



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



DAY OF THE
MEDITERRANEAN

NOVEMBER 28

*Gender Equality and Women
Empowerment
UfM Agenda*

*Women and Blue Economy
Webinar 22 September 2021*



- Cairo Declaration 2017
- Scaling-up of the UfM actions scope in gender equality and women empowerment

**1st First-ever
Intergovernmental Monitoring
Mechanism on Gender
Equality in the
Euro-Mediterranean Region
set-up**

**2nd UfM Regional Progress
report on Women
empowerment**

**A boosted cooperation with
international and regional
organisations**

**An Action plan to deliver
focused capacity buildings
workshops on reporting tools
and how to use the indicators**



- Promotion of women entrepreneurship, women economic participation and women's economic empowerment as well as the access to investment and market for female-owned and led businesses.

**Annual Women
Business Forum**

**Training and B2B
activities for
women-led business**

**A boosted
cooperation with
international and
regional organisations**



UfM Agenda: Regional projects

- Supporting regional projects on women economic empowerment

UNIDO

Promoting Women
Empowerment for Inclusive
and Sustainable Industrial
Development in the MENA
region - Phase II (PWE II)

CEED Grow project

Growing and scaling
SMEs led by women

FLOWERS PROJECT

Fostering Local Market
Opportunities for
Women's Empowerment
and Resilience



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A couple of concrete examples of UfM support

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#WOMEN4MEDITERRANEAN

2021 UfM WOMEN BUSINESS FORUM
Speed Networking Meetings

Wednesday, July 7
10:00 AM - 12:00 PM (GMT+2)

Are you a woman entrepreneur looking to grow your network and reach new markets?

The **MENA Women's Business Club** is an opportunity for women entrepreneurs in the MENA region to expand their business contacts and access new markets. By joining the club, women entrepreneurs benefit from engaging with industry leaders, potential clients, new partners, mentors and more based on their industry and market, with the support of the Club's tailored matchmaking service. As members, entrepreneurs can leverage the extensive network of the Club to promote their products in new marketplaces, find new business opportunities and participate in industry gatherings such as curated speed networking events.

As a regional chapter of the Business Club Africa—the premiere private business network in Africa with over 6000 members—new members will have access to an extensive ecosystem of executives, entrepreneurs, lawyers, bankers, and consultants from across Africa in sectors as varied as energy, agriculture, finance, retail, and distribution that will enable the Club members to network and grow their business.

The MENA Business Club is piloted by the United Nations Industrial Development Organisation (UNIDO) in partnership with Business Club Africa and the Union for the Mediterranean (UfM) within the framework of the programme Promoting Women Empowerment for Inclusive and Sustainable Industrial Development in the MENA Region – Phase II (PWE II).

For more information, please contact n.amara@unido.org

MENA Women Business Club

Are you a woman entrepreneur looking to grow your network and reach new markets?

APPLY NOW

GROW YOUR NETWORK
Meet key people and discover potential business partners through tailored matchmaking services

GROW YOUR BUSINESS
Find business opportunities and new clients from across Africa, the MENA region and diaspora

RAISE MONEY
Get access to world-class investors

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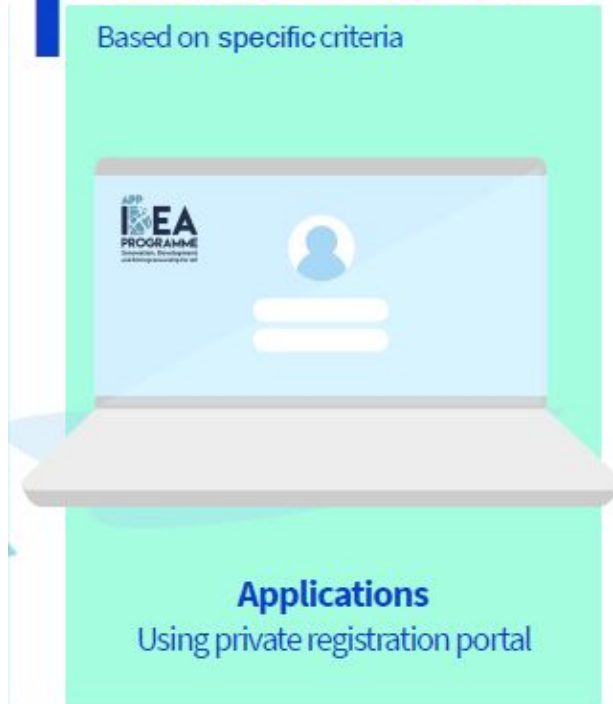
IDEA App – A Virtual Incubation Platform

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1 Application & Selection

Based on specific criteria



1 - 2 Months

2 Smart Matching

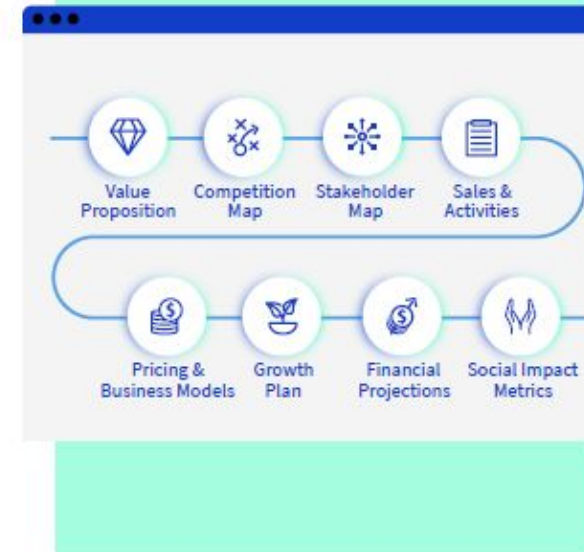
Entrepreneurs & IDEA's Partners mentors



1 - 2 Week

3 Structured Mentoring

A step-by-step process monitored by a Local Incubation Manager



3 - 6 Month Commitment

4 Event & Presentation

Of validated business projects ready grow



1 Celebratory Event



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Palacio de Pedralbes | Pere Duran Farell, 11
08034 Barcelona, Spain | ufmsecretariat.org

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