

<STUDY TOUR Sicily>

ENABLING EGYPTIAN EXPORTS BY TECHNOLOGYTRANSFER DRIVEN
PRODUCT INNOVATION

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The EEPI project

EEPI is a project funded by the European Union within the framework of the EU Program: “Promoting Inclusive Economic Growth in Egypt”, and is being implemented by EEC in cooperation with the Egyptian partner Innovety LLC, Consorzio ARCA from Italy, and Globally Cool from the Netherlands.

The project aims to qualify Egyptian Engineering companies to export by technology transfer, innovation or product adaptation so that they can better compete in European markets, in addition to helping them find the right European business partners through matchmaking activities.

Beneficiaries of the project will be:

- SMEs working in the engineering sector that already export and want to penetrate the European Market.
- SMEs, not exporters, working in the engineering sector that want to qualify for Export.
- Bodies, entities and companies operating in Export Development & Product Development.

Main outputs of the project will be:

Online Technology Repository

The technologies, which are adaptable for the Egyptian Manufacturing Industries, will be scouted from Europe and listed in an e-directory that will be available for the Egyptian Industry at large to utilize for future development.

EU Export Manual

This export manual will be documenting all the steps that occurred throughout the project thus acting as an informative guide for any Egyptian company that wants to export to Europe.

Capacity Building

The capacity building will involve local stakeholders who could further implement projects and initiatives in the fields of Export Readiness, Technology Transfer & Product Innovation for the benefit of the Egyptian Industrial Community.

The study tour

The study tour in Sicily is addressed to stakeholders from business associations and councils, policy makers, incubators and accelerators, chambers of industry and commerce, key players from industry to develop a clear understanding of policies, initiatives and programs that enable technology transfer and support MSMEs to grow, to improve their existing products and to export to European and global markets. The objective of this activity will be to learn methodologies, processes and strategies applied in the European context from European experiences of technologies transfer and/or enterprise internationalization organizations and others. The objective will be therefore, more widely, to develop a capacity building and staff development in the field of innovation and transfer of technologies.

The study tour is addressed to 9 persons for a period of 6 days. According to the project, it will be a combination of:

- a) Traditional training (with host organization staff and/or external experts): collective training sessions in the form of seminars on the above-mentioned topics, also through innovative tools helping to support formal and informal cooperation at intra and inter-organizational levels, including knowledge management systems and collaborative work environments.
- b) Mentoring (with host organization staff): assisting on individual and group work aspects of their work if the guests have the need to discuss problems, questions, etc.
- c) Interrelations with local ecosystem: guests will visit incubators, research labs, infrastructures, local stakeholders, in order to interact with a sort of microsystem and start to learn how to do networking.

The study tour participants

The ARCA's guests are the following:

1. Cherine Mamdouh Ahmed Khallaf, Ministry of Trade & industry - Development Project Council - Chairperson
2. Mohamed Samy ElAfifi Youssef, EEC Engineering Export Council of Egypt - International Cooperation Department Representative
3. Momen Ossama Arafat Belacy, EEC Engineering Export Council of Egypt - International Fairs and PR & Membership Manager
4. Moaaz Abdel-Motaleb Mostafa, EEC Engineering Export Council of Egypt - Technical Officer at EEPI Project
5. Muhamed Abdalaziz Ahmed Elsabahy Hassan, Innovety LLC – Innovation Consultant
6. Sara Mamdouh Shawky Mokhtar Awad, Innovety LLC - Consultant
7. Hebatallah Mohamed Hassan Labib, Nile University NilePreneurs - Director
8. Mohamed Fathy Mahmoud Soliman Thabet, Industrial Modernization Center - Deputy Engineering Sector Head
9. Hanan Mahmoud Mohamed Sedik Elhadary, Industrial Council for Technology and Innovation (ICTI) – Chairperson

The host of the Study Tour: the ARCA Consortium

ARCA is a consortium for the application of research and the creation of innovative enterprises, which has been active since 2003 and has exploited a partnership between the University of Palermo and a private entrepreneurial group committed to industrial research and technological transfer.

In 2005 the Consortium started up the ARCA Incubator to promote and assist the generation of innovative business initiatives.

The incubator is located within the University of Palermo campus, covering a total area of about 1,500 square meters and is built around a system of common spaces (coworking areas, a kitchen, a lounge area, printing facilities), units for businesses, offices, staff and meeting rooms, training classrooms and technological laboratories.

In a complementary and integrated way with the activities of the incubator, we promote industrial research and technological transfer programs customised to the needs of small and medium-sized enterprises, networks and industrial districts.

We are strongly committed to transnational cooperation programs; we carry out social innovation initiatives in collaboration with other local development actors.

The technological areas in which we operate are different and related to scientific production and specific expertise within the region:

- renewable energy and sustainable building
- digital technologies and mechatronics
- environmental monitoring
- management and enhancement of cultural heritage
- creative industries
- biotechnology and human health
- technologies addressed to marine environment and sea industry
- textile & clothing.

More information on ARCA and its activities can be found at the following link: www.consorzioarca.it