchange.

He has set up several Funds in Tunisia investing in listed companies, private equity and startups.

Mr. FRAD holds a Certified International Investment Analyst (CIIA), an MBA from UQAM (University of Quebec in Montreal) and a Diploma from the Institute of Higher Commercial Studies (IHEC), Tunis »

Mr Frad has been elected Chairman of the Board of ATIC (Tunisian Association of Capital Investors)

United Gulf Financial Services - North Africa

« UGFS NA » is an assets management company created in 2008 by the approval of the CMF * 14-2008 of 26 June 2008 .

UGFS NA currently operates in 4 business areas in which it has developed its business and has strong expertise :

- 1- Private equity funds Management (conventional and ethical)
- 2- Early-Stage Fund Management
- 3- Asset Management
- 4- Financial consulting and engineering (through its subsidiary UGAS: United Gulf Advisory Services)

UGFS NA belongs to KIPKO group that allowed to benefit from the know-how and expertise of its institutional shareholders, including UGB, TIB and KAMCO with their expertise in investment and asset management.

Since 2007, Josep Ferré has been Managing Director at the IEMed and Acting Director General since August 2017. Between 2004 and 2006 Josep Ferré was the Director General of the Spanish Branch of the African Medical and Research Foundation (AMREF). Between 2001 and 2004, he was the Executive Secretary of the Azahar Program of the Spanish Agency for International Development Cooperation (AECID), promoting sustainable development in the Mediterranean. He was Head of Mission of the Spanish International Cooperation in Mauritania (1999-2001) and Expert Coordinator of the Technical Cooperation Office of the Spanish Embassy in Morocco (1995-1999) where he also worked as a Deputy Market Analyst at the Spanish Commercial Office (1994-1995). He was Head of the technical department of the Economic Committee of Fruit Producers of Catalonia (1994-1996). Josep Ferré graduated from ETSEAL with a degree in Agronomical Engineer in 1993.

A MEDITERRANEAN OPEN INNOVATION MODEL IN THE MAKING

In last years we are witnessing complex and deep changes in the Mediterranean societies and economies. The economic model needs to be revised to generate more value added jobs, competitiveness and innovation. In this period, due to the huge proportion of young digital native population, technology has spread all around. ICT are impacting significantly all aspects of life, from access to innovative finance (_fintech_) to education systems, from entrepreneurship to health services, from humanitarian aid management to e-governance.

New citizen's driven urban frameworks using digital technologies are emerging in the entire region as responses to the individual and collective need to learn to innovate. From Istanbul to Barcelona, from Palermo to Tunisia, from Casablanca to Tel Aviv, from Cairo to Beirut we are seeing how small-scale open innovation frameworks, such as living labs, fab labs and alike, are developing and consolidating a new approach to creativity, innovation and employment. This emerging ecosystem of innovative thinkers and makers is putting the seeds of a new model of Mediterranean innovation, based on its own idiosyncrasy: more citizen based and with incipient public financial and institutional commitment. We are witnessing the emergence of a Mediterranean model of innovation, creativity and competitiveness.



▶ JACQUES GAUTRAND

Editor free-lance

Consulendo.com



▶ SERGI GIL-LOPEZ

Director of Cybersecurity

KPMG Spain



As a free lance journalist and editorial consultant, Jacques Gautrand has a sound knowledge of enterprises (SME), economic development, corporate communication and Public Affairs.

Regularly in contact with professional associations and business networks, Jacques Gautrand is the founding editor of www.Consulendo.com, a Webmagazine dedicated to entrepreneurship and management.

During his career, Jacques Gautrand wrote many reports and surveys for magazines such as "Jeune Afrique Economie", "L'Entreprise" (Groupe L'Expansion) and "L'Express". He has also co-presented "Le Journal des Régions" program on LCI channel. He participated in the edition of the first "Guide économique des villes" (in partnership with Les Echos) and he is the co-author of the annual "Guide of Franchising" (L'Express Editions). He also moderates public debates and seminars for executives and entrepreneurs.

Jacques Gautrand is a member of the Press Club de France and the association of journalists specialized in SME (AJPME).

Graduate in Political Science at the Institut d'Études Politiques de Paris and La Sorbonne Paris I University, he lived for several years in Africa and Australia, working for the Cultural and Information Services to the French Embassy.

Jacques Gautrand participated in the foundation of the Euromed Capital Forum Association.

www.consulendo.com

Sergi is Director of Cybersecurity for KPMG Spain in Barcelona with over 10 years' experience in the IT sector in different areas nationally and internationally. In the past 6 years, he has focused his professional career on the development of business in the Cyber field at national level.

Thanks to his previous experience as Head of training and awareness in main IBEX companies, Sergi provides great value to his clients by acting as a mediator between top management and highly technical teams, ensuring clarity of communication to allow fully informed decisions to be made.

Sergi has in particular been involved in advising clients from the Public Administration, Financial Services and Life Science sectors in Catalonia, Balearic Islands and Andorra. He also has advised a great number of clients within the Consumer goods and Retail sectors.

Sergi possesses an MBA qualification from ESADE Business School, a Degree in Business Administration and Management and graduated in Business Studies.

KPMG is a global network of independent member firms offering audit, tax and Deal, Risk and Management advisory services. The firms work closely with clients, helping them to mitigate risks and grasp opportunities. Member firms' clients look to KPMG for a consistent standard of service based on high order professional capabilities, industry insight and local knowledge.

KPMG member firms can be found in 152 countries, including in the Mediterranean area and across 34 countries in Africa. Collectively they employ more than 189,000 people across a range of disciplines.

KPMG Spain and KPMG France are amongst the biggest European offices, with respectively 3600 and 8500 professionals located all over the country providing their clients, companies, private equity funds and institutional players, with innovative solutions leading to measurable results. KPMG France also includes a Deal Advisory Africa team, dedicated to supporting French, African and International clients in the framework of their acquisitions and disposals, and with respect to their infrastructure projects in Africa. Sustaining and enhancing the quality of this professional workforce is KPMG's primary objective. Wherever our firms operate, we want them to be no less than the professional employers of choice.



▶ FRANCO GONELLA

Partner

Primomiglio SGR SpA
Barcamper Ventures



▶ ADEL GOUCHA

Managing Director

Abraaj



Franco Gonella is Partner of Primomiglio SGR SpA and of Barcamper Ventures. He is one of the founders of dPixel, consulting company in the high-tech world.

In 2010 he was Promoter and Partner of DIGITAL INVESTMENTS SCA SICAR, as Key Man of the Seed Sector.

After his graduation in Economics at the University of Turin, he started to work in advertising as account executive at the DMB&B and then as marketing consultant at ISTUD.

In 1999 he founded Vitaminic, of which he became CEO, listing the company in the stock exchange market in 2000.

With more than 15 years of experience in World Wide Web and 5 years of experience in Venture capital's world, Franco invested in more than 10 startups.

Barcamper Ventures

Barcamper Ventures is a fund managed by Primomiglio SGR with a view to investing in high potential tech startups, selected by an acceleration and investment program, which aims to industrialize the seed capital. We invest from a minimum size of 25k Euros, in the case of the acceleration program, to a maximum of 3 million Euros in a single startup. We focus on Italian startups, but we can also invest in Europe and in the USA.

Usually we prefer to be lead investors in round seed till a maximum of 1 million euros and we prefer to invest in teams with whom we have already worked on or that we have known thanks to the Barcamper program. We are looking for teams with founders able to build great companies and to reach relevant growth goals, able to face disruptive challenges.

Mr. Adel Goucha joined Abraaj in 2011 from Amundi Private Equity Funds where he was an investment director since 2007.

Prior to that, M. Goucha was the head of the MENA coverage team at NATEXIS PRAMEX INTERNATIONAL, a subsidiary of Groupe Natexis Banques Populaires between 2002 and 2007.

Mr. Goucha also worked in sales for PRUDENTIAL BACHE SECURITIES between May 1997 and December 1998.

As an Investment Director at Amundi Private equity funds Mr. Goucha closed two deals in the pharmaceutical sector: Opalia pharma: a fast growing generic drugs maker with best in class production facility and growing market share in the Tunisian market. And Unimed pharma; a generics maker specialized in sterile forms such as injectables and eye drops. Unimed is a major player in the sterile products segment in North Africa. He also completed a deal in plastic car components industry and a deal in consumer goods in Tunisia.

Mr. Goucha holds a Master Degree in economics and international finance from the university of Paris Dauphine and a Bachelor of Business Administration from the Institut des Hautes Etudes Commerciales at Carthage, Tunisia.



› SAID IBRAHIMI

CEO

Casablanca Finance City



› THOMAS JEANJEAN

Executive Vice President - Global Mid Market

Criteo



Said Ibrahimimi was appointed as CEO of Casablanca Finance City Authority in April 2010 by HM King Mohammed VI.

He has thirty years of global experience beginning his professional career in France with the Group BNP Paribas. Before joining CFC, he was General Treasurer of the Kingdom, appointed by HM King Mohammed VI in 2003. Previously, he was CEO of the bank Caisse Nationale du Crédit Agricole (now Crédit du Maroc), appointed by HM the late King Hassan II.

Mr. Ibrahimimi is an engineer alumni of « Ecole Centrale de Paris » (1981) and holds a graduate diploma of industrial engineering.

Casablanca Finance City

Casablanca Finance City (CFC) is an African and business hub located at the crossroad of continents. Recognized as the leading financial center in Africa, and partner of the largest financial centers, CFC has built a strong and thriving community of members across four major categories: financial companies, regional headquarters of multinational companies, service providers and holding companies.

CFC offers its members an attractive value proposition and a premium “doing business” support that fosters the deployment of their activities in Africa.

Driven by the ambition to cater to its community, CFC is committed to promoting its members expertise across the continent, while enabling fruitful business and partnership synergies through its networking platform.

Criteo is a global technology company that enables brands and retailers to connect more shoppers to the things they need and love. We’ve built the Criteo Commerce Marketing Ecosystem: an open, secure, transparent, and fair environment where retailers, brands, and publishers collaborate to put data into action at every point of the purchase journey. Its value to our clients lies in measurable performance in the form of sales, and profits.

The ecosystem sees over \$550 billion in annual commerce sales data and 600 terabytes of daily shopper data. We partner with over 15,000 retailers and brands, and thousands of publishers across the globe. And, with over 30 offices across the Americas, EMEA and Asia-Pacific, our company DNA is truly international, making it easy to collaborate with our clients and publishing partners around the world.

Join us in creating open collaboration for greater opportunity. By working together, everyone wins. www.criteo.com



▶ VALÉRIE-NOËLLE KODJO DIOP

Head Of Innovation and New Banking Model,
International Banking and Financial Services for Africa MO

Societe Generale



▶ HASSAN LAÂZIRI

Chief Executive Officer

CDG Capital Private Equity



Valérie-Noëlle Kodjo Diop began her career in 1994 at Societe Generale Group, in Corporate and Investment Banking (SG CIB), where she held positions in the Structured Finance Department relating to commodities, first with agricultural materials and then with mining and metals. In 2005, she joined BNP Paribas in Johannesburg to build the bank's franchise there, first as Head of "E&C" Structured Finance for Southern Africa, then as Chief Executive Officer of the South Africa Branch and Head of Territory for South Africa, until August 2016. After helping to deploy the Conduct & Ethics programme for the Corporate Banking division in the EMEA region for BNP Paribas, Valérie-Noëlle joined Societe Generale in May of 2017. Valérie-Noëlle Kodjo Diop is a graduate of ESCP Europe and holds a postgraduate degree in Banking and Finance from Paris Dauphine University.

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we serve on a daily basis 31 million clients throughout the world. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of multi-channel financial services at the leading edge of digital innovation;
- International retail banking, insurance and financial services to corporates with a presence in developing economies and leading specialised businesses;
- Corporate and investment banking, private banking, asset management and securities services, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is currently included in the main sustainability indices: DJSI (World and Europe), FSTE4Good (World and Europe), Euronext Vigeo (World, Europe and Eurozone), Ethibel Sustainability Index (ESI) Excellence Europe, 4 of the STOXX ESG Leaders Indices, MSCI Low Carbon Leaders Index.

Hassan joined CDG Capital PE in 2001. He was responsible for the company's formation, the fundraising and development of the investment strategy. He led the execution of a number of investments in several sectors, including agri-business, construction, specialized retail, IT, and renewable energy. He also participated in the creation of the first Carbon Fund (FCCM). Hassan acts as a board member for certain investee companies and sits on the Fund's investment committee.

He is currently in charge of the "Alternative Investment Pole" which groups the activities CDG Capital Private Equity and CDG Capital Infrastructures.

Hassan is chairman of Moroccan Capital Investors Association (AMIC).

Prior to joining CDG Capital PE, Hassan started his career in the textile industry with French sportswear company Décathlon as a manufacturing manager in Morocco. He then moved to an Investment Manager position with Moussahama, the Moroccan pioneer venture capital firm, where he executed and managed several investments in areas such as transportation, agri-business and clothing.

Hassan holds an MBA from Ecole Nationale des Ponts & Chaussees in Paris, a Master's degree in textile engineering and a Master's degree in management from IAE Strasbourg.

CDG Capital Private Equity is a private investment fund based in Morocco. We manage a family of funds focused on private equity investing in Moroccan and African SMEs. We commit capital to various types of investments, namely growth capital, transmission capital, leveraged buyouts and management buyouts, restructurings as well as growth equity and business formation investments.

Established in 2001 with the backing of CDG (Caisse des Dépôts et de Gestion) and CDPQ (Caisse de Dépôts de de Placement du Québec), CDG Capital Private Equity is one of the oldest and most established private equity funds in Morocco. To date, we have completed 18 investments in various sectors, and completed 12 exits. We have had the backing of various investors since the beginning of our funds, both Moroccan and international, and both public (pension funds and DFIs) and private (insurance companies). Our first fund, raised in 2001 was invested in 8 companies and is now fully divested, making it the first PE fund in the region to be fully divested. Our second fund was raised in 2008 and was invested in 6 companies. We are currently investing our third fund which was raised in June 2015.



▶ PASCAL LAGARDE

Executive Director

Bpifrance



▶ XAVIER LÉPINE

Chairman of the Board

La Française



Pascal Lagarde, 54, graduated from the Ecole Polytechnique (X82) and the Ecole Nationale Supérieure des Techniques Avancées. He began his career as head of program at the General Delegation for Armament of the French Ministry of Defense, in the telecommunications sector (1987-1993). At the Ministry in charge of the Industry (1994-1998) he became successively the assistant of the “electronic components” assistant director and “IT and telecommunications” assistant director.

In September 1999, Pascal Lagarde was appointed Head of the Venture and Seed Capital Department of CDC PME (Groupe Caisse des Dépôts) and, in 2001, assistant Managing Director of CDC PME, and Chairman of its subsidiary CDC PME Gestion, in charge of public mid caps investments. In June 2003, he was appointed Managing Director of CDC PME.

In September 2006, as part of the reorganization of the private equity activities of Caisse des Dépôts, Pascal Lagarde was appointed Managing Director of CDC Entreprises, in charge of CDC general interest programs for SMEs equity financing : venture capital, expansion capital and smallcap LBOs. CDC Entreprises was a management company, managing a total of 7,8 B€ in fund of funds and direct investment funds. Its LPs included the CDC group, public and private financial institutions and industrials firms.

Following the creation of Bpifrance, Pascal Lagarde has been appointed in July 2013 Executive Director of Bpifrance, in charge of strategy, development, international affairs and ESG.

In 2016, Pascal Lagarde was appointed Chairman of The Montreal Group, a global forum for development banks focused on micro, small and medium-sized enterprises. He also co-founded the European Venture Fund Investors Network (EVFIN), a platform for dialogue launched in March 2011 by major national investors in venture capital in response to the continuing funding crisis in this sector across the EU.

Mr. Xavier Lépine has 36 years’ experience in the asset management industry beginning in 1981 with Société Générale and thereafter in 1983 with Banque de l’Union Européenne (CIC group). In 1989, Xavier Lépine co-founded FP Consult, a leading asset manager specialized in emerging fixed income markets.

In 1997, FP Consult merged with Fortis Investissement Management and in 1999 Lépine was promoted Chairman of the Board of FIM France and CIO of alternative investments for Fortis Group.

Xavier Lépine was named Chairman of the Board of Multifonds (UFG IM) in 1999 and founded Alteram in 2001. Following the merger of UFG IM, UFG REM, UFG PE and UFG Alteram in 2006, Xavier was appointed Chairman of the Board of Group UFG. The group merged with La Française des Placements in 2009 and today forms La Française, a multi-expertise asset manager with total assets under management in excess of 64 billion euros (as at 30/06/2017).

Mr. Lépine holds a DEA in Economics and International Finance from Dauphine University, Paris IX and a Master’s degree in Economics from Paris IX.



➤ BEN MARREL

Co-founder & Managing Partner

Breega Capital



➤ ROMEN MATHIEU

Managing Partner

EuroMena Funds



Ben started his career in Paris in the strategic marketing department of Orange in charge of financial planning for new broadband services and for partnerships with startups. Then he joined Macquarie Bank Mergers & Acquisitions team in London and Sydney where he worked on cross-border deals over 100M Eur (Series D+) in the Tech/Media/Telecom industry.

Back in France, he founded his own M&A boutique specialised in raising capital for start-ups in the Digital, Cleantech and Sport sectors. He then launched two different startups he still sits on the board of – Fiftyfor, the very first financial rating platform for SMEs in Africa, and Rugby Division, a disruptive rugbywear brand. He is now cofounder and Managing Partner of Breega Capital, a venture capital firm financing European innovative tech start-ups at Seed/Series A stage. Breega, built by entrepreneurs for entrepreneurs, now manages 150M Eur and is backed by 100 bluechip executives and entrepreneurs, from the former CEO of Vodafone Europe to one of the cofounders of LinkedIn.

Ben is a Telecom engineer (MSc in Physics) and a graduate from ESSEC (MSc in Management).

Breega is a venture capital firm financing European innovative tech start-ups at Seed/Series A stage. Built by entrepreneurs for entrepreneurs, Breega manages 150M Eur and acts as an active business partner rather than a simple investor, bringing on top of cash, an industry and operational expertise as well as an international business development leverage to its portfolio.

Breega is a proud early backer of : Exotec Solutions, FoodChéri, Curve, 21Button, Fretlink, TravauxLib, GoJob, Gymlib, etc.

Romen Mathieu is the Managing Partner of the EuroMena Funds, covering the Middle East and Africa and regulated under the AIFM directive in Malta (EU).

Since he assumed his role at EuroMena in 2004, his team has raised more than USD 300 million from prominent investors and closed more than 25 investments and divestments to date.

Armed with more than 20 years of experience in corporate transactions and family owned businesses, covering Europe, the Middle East and Africa, Mr. Mathieu also chairs and/or sits on the board of several companies in a diverse range of sectors and countries. Mr. Mathieu is the Chairman of Khoury Home SAL (the leading household retailer in Lebanon), Chairman of ITWorx Ltd (the largest software development and IT services company in the Middle East), and the Vice-Chairman of Al Oyoun Al Dawli Hospital (the largest eye care hospital in Egypt). Mr. Mathieu is an Independent Board Member of Chedid Capital Holding SAL (the 2nd largest reinsurance broker in the Middle East and in the top 20 worldwide), an Independent Advisory Board Member of MAN Entreprises SAL (one of the largest contractors in the Middle East and Africa), a Board member of First National Bank SAL (one of the top 10 banks in Lebanon), and a Board member of Sakson Holding SAL (one of the top oil drilling companies covering the Middle East and Africa).

Previously, Mr. Mathieu was a Partner of Ernst & Young Corporate Finance and M&A in France. Prior to that, he worked with Lazard frères in M&A. Having kick-started his career with Arthur Andersen, in its corporate restructuring and finance division in France, Mr. Mathieu went on to head the credit department of Banque Saradar in Lebanon from 1996 to 1998.

Mr. Mathieu holds two graduate degrees in Finance (DESS and Magistère) and a Master's degree in Management from the Sorbonne University.

The EuroMena Funds manage \$350 million across three private equity funds, EuroMena I, II and III. The investors of the funds are more than 45 private investors from the Gulf and Levant as well as European institutions such as the European Investment Bank (EIB), the French Public Wealth Fund – Proparco, the Caisse des Depots, the International Finance Corporation (IFC), the German Investment and Development Corporation (DEG), Électricité de France (EDF), and the UK's Development Finance Institution (CDC Group).

Following the success of EuroMena I and EuroMena II, EuroMena III closed in June 2016 for a total consideration of \$150 million. The Fund Management Team (the "Team") is well on its way to realize its objective to invest around 60% of EuroMena III in North Africa including Egypt, 20% in Sub-Saharan Africa, and 20% in the Levant.



➤ **GUILLAUME MEULLE**

Managing Partner

XAnge



➤ **OLIVIER MILLET**

Chairman

AFIC



Guillaume Meulle is Managing Partner of XAnge. He started as financial project manager for the acquisition of mobile licences at France Telecom International and then worked as financial controller in the Lebanese subsidiary and in charge of the launch of financial department in Denmark and Romania. Before joining XAnge in 2016, he was Partner at Iris Capital during 17 years, investing in telecom and software sector and since 2012 in charge of early stage investments. He successfully invested in Netatmo, Scality, Mailjet, Cirpack, Oodrive, Datamars, Swapcom, Vox Mobili, Erenis, K-Mobile, Oskar and Orange Slovakia.

XAnge is a Franco-German Venture Capital team with €400m under management, investing in Software, Internet, Hard tech and Impact entrepreneurs. XAnge is part of Siparex, a leading French private equity group.

Olivier Millet have been Chairman of the board of Eurazeo PME since 2005 and President of AFIC (the French private equity association) since June 2016. He was also Vice-President of AFIC from 2014 to 2016 and President of the AFIC's Environmental, Social and Governance (ESG) Commission from 2009 to 2015.

Olivier started in private equity in 1986 when he launched Capital Finance, a newsletter for the private equity industry which was later sold to Les Echos group. In 1990, he joined the investment team of 3i, and in 1994 was one of the first employees of Barclays Private Equity France. In his 11 years there, he completed numerous investments and actively contributed to the firm's growth. In September 2005, he founded Ofi Private Equity which became Eurazeo PME in 2011.



➤ **ZIAD OUESLATI**

Co-Founder and Managing Director

AfricInvest



➤ **FLAVIA PALANZA**

Director
Lending operations in EU Neighbouring Countries

European Investment Bank



Ziad Oueslati - Co-Founder and Managing Director of AfricInvest. Ziad has extensive experience negotiating equity and quasi-equity operations. He has been responsible for raising several private equity and quasi-equity funds. Ziad led the arrangement and placement of over \$1bn million in private equity funds, both locally and internationally. He acts as a board member for several North and Sub-Saharan African companies. Prior to co-founding AfricInvest in 1994, Ziad held different management positions at Citibank in New York and in Tunis, where he was Head of Financial Institutions and Capital Markets Department. At Citibank, he developed the first hedge product for the North African currencies for the use of corporate and institutional clients. Ziad holds a Master's of Science in Technology and Policy from the Massachusetts Institute of Technology and is a graduate of the French engineering school École des Mines de Paris.

AfricInvest was founded in 1994 and is today among the leading private equity firms in North and Sub-Saharan Africa with around 1 billion USD of assets under management across 14 PE funds and sponsored by prestigious DFIs, private and institutional investors. AfricInvest relies on a team of 60 highly skilled investment professionals with over 130 years of cumulative PE experience, operating out of nine offices in Abidjan, Algiers, Cairo, Casablanca, Lagos, London, Nairobi, Paris and Tunis

AfricInvest is the co-founder of the African Venture Capital Association (www.avca-africa.org), the East African Venture Capital and Private Equity Association (www.eavca.org) and the Emerging Markets Private Equity Association (www.empea.org) and active member of the Euromed Capital Forum (www.euromed-capital.com).

Mrs Palanza, who holds a Master's degree in Economics, joined the Bank in 1984. She has spent most of her career working in different regions outside the EU, initially as an economist in the Projects Directorate, and since 2001 in the Directorate for Lending outside the EU, where she was successively Head of Strategy, Associate Director for Lending in East and Central Africa and the Pacific and Director for Lending in the Middle East and Northern Africa. Subsequently, she headed the Department for Lending in Central and South Eastern Europe. She was appointed Director for Lending in EU Neighbouring Countries in September.

Prior to joining the EIB, Mrs Palanza worked in the Asian Department of the International Monetary Fund.



▶ ALEJANDRO PAYÁ

Partner

Cuatrecasas



▶ FRANCESC PRIOR SANZ

Professor

University UIC



Dual qualified as an attorney admitted to practice law in Spain and New York, Dr. Payá has broad experience in national and cross-border transactions, including mergers and acquisitions, private equity, management buyouts, joint ventures and strategic alliances, corporate restructurings, finance and real estate transactions.

He has participated in some of the most important transactions in various industrial and service sectors, as well as in regulated sectors such as finance and insurance, energy, pharmaceuticals and biotechnology. From 1999 to 2000 he was an international associate at the US firm White & Case (New York).

Specialty areas :

Corporate and Commercial, Energy, Environment, Family Business, French Desk, Logistics and Transport, Mergers and Acquisitions, Pharmacy, Medical Devices, Biotechnology (Life Sciences) and Healthcare, Private Equity, Real Estate, Retail and Consumer, Technology, Media and Telecommunications (TMT)

A doctor of laws and an associate lecturer of corporate law ESADE (Universitat Ramon Llull), Mr. Payá also lectures on the Master in Legal Practice at the Universitat Pompeu Fabra, and regularly speaks at courses and conferences. He is also a member of the Scientific Committee of the Barcelona Bar Association's Master of Business Law.

He is also the secretary of the boards of directors of several national and international groups.

He is a member of the Barcelona Bar Association and the New York Bar Association, as well as of the New York State Bar Association, the American Bar Association and the International Bar Association.

Cuatrecasas

With over 900 lawyers, Cuatrecasas is a law firm present in 12 countries. We advise on all areas of business law, applying a sectoral approach and covering all types of business.

We have 16 offices on the Iberian Peninsula and 11 international offices, as well as 5 international desks and over 20 country groups, which are integrated to offer the team best suited to our clients' requirements.

We represent companies that are leaders in their sectors, advising them on their investments in the major markets, and we offer the most sophisticated advice, both in recurring matters as well as in complex transactions and litigation proceedings.

We work with a new approach to client service, combining collective knowledge with innovation and the latest technologies to offer contemporary, efficient advice and to provide solutions to the most complex situations, creating value for the client, the team and the environment.

In 2017, we have been considered the third most innovative firms in Continental Europe in the Financial Times Innovative Lawyers Awards. We are also acknowledged by international directories such as Chambers or Legal 500 as number 1 in the main legal practices.

Francesc Prior has over 20 years of international experience both in academia and in the financial services industry specialized in mobile money, financial inclusion with a focus on digitization of financial services; micro-finance, banking services, retail payments and remittances, fintechs and venture financing; technical assistance at country level in developing countries; and management of international projects. As a development financial consultant and researcher specialized in Financial inclusion with a focus on digitization of financial services he has undertaken numerous technical assistance and research projects for a vast number of donors worldwide (Union For the Mediterranean Secretariat, FSD Kenya, European Investment Bank, European Bank for Reconstruction and development, World Bank, Inter American Development Bank, International Finance Corporation, Europe Aid, MCC, SIDA, ..), in Africa, Latin America, Eastern and Western Europe, Asia and the USA. As an executive within the banking industry, he was director of the Cards and Remittances Units and also had other managerial positions in electronic banking.

In academia, he has extensive experience as a professor and as a researcher specialized in Financial Inclusion, Mobile Financial Services, Mobile Money regulation, branchless banking, remittances, retail payments, private equity and venture capital. As a professor he currently serves as Professor of Banking and Finance at Universitat Internacional de Catalunya (Barcelona) currently leading the Venture Financing Initiative. From 2005 to 2008, he was the Director of the Financial Inclusiveness Research and Training Program at Florida International University (Miami), and Principal Researcher in the "Banking the unbanked program" at IESE Business School (Barcelona) from 2006 to 2011. He has also taught courses at Universities in various countries of Latin America, Asia and Africa.



STÉPHANE PUEL

Partner

Gide Loyrette Nouel Paris



ANNE-SOPHIE RAKOUTZ

Head of Private Equity Division

Proparco



Gide's managing partner since January 2012, Stéphane Puel heads the Investment Funds & Asset Management team. He advises French and international financial institutions on all regulatory matters, and in particular on structuring, setting up, documenting and distributing regulated and non-regulated French and foreign law open-end and closed-end investment funds, such as hedge funds, REITs, private equity funds, infrastructure funds and distressed debt funds.

Stéphane is in regular contact with the French Financial Markets Authority (AMF) on all matters relating to licensing management companies, setting up investment funds, and distributing French and foreign investment funds and structured products.

Stéphane also advises these entities on the conduct of business rules applicable to them and assists them with court or disciplinary proceedings linked to their activity. He is a member of the Gide team which assisted the ASPIM since 2004 on the revamping of the regulations applicable to French real estate funds (OPCIs).

He regularly publishes articles in professional reviews in France and abroad and frequently speaks at seminars on asset management and UCITS. He is the joint author of the «Investment funds» chapter in the Répertoire Commercial Dalloz and the co-author of a book on asset management in France (to be released). He also writes a column on asset management in the Revue Trimestrielle de droit financier.

Stéphane Puel is a member of the permanent commission on «Asset Management and Institutional investors» at the AMF; the French High Legal Committee for the Paris Finance Marketplace (Haut Comité Juridique de la Place Financière de Paris); the legal committee of the AFIC (French venture capital association); and of the Tax, Legal & Regulatory Committee of the European Private Equity & Venture Capital Association (EVCA).

Stéphane Puel is recommended as Leading Individual in Banking & Finance: Regulatory and Financial Services in Legal 500 EMEA since 2014, as well as in IFLR1000 2017 and 2018.

Gide Loyrette Nouel Paris

Gide is a premier international law firm and the first to have originated in France. Founded in Paris in 1920, the firm now operates from 13 offices worldwide. With 600 lawyers, from 35 different nationalities, Gide offers some of the most respected specialists in all sectors of national and international finance and business law. In each of its offices in Europe, Africa, the Middle East, Asia and North America, the firm provides its clients with comprehensive knowledge of local markets, regional expertise, and the resources of an international law firm.

Gide offers legal advice and assistance across a broad spectrum of disciplines to businesses, public and private sector institutions, investment funds and governments.

Gide is proud of its unique multi-disciplinary know-how in Africa, which can be attributed to its 40 year experience on the continent. Considered a leader on legal issues in Africa, we continue to extend our offer to best meet the varied expectations of our international clients.

tel. +33 (0)1 40 75 29 69
puel@gide.com

Anne-Sophie Rakoutz started her career in 1998 as an auditor and then a manager at PricewaterhouseCoopers in Paris. From 2005 to 2009 she worked for SNCF in the Mergers and Acquisitions Department. She joined Proparco in 2009 as a senior investment officer in the Private Equity Division in Paris. She has worked for three years on several transactions in funds and direct investments, and monitored a portfolio of investments, mainly in Africa and India. She has been appointed deputy head of the Private Equity Division in 2011 and head of the division in February 2015. Anne-Sophie Rakoutz is a graduate from the Rouen Business School.





▶ JACQUES REYNAUD

Global Head of Market Development

Polyglot Group



▶ RAOUL ROVERATO

COO

Worldsensing



Born in 1983, Jacques played (European) handball before switching to the business world. After completing a master in Management from Neoma (Reims Management School, strategy & entrepreneurship) he developed his career in human resources and organizational consulting.

Jacques joined Polyglot Group, a consulting & outsourcing firm accompanying organisation of all sizes & from all industries in their growth journey with HR Consulting & Outsourcing, Talent Acquisition, Payroll Outsourcing, Translation & Interpreting and Internationalization solutions. Starting as a Consultant in 2006, Jacques then managed the Australian operations from 2008 til 2013. During that time, he also contributed pro-bono to a micro-finance NGO called Opportunity International and co-founded the Spanish Australian chamber (La Camara) before moving to Spain from where he leads Polyglot's international expansion (Spain, France, South Africa & the USA).

Based in Barcelona, Jacques is on the board of the local French chamber of commerce, on the advisory board of Toulouse Business school & is administrator of several foreign entities established in Barcelona. He is passionate about lots of things, amongst which economic development (his studies' thesis), internationalisation (currently working on a book on the topic) & last but not least, Jacques loves to hear from all that result from individual and collective intelligence!

Polyglot Group empowers its clients to grow quicker and more sustainably by accompanying them on their growth journey as their international partner.

Polyglot Group provides organizations of all sizes and from multiple industries with pragmatic, cost-effective and customized human resources, payroll outsourcing, recruitment, language and business solutions.

Present in 4 continents, 6 countries & 12 cities (and counting) as well as speaking a total of 28 languages, Polyglotters are assisting their clients with practical keys to international growth and optimisation of local operations.

If you are looking for an Executive Search partner or have a project recruitment, if you have an expansion plan in a give country or region, need a solid outsourced HR Business partner or payroll provider or if you need your content translated to target new opportunities with a local touch, Polyglotters are here to help!

Raoul Roverato is the COO of Worldsensing, an IoT technology and intelligence provider for Smart Cities and industrial companies. After having spent over a decade at French telecommunication giant Orange where he held the position of VP of global digital media business in Paris and headed up the Sales, Marketing and Operations departments in Madrid, Roverato is now in charge of scaling the business of the globally active IoT pioneer. The Barcelona-based company doubled revenues in three successive years and closed a significant Series-B investment round in 2017.

Worldsensing is a widely recognized global IoT pioneer. Founded in 2008, the Barcelona-based technology provider delivers Operational Intelligence to traditional industries and cities. With over 80 employees and offices in Barcelona, London and Los Angeles, Worldsensing is globally active and has customers in over 50 countries across 5 continents.



▶ YVES SAINT-GEOURS

French Ambassador

French Embassy in Spain



▶ HERVÉ SCHRICKE

Chairman

Afic Club AFRICA



Yves Saint-Geours is the French Ambassador to Spain since 2015. Born in 1953, Yves Saint-Geours majored in history and Iberian and Ibero-american studies. He began his career as a professor and researcher.

Yves Saint-Geours has been deputy director for international cooperation in the French ministry of foreign affairs (2000-2003); senior adviser to the Minister of foreign affairs (2003-2004); French Ambassador to Bulgaria (2004-2007); and director general of the French museum « Le Grand Palais » (2007-2009). More recently, he was the French Ambassador to Brazil (2009-2012) and director general of the Administration of the French Ministry of foreign affairs (2012-2015).

He was appointed Ambassador Extraordinary and Plenipotentiary of the French Republic to the Kingdom of Spain by the French President on August the 19th, 2015.

Former chairman of Afic-Association Française des Investisseurs pour la Croissance (French Venture Capital and Private Equity Association), Founder and Chairman of Afic Africa Club, Paris.

Member of Investment Committees of PE and Growth capital funds dedicated to Africa. (FANISI in Nairobi/letP Group in Paris), Director Teranga capital (Dakar).

Board member of Advans Sicar SA and Advans Côte d'Ivoire (Microfinance)

Founder and ceo XAnge Private Equity 2003-2015 (Paris/Munich), Chairman AFIC (2010-12). Ceo Natexis PE (96-99), co-sponsor to Marocinvest (Casablanca).

Entrepreneur (Meilleurtaux.com, Fintech, 1st company listed on Alternext-Paris).

Banque Internationale pour l'Afrique Occidentale-BIAO 1981-88: Head of Energy and logistics department, Founder and deputy ceo BIDC (Banque, Congo-Brazzaville), Group Head of Forex and Tresasury, Director BIAO Côte d'Ivoire.

Graduated in International Law from Paris I (France) and Abidjan (Côte d'Ivoire) Universities, Alumnus Lycée Descartes Rabat (Maroc).

AFIC's Club AFRICA

The vocation of the Club Africa is to gather the ecosystems of the French and African capital-investment with the aim of a double objective:

- Mobilize the investors, institutional French and European which accompany or develop investing activities in Africa by lighting them on the stakes and the opportunities on the African continent.
- Help the African Private Equity develop and get organized according to its own model through in particular a professionalization of the job in Africa and an appropriate economic, legal and fiscal frame.

The vision of the Club Africa for the Private Equity sector in Africa is the following:

- Complementarity to the financial and banking system
- Support (Accompaniment) of the job creation
- Strengthening of the formal economy
- Orientation of the savings towards a class of profitable assets (active persons)

The Club Africa pursues its development through a profound anchoring on the African continent. The Abidjan club was created in March 2016.

The setting-up of the other clubs is planned on the long term almost everywhere on the African continent. The latter will live as laboratories of ideas and experiments valuing the African contribution in the model of African Private Equity to be invented.

The approach of the Club Africa seems thus singular because it gathers various actors and promotes a better mutual knowledge and enriching exchanges.



➤ **ZINE SEGHIER**

Founder & MD

ISSAL



➤ **FATHALLAH SIJILMASSI**

Secretary General

Union for the Mediterranean



Zine has a long international experience in developing IT and Telecom projects. During his career, He held a wide range of executive management level positions spanning diverse companies in the IT industry with an expertise in emerging countries.

A public profile of Zine can be accessed on www.linkedin.com

ISSAL

Based in Oran, the 2nd largest city in Algeria, where we operate our own data-center, we are the 1st Cloud and Managed Services Provider in the country. Our mission is simple: We deliver secure, reliable, high-performance cloud services to a growing customer ecosystem. ISSAL specializes in Data Protection, Disaster Recovery and Infrastructure as a Service. We are also the official Enterprise Google Reseller in the country and one of its fastest growing partner in the MENA region. ISSAL operates in one of the most promising markets and ambitions to become a main actor within the realm of Cloud Industry in the region. Founded by Zine Seghier who runs its corporate development and overall operation, ISSAL combines in-depth IT/Telecom expertise through a high calibre and experimented team.
www.issal.dz

Fathallah Sijilmassi is the Secretary General of the Union for the Mediterranean since 2012. A career Diplomat for the Moroccan government since 1989, he specializes in economic international relations in particular with regards to Euro-Mediterranean issues.

After working in the banking sector, he participated actively to the negotiations of free trade agreements with the European Union, the United States, and several Arab and African countries.

From 1999 onwards, he held numerous positions within the Moroccan Ministry for Foreign Affairs; Director of Multilateral Cooperation, Director of European Affairs and Ambassador to the Barcelona Euro-Mediterranean Process. In 2003, he was appointed Ambassador to the European Union (2003-2004) and then Ambassador to France (2005-2009).

In 2009, he becomes the CEO of the Moroccan Investment Development Agency, leading its launch and subsequent growth.

PhD in Economics and graduated in Political Sciences, Fathallah Sijilmassi is an officer of the Légion d'honneur and a grand officer of the Ordre National du Mérite of the French Republic.

The Union for the Mediterranean (UfM) is the intergovernmental Euro-Mediterranean organisation which brings together all 28 countries of the European Union and 15 countries of the Southern and Eastern Mediterranean. The UfM provides a forum to enhance regional cooperation and dialogue, as well as the implementation of concrete projects and initiatives with tangible impact on the citizens of its Member States, with an emphasis on young people, in order to address the three strategic objectives of the region: stability, human development and integration.

The Secretariat of the Union for the Mediterranean is the platform to operationalise decisions taken by the Member States, implementing strategic regional projects through a specific methodology based on dynamic multi-partner networks and the exchange of best practices and innovative tools: more than 50 regional projects labelled by the Member States worth over €5 billion, mainly in the areas of inclusive growth, youth employability, women empowerment, student mobility, sustainable urban development and climate action.



➤ **MEHDI TEKAYA**

President

Wevioo



➤ **ELISE TISSIER**

Head of Bpifrance Le Lab

Bpifrance



Mehdi Tekaya graduated from the Ecole Centrale Paris and launched his international career as a Supply Chain Consultant in 1990. He then joined a major 3PL international firm and was involved in the design and implementation of large international logistics and supply chain outsourcing programs. In 1998, he joined as a Partner an international consulting firm specializing in supply chain management. Throughout his consulting career he managed and delivered large consulting programs for bluechip international companies. In 2004 he moved to the Middle East to launch the firm's Middle East branch where he supports multinational clients operating in the Oil and Gas and Petrochemical sectors to achieve and deliver their transformation projects. In 2009 Mehdi Tekaya was appointed CEO of Wevioo Group and since then, he is leading the international deployment of the group as well as the development of the digital transformation offering.

Established in 1998, **Wevioo** is an international consulting and digital services group supporting its clients in their digital transformation projects. Wevioo brings its expertise and know-how in 3 different areas: Consulting, Digital and IOT. With a culture of innovation at the heart of its DNA, Wevioo offers its customers and partners expertise and solutions at the cutting edge of technology. The group employs more than 300 talents and business experts and is present in Paris, Dubai, Tunis, Algiers and Abidjan.

Elise Tissier graduated from Grenoble Business School in 2005. She began her career in the department for industrial organisations at KPMG Audit. After this initial experience which lasted three years, she went on to work in the financial team of CDC Enterprises, a mutual fund management company. There she worked as a financial controller, and then as a reporting supervisor for the company and its investment fund shareholders.

It was at this time that she became responsible for strategic steering until the creation of Bpifrance in 2013. Since this time she has been responsible for the creation of the Bpifrance think-tank called «Bpifrance Le Lab» which she has led since 2014. Its goal has been to promote the strategic thinking of CEOs of SMEs in order to encourage sustainable company growth. Several large studies have been carried out in this field with a particular reference to the digital transformation of French SMEs.



➤ **PAUL THOLLY**

Director

Cairn Point



➤ **CARMEN VELA OLMO**

State Secretary for Research, Development & Innovation

Government of Spain



Paul Tholly is an independent director, expert and consultant for growth capital funds and SME managers. He developed an experience dealing in various classes of unlisted assets: growth capital/LBO, venture capital, funds of funds and microfinance. His career spans 30 years of experience in Private Equity as a Managing Partner (12 of them in venture capital), and five years in the banking field. He joined the Siparex Group in 1984, after working five years with the Banque de l'Union Européenne in Paris, and two years in the Economic Expansion division at the French Embassies in Beijing and Tehran. In 1996, he joined the Euro-America II venture capital Fund, based in San Francisco. In 2005, he took the helm of the emerging countries unit of the Siparex Group, working mainly in the Middle East, Africa and Eastern Europe. In 2012, he launched **Cairn Point** which offers financial and investment services as a consultancy firm, Board member and Interim Manager. He is special Adviser and Key Person of Diadème Global Selection Fund of Funds with a technical partnership for Siparex, and Aberdeen.

Carmen Vela is the Spanish State Secretary for Research, Development and Innovation since January 2012. Before her appointment, she was the CEO of INGENASA, a biotech company based in Madrid, specialised in animal health. A biochemist with more than 30 years' experience in immunology, virology and related fields, Ms Vela has authored numerous publications and granted patent applications in the EU and the US. Among other responsibilities, she has been a member of the Advisory Group of PEOPLE (6th European Framework Programme) and of the External Advisory Committee of EUREKA. She was former President of the Spanish Biotechnology Society and of the Spanish Association of Women Scientists and Technologists.



▶ PABLO ZALBA BIDEGAIN

Chairman

ICO



▶ MEYA ZEGHARI

Head of Digital Transformation & Smart Up

Attijariwafa bank



Pablo Zalba appointed Chairman of Instituto de Crédito Oficial pursuant to the Council of Ministers' Resolution of 18 November 2016.

Pablo Zalba Bidegain, appointed Chairman of ICO by Royal Decree 537/2016 of 18 November. He holds a degree in Business Administration and Management from the University of Navarre and an executive MBA from the London Business School. He has also studied economics at the University of Leicester (UK) under the Erasmus programme.

From 2009 until his appointment as Chairman of ICO, he was a Member of the European Parliament in Brussels and Strasbourg. Since 2011, he has been Vice-Chairman of the Committee on Economic and Monetary Affairs.

Prior to being a Member of the European Parliament, he held different management positions in private companies, namely SIC Lázaro, COMANSA and Arcelor Mittal.

Since 2014 he has also been the Coordinator of «European Dialogue» at the University of Navarre.

Instituto de Crédito Oficial (ICO) is a state-owned bank, with the legal status of corporate state-owned entity, attached to the Spanish Ministry of Economy, Industry and Competitiveness via the State Secretariat for Economy and Business Support. ICO is a credit institution, and is treated as a State Finance Agency, with its own legal status, assets and treasury, as well as an independent management to carry out its activities.

ICO's functions are to promote economic activities contributing to growth, the development of the country and improving the distribution of the national wealth. Particularly, those activities of a social, cultural, environmental or innovative significance are awarded special attention. To achieve these goals, ICO acts in two clearly distinct ways:

1. As a State-Owned Bank: ICO provides loans to fund company investment and liquidity operations inside and outside of Spain, and acts in two ways:

- Second-floor facilities: mainly directed at the self-employed and small and medium-sized companies.
- Direct funding: for large projects involving productive, public or private investment.

2. As a State Finance Agency: ICO manages the official funding instruments that the Spanish State provides for encouraging exports and development aid. ICO also provides funding, on express instructions from the Government, for those affected by natural disasters, environmental disasters and other events of general interest.

ICO finances itself on the national and international capital markets. The debts and obligations it enters into with third parties benefit from the explicit, irrevocable, unconditional and direct guarantee of the Spanish State.

Apart from the Institute, the ICO Group comprises Axis, a venture capital firm, and Fundación ICO, a not-for-profit public sector foundation which promotes culture and art. ICO also participates as a shareholder in other companies such as the Compañía Española de Reafianzamiento (CERSA) and the Compañía Española de Financiación del Desarrollo (COFIDES), as well as the European Investment Fund (EIF).

After a rich career where she held senior positions in various sectors such as Marketing, business Development, Banking Branch management and Human Resources, Meya Zeghari started to work in 2015 on the subject of digital transformation and change management. Since October 2017, she's heading a new department under direct supervision of the bank General management, in charge of the Digital Transformation and the Attijariwafa bank Open Innovation Program "Smart Up".

Attijariwafa bank is the first banking and financial group in the Maghreb and WAEMU (West African Economic and Monetary Union) and a key player in CEMAC (Central African Economic and Monetary Community). In addition to banking activities, the Group operates through specialized subsidiaries in the financial industry : insurance, housing credit, consumer credit, leasing, asset management, stock brokerage, private banking, counseling, long-term leasing, factoring, etc.

The Group has more than 19,430 employees and manages a portfolio of nearly 8.8 million customers. It has the largest distribution network in Morocco and the densest in Africa with 4,090 branches.

Attijariwafa bank is based in Morocco and operates in 26 countries through majority-controlled subsidiaries:

- In Africa: Egypt, Tunisia, Mauritania, Senegal, Burkina Faso, Mali, Ivory Coast, Congo, Gabon, Cameroon, Togo, Benin and Niger.
- In Europe: France, Belgium, Germany, Italy, Spain and the Netherlands.

It is also present through financial companies or representative offices in London, Geneva, Montreal, Abu Dhabi, Dubai, Tripoli and Riyadh.



➤ **ANWAR ZIBAOU**

General Coordinator

ASCAME



Anwar Zibaoui is the coordinator of the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), the most important and representative organization of the private sector in the Mediterranean region. He's also an expert in International Relationships, International Bodies and creation of think thanks groups. He's an expert in Economics, International Relations, entrepreneurship and in the Gulf, Mena and Mediterranean countries.

He also published around 800 articles, studies, conferences speeches in the field of the Mediterranean and Arab economies and politics. He has also created programs and projects to support the internationalization processes of the Spanish, Moroccan, Tunisian, Lebanon, and Egyptian companies and programs for public specialized agencies. He has elaborated and participated to the elaboration of some strategic plans for international and national Organizations.

He has presented several conferences and technical papers in many international Arab and Euro - Mediterranean events, Forums and symposiums. He has created specific countries plan for (Egypt, Turkey, Morocco, Algeria, Lebanon, CCG) in order to look for new business opportunities.

ASCAME

The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) is a non-profit international organization that represents the private sector of the Mediterranean, regrouping the Chambers of Commerce and Industry and similar entities of both shores of the region.

ASCAME gathers more than 300 Chambers of Commerce and Industry and defends the interests of the millions of businesses across the Mediterranean region.

ASCAME is today considered the most important representative of the Mediterranean private sector.

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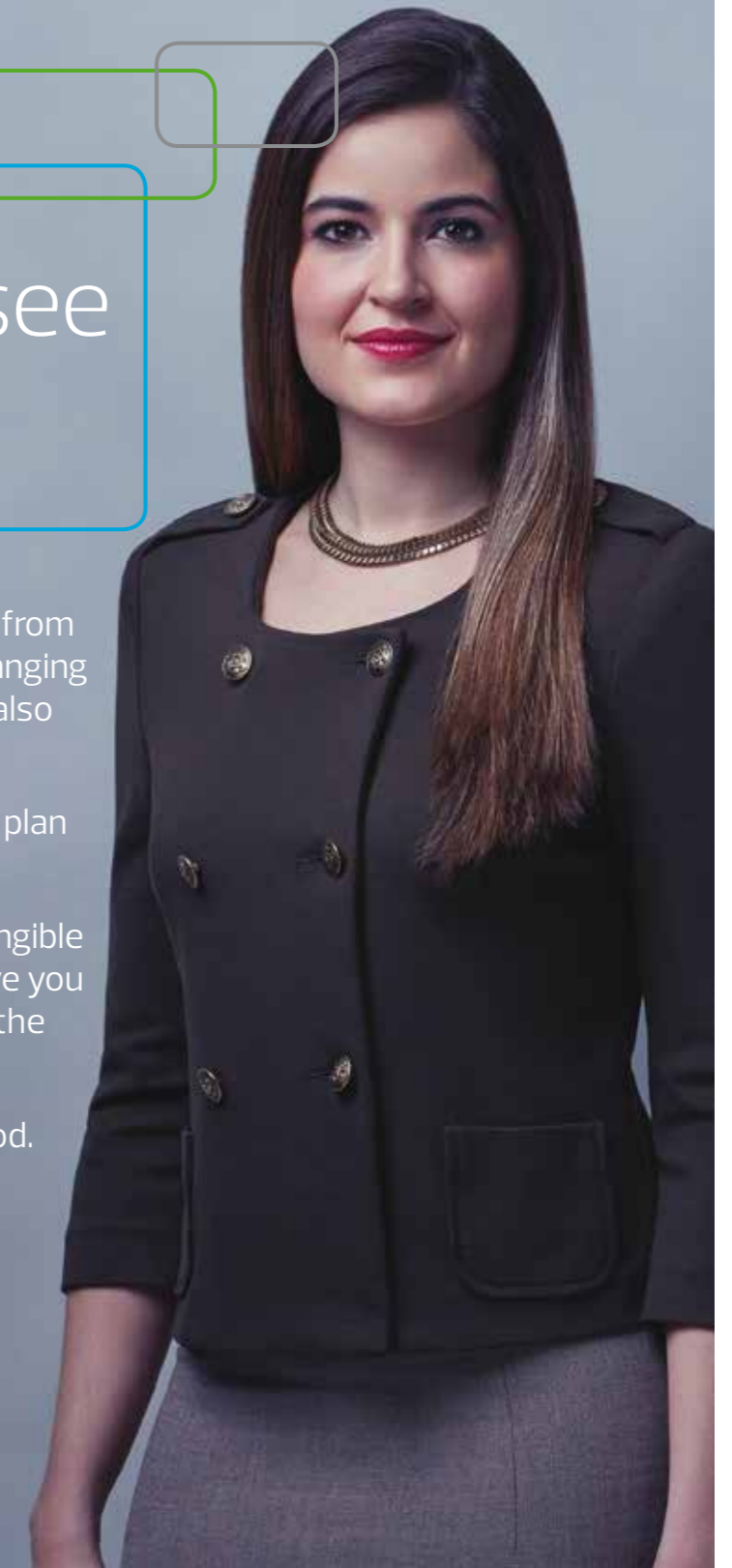
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Contacts

Barema Bocoum

Partner, Deal Advisory, bbocoum@kpmg.fr
Tél. : +33 (0)1 55 68 64 06

Wilfrid Lauriano Do Rego

Partner, Deal Advisory, Transaction Due Diligence, Energy and Utilities
wlaurianodorego@kpmg.fr

Christian Jabre

Partner, Deal Advisory, Corporate Finance & Infrastructure
christianjabre@kpmg.fr

Julian Parsons

Partner, Deal Advisory, M&A
jeparsons@kpmg.fr

Benjamin Tarac

Partner, Deal Advisory, Financial services
btarac@kpmg.fr

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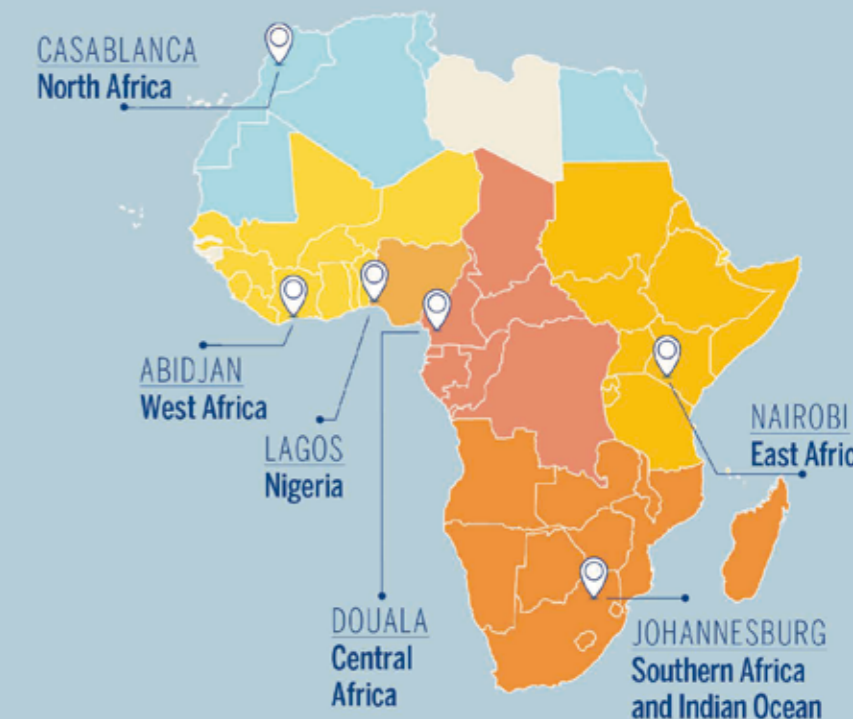
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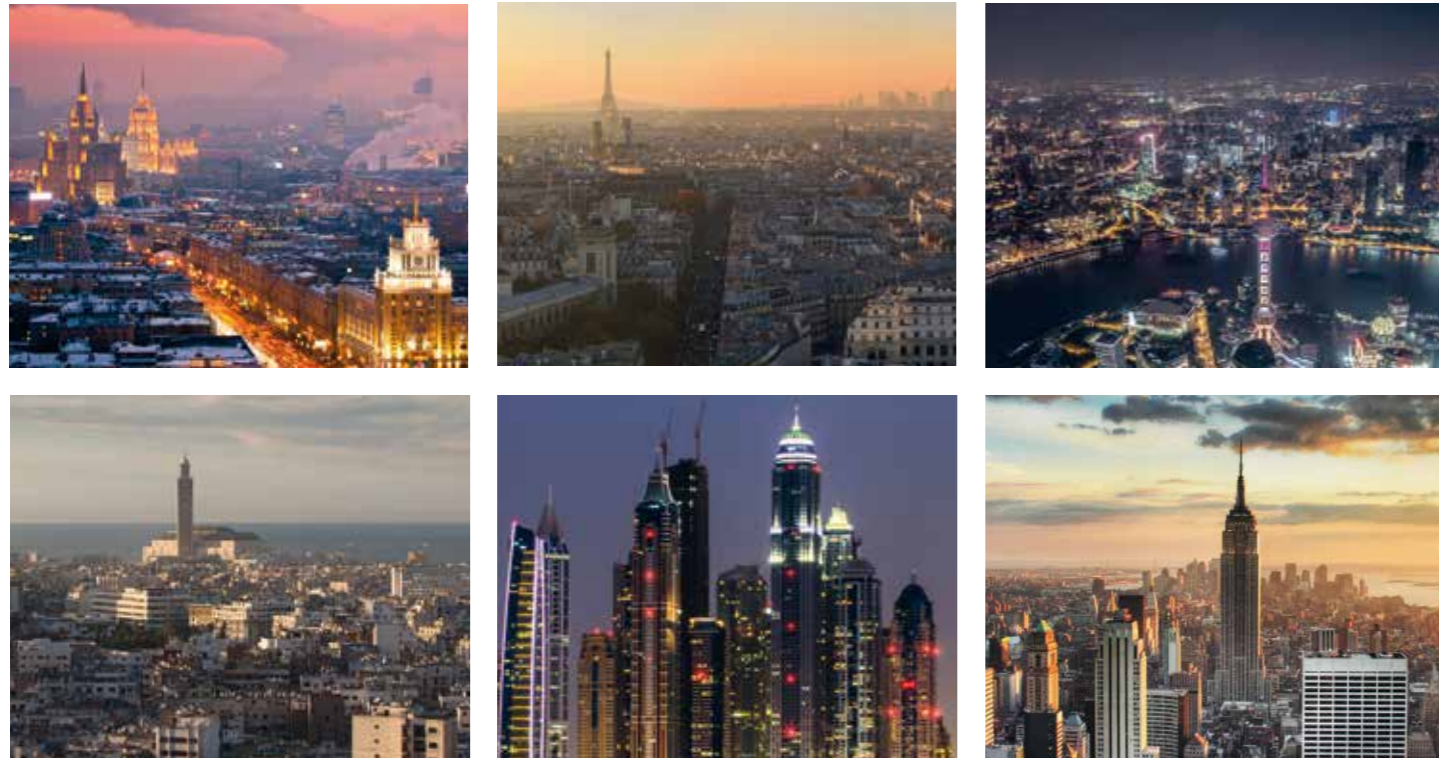
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