

D4.4 MARITIME CLUSTERING MATCHMAKING BUSINESS EVENT



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Summary CallmeBLUE Project

Deliverable: D4.4 Maritime Clustering Matchmaking Business Event - 101124967-CallmeBLUE, version: Final Version, date: 31/07/2025.

The role of maritime clusters is increasingly important in the process of connecting public and private entities working in all transversal sectors related to blue economy at both national and Mediterranean level. Maritime clusters are indeed crucial facilitators of networking, technology transfer, internationalization and innovation between SMEs, large companies, research centres, universities etc., and they act as key actors to promote sustainable investments of the blue economy.

CALLMEBLUE aims to strengthen existing clusters alliances in the Mediterranean area to accelerate north-south regional cooperation processes towards the emerging of strategic maritime clusters in North Africa area (south-south cooperation). CALLMEBLUE will aim to create a strategic vision and transferable models of interregional cooperation.

In particular, CALLMEBLUE will aim to implement concrete actions at both local and regional level in order to raise awareness on the relevance of Maritime clusters as key actors for a sustainable blue economy policies. The project will indeed promote exchange of best practices and knowledge transfer between north and southern area, including piloting learning activities aimed at offering a transferable training “Toolkit”, addressed to future maritime clusters in the southern area in order to be prepared on the legal, structural, administrative and management aspects for a concrete creation of future maritime clusters.

CALLMEBLUE ambition is to set-up and strengthen maritime clusters alliances (North-South cooperation) – particularly targeting southern Mediterranean countries (South-South cooperation) but also allowing to enhance regional dialogue and more advanced services offered to Cluster Mediterranean ecosystem. At this aim, CALLMEBLUE offers its role as an accelerator for the policy goals set by relevant regional initiatives such as the UfM Ministerial Declaration for sustainable blue economy and the WestMED Initiative.



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1. Executive Summary

The **CallmeBLUE matchmaking business forum** was co-organised by **ANIMA Investment Network with the support of Malta Enterprise and back-to-back with the EU Startup Summit** taking place in Malta on **24th and 25th April 2025**.

The main objectives were to:

- I. **promote cluster and business cooperation** and initiate cooperation discussions that would ultimately result in potential partnership agreements;
- II. **explore common visions** among south Mediterranean and European clusters and their members;
- III. **highlight innovations** from North and Southern countries of Mediterranean level to illustrate the relevance to develop sustainable solutions in the blue economy sector;
- IV. initiate a **co-creative process** for solutions by bringing out ideas of businesses or pilot projects associating researchers, companies, industry experts and clusters.

The decision to organise the CallmeBLUE matchmaking business forum in **Malta** was made because of the strategic position between the north and southern Mediterranean Sea Basin level as well as the links with WestMED Initiative, while the **EU Startup Summit** allowed to:

- enlarge opportunities in terms of **matchmaking and showcase of innovations** at the European level and beyond, as the event gathered 2,200 founders, startup enthusiasts, and investors;
- provide additional **visibility** to blue economy thanks to a [panel](#) co-organised by CallmeBLUE as well as a dedicated slot for blue economy in the matchmaking room of the Summit (see agenda below).

The CallmeBLUE matchmaking business forum gathered **28 participants** (see list in Annex 1) representing **8 countries** (Algeria, Egypt, France, Italy, Malta, Morocco, Portugal and Spain), of whom:

Representatives of the CallmeBLUE Consortium	8
Participants of the CallmeBLUE Delegation (i.e. participants covered by the budget managed by ANIMA)	8

Participants of the Maltese Delegation (involved thanks to Malta Enterprise)	8
Representatives of Maltese Partners (Malta Enterprise, WestMED initiative)	4

Over the 2 days, and based on the assessment received from participants of the CallmeBLUE Consortium and CallmeBLUE Delegation (ANIMA staff excluded):

- 9 participants were able to get a total of **75 new B2B contacts – representing an average of 8 B2B per participant**
- 8 participants out of 9 were able to identify potential partnerships
- A total of **25 potential partnerships** was declared – **representing an average of 4 potential partnerships per participant**
- The **overall satisfaction rate was 9.1 /10.**

2. Methodology

As part of the activities under Work Package 4 (WP4) of the CallmeBLUE project, the Matchmaking Business Forum was conceived as a central activity for the consortium partners and stakeholders involved in the blue economy across European and South Mediterranean countries to meet, explore collaboration opportunities and identify other interesting contacts at the European level thanks to the participation in the EU Startup Summit.

The **agenda** was co-constructed by ANIMA and consortium partners with contribution of Malta Enterprise and the EU Startup Summit organization team during the first quarter of 2025, while the **selection of participants** was carried out by the consortium based on the relevance of the profiles received to the call for applications shared by ANIMA in February 2025.

2.1 Design of the Matchmaking Business Forum

According to the action plan, the Matchmaking Business Forum was to include the following components:

1. Forum/session with high level speakers to address different key contents on Maritime clusters as an innovative enabler for a Sustainable Blue Economy in the Mediterranean - including the promotion of main outcomes and deliverables from CallmeBLUE project.

2. Business to business (B2B) and Clusters to clusters (C2C) sessions to create synergies, new collaborations between participants clusters and their companies to operate cooperation and business in the Euro Mediterranean Region.
3. Assessment analysis to register impact of this event in terms of partnership opportunities.

Based on the discussions held with the different partners involved, the Matchmaking Business Forum was thus designed as follows:

Day 1 – 24th April 2025

- **Thursday 24 April morning: Matchmaking session.** This session allowed participants to meet, learn about opportunities & success stories in doing business and forging blue economy value chains, and build trust to facilitate discussions and connections before joining the EU Startup Summit.
- **Thursday 24 April afternoon** Participation in the EU Startup Summit including the panel co-organised by CallMeBlue and EU Start-up Summit: **CallmeBLUE x Malta Enterprise x EU Startup Summit Panel: “[Blue Economy: Ocean-Focused Innovation Making Big Waves](#)”.** 2 participants promoting CallmeBLUE were among the speakers: Taha El Ouaryachi – ATAREC (Morocco) and Audrey Caruana – Malta Enterprise.

Day 2 – 25th April 2025

Participation in the EU Startup Summit. Participants were invited to select panels in the Summit agenda.

25 April, 10:00-10:30: **Blue Economy focused networking session**

25 April, 12.45: **Lunch** for the participants of the CallmeBLUE Delegation

25 April, 13.45-15:45: **Site visit to [Aquabio Tech Group](#)**

25 April, 16:00-17:00: **Wrap-up** meeting. A roundtable discussion allowed to discuss the impact of the Blue Economy Partnership Forum and recommendations on how to promote cluster and business cooperation in Blue Economy sectors at the Euromed level.

The Matchmaking session and the EU Startup Summit were held entirely in-person. The fully in-person event enabled participants to maximize their

opportunities for high-quality interactions and face-to-face networking. This also allowed for more dynamic exchange of ideas and information.

The detailed agenda of the Matchmaking Business Forum is provided in Annex 2.

2.2 Target group and selection of participants

Target participants were cluster managers, cluster members (companies, research and academics, innovation stakeholders) from South Mediterranean and European countries. Priority was given to the participants recommended by the CallMeBlue community partners, the Euromed Clusters Forward community (project funded by DG MENA), the WestMED community and the Maltese ecosystem hosting the event.

ANIMA designed a call for applications to select participants for the Forum based on the discussions held with the consortium partners and shared it to relevant stakeholders and project partners for further dissemination on 14 February 2025 (see Annex 3). Applicants were asked to provide information on various aspects to facilitate the selection, including:

- Proficiency in English
- Sectors and countries of interest
- Types of activities / partnerships of interest
- Innovation strategy and track record of collaboration with startups
- Expectations regarding their participation in the CallmeBLUE Forum x EU-Startups Summit 2025.

A **total of 46 applications and registrations were received**. A selection meeting with project partners was held on March 14th 2025, during which the following decisions were made:

Selection of 8 cluster managers representing the following countries:

Algeria	2
France	2
Morocco	2
Portugal	2

Selection of 15 cluster members (companies) representing the following countries:

Algeria	1
Egypt	4

Morocco	4
Spain	2
Tunisia	4

Registration of 10 consortium partners representatives representing the following countries:

Algeria	1
France	3
Italy	2
Portugal	2
Spain	1
Tunisia	1

Out of this selection, the following participants were contacted and confirmed their participation:

Cluster or organisation and/or company	Type of org.	Country	Type of participant
Algerian Blue Innovation Cluster / Aquagro Investment, Martece	Company	Algeria	CMB Delegation
Leancubator	BSO	Algeria	CMB Consortium
Leancubator	BSO	Algeria	CMB Delegation
Leancubator	BSO	Algeria	CMB Delegation
Egypt4Industry	Cluster	Egypt	CMB Delegation
Egypt4Industry	Cluster	Egypt	CMB Delegation
Maritime Transport sector	Public agency	Egypt	CMB Delegation/ paid by FORMARE
Egypt4Industry	Cluster	Egypt	CMB Delegation
ANIMA Investment Network	BSO	France	CMB Consortium
ANIMA Investment Network	BSO	France	CMB Consortium
ANIMA Investment Network	BSO	France	CMB Consortium
Formare - Polo Nazionale Per Lo Shipping	Company	Italy	CMB Consortium
Formare - Polo Nazionale Per Lo Shipping	Company	Italy	CMB Consortium

Cluster or organisation and/or company	Type of org.	Country	Type of participant
CE3M	Cluster	Morocco	CMB Delegation
CE3M / Alfa Bis	Company	Morocco	CMB Delegation
CE3M / Alfa Bis Oasis Insights	Company	Morocco	CMB Delegation
CE3M / Atarec	Company	Morocco	CMB Delegation
Forum Oceano	Cluster	Portugal	CMB Consortium
Forum Oceano	Cluster	Portugal	CMB Consortium
Cluster de Transport i Logística de Catalunya / Cargoffer	Company	Spain	CMB Delegation
CMMA - Andalusian Maritime Cluster_Spain	Cluster	Spain	CMB Consortium
Cluster maritime Tunisien	Cluster	Tunisia	CMB Consortium
Cluster maritime Tunisien / Genmar Logistics	Company	Tunisia	CMB Delegation
Cluster maritime Tunisien / Medsea Supply	Company	Tunisia	CMB Delegation
Cluster maritime Tunisien / Tellus Advisory	Company	Tunisia	CMB Delegation

Maltese participants were mobilised by Malta enterprise and the representative of WestMED in Malta in coordination with ANIMA. It resulted in the registration of 10 ecosystem players and 5 representatives of partner organisations.

The final list of participants who participated in the Business Forum is provided in Annex 1.

2.3 Performance indicators

As previously mentioned, the matchmaking session was held in conjunction with the large-scale EU Start-up Summit. This combination was strategic to maximize in-person engagement and regional actors' participation.

The initial KPI aimed for 20 in-person attendees (with a focus on South Mediterranean representation). The activity has exceeded this initial expectation. In fact, the 100% in-presence arrangement of the event allowed the session to

successfully attract 28 in person attendees from 8 different countries. This exceeded the in-person target by 8 participants, indicating a robust interest in the topics of the event.

Furthermore, the objective of engaging over 10 main regional actors was fully met and exceeded, underscoring the session's effectiveness in promoting successful stakeholder interactions.

Therefore, the strategic decision to integrate this matchmaking session with the EU Start-up Summit significantly widened its reach and impact ensuring a higher level of engagement and a more substantial contribution to the project's objectives.

That said, the confirmation received from attendees resulted in the following figures:

The 28 participants attending the Matchmaking Business Forum (excluding the external contacts made during the EU Startup Summit), included:

Members of CallmeBLUE Consortium	8
Participants of the CallmeBLUE Delegation	8
Participants of the Maltese Delegation	8
Representatives of Maltese Partners	4

Representing the following countries:

Algeria	2
Egypt	3
France	3
Italy	1
Malta	12
Morocco	4
Portugal	2
Spain	1

And the following types of organisations:

Business support organisation (other than cluster)	11
Clusters	8
Companies	7
Public agencies	2

Considering the EU Start-ups Summit, the event gathered around 2,200 founders, startup enthusiasts, and investors during the 2-day event. Therefore, CallMeBlue further benefited from exceptional visibility also due to the summit's impressive attendance. This substantial gathering of participants significantly amplified the reach and impact of the project, providing an unparalleled room for engagement with an extensive network of relevant stakeholders and potential partners.

3. Main insights and results

3.1 Insights and results of event & workshop discussions

The objective of the two days programme was to organise networking within the CallMeBlue delegation, to provide information on the opportunities to support economic cooperation among clusters in the Euromed area and to present how the ecosystem could play a role of hub for this cooperation in the blue economy sectors. The presence of CallMeBlue at the EU Start-up Summit was also the occasion to promote the blue economy sectors within this major conference, by including testimonials from key actors in the programme.

The programme was developed over the two days as follows:

THURSDAY 24th APRIL MORNING: MATCHMAKING SESSION.

This session allowed participants to:

- Learn about **CallmeBLUE main outcomes**. Presentations were delivered by the following speakers:
 - **Lidia Rossi, Managing Director, ForMare** - Polo Nazionale per lo Shipping, Lead partner of CallmeBLUE,

- o **Hesham Geasa** – Head of Central Department at the Egyptian Ministry of Transport and **Advisory Board Member of CallmeBlue**,
- o consortium partners, including **Lorella Ciuti and João Parreira**, representing **Forum Oceano**, who presented the **Regional Alliance Platform**, the Infrastructure Network for the Blue Economy. Participants were invited to take advantage of this platform that helps connecting blue economy stakeholders with relevant contacts including investors.

HUBAZUL dealroom
PORTUGAL PRR



A platform for all stakeholders


- Startups can gain additional visibility, discover new potential investors and leads.
- Accelerators can easily track the growth of their startup alumni over time (employment, funding, etc).
- Universities can follow the track of record of their spinouts.
- Companies can look for new technologies.
- Stakeholders can gain insights about the Blue Economy in one single place.
- Investors can source the best startups in the ecosystem.











Blue economy is worth \$76 billion globally

The Blue Economy is still a young ecosystem, with over 80% of value concentrated in companies founded since 2010.




Source: dealroom.co

 Co-funded by the European Union


HUBAZUL dealroom
PORTUGAL PRR



Identifying High-Potential Blue Economy Sectors


By using the platform's analytics, users can pinpoint which blue economy sub-sectors are attracting the most investment.

Hub Azul Blue Economy Guide 2024 Trends




BLUE ECONOMY











1,703	1,790	3,057	30k
Verified startups	VC Investors	Funding rounds	Startup employees



View chart

Hub Azul Dealroom provides key insights about the Blue Economy in one single place.

 Co-funded by the European Union

- Learn about **opportunities & success stories in doing business and forging blue economy value chains with Malta**: presentations were delivered by:
 - Nathalie Farrugia, Chief Corporate Relations Officer, and Audrey Caruana, Head of Startup support at **Malta Enterprise**.
 - Maria Cini, **National Hub Malta of the WestMED initiative**, which presented the Initiatives and opportunities of connection through WestMED network. In particular, she underlined the role to facilitate local and regional stakeholders by providing the WestMED Community with expertise on the Blue Economy, to support project leaders find the right partners with their extensive network on both shores of the western Mediterranean, support project (idea) development and advise on the most applicable funding opportunities.
 - Lino Mintoff, Executive director in charge of Internationalisation of **Science Malta**, the government agency responsible for promoting and coordinating scientific research, technological innovation, and science communication in Malta.
- Learn about **other opportunities for clusters especially as part of the Euromed Clusters Forward** project coordinated by ANIMA: presentation delivered by **Emmanuel Noutary, General Delegate, ANIMA Investment Network**.
 - *Euromed Clusters Forward project* is co-funded by the European Union up to 90% for a global amount of EUR 7.8 million budget, and led by [ANIMA](#) until 2026 with the aim of strengthening clusters and their members in 7 Southern Mediterranean countries, promoting inclusive innovation and competitiveness in the EuroMed region in order to improve growth, economic diversification, sustainable development and employment.

Among other opportunities:

- a *Call for Collaborative Projects* aiming at strengthening Euro-Mediterranean value chains was presented a few days before its launch: **Cluster Business Connect to strengthen opportunities of network**. The call indeed addressed for clusters and cluster-like organisations established in European Union countries and in South Med countries:

Algeria, Egypt, Jordan, Lebanon, Palestine, Tunisia, Morocco. Proposals of collaborative projects have been discussed to support Callmeblue project scope and support the reaching of the following outcomes:

- For clusters: the creation of a market access strategy and long-term business partnerships with other Euromed clusters, leading to new business and technology collaborations.
 - For cluster members: active involvement in cross-border projects, new partnerships, product and service innovation, and expanded access to regional and international markets.
- **Meet, exchange feedback and identify opportunities of collaboration:** Participants were invited to join roundtables (each table gathering a mix of representatives of different countries, types of organisations and sectors of interest), to think about a question regarding one need they had (such as getting information on a technology, a market, an specific experience, etc.) and then to present it so that other participants around the table could provide solutions and feedback regarding this request. This collaborative workshop facilitated by ANIMA also contributed to build trust to facilitate discussions and connections before joining the EU Startup Summit.

THURSDAY 24th APRIL 2025 AFTERNOON

Participants were invited to select panels in the Summit agenda and book meetings with the Summit. Additionally, recommendations of specific activities for their attendance included the participation in a joint panel by CallMeBlue and EU Start-up Summit:

24 April, 16:00-16h45: **CallmeBLUE x Malta Enterprise x EU Startup Summit Panel:** “[Blue Economy: Ocean-Focused Innovation Making Big Waves](#)”. among the speakers: Taha El Ouaryachi – ATAREC (Morocco) and Audrey Caruana – Malta Enterprise

The Panel was significantly successful: in front of a packed room, [Atarec](#) startup – supported by Moroccan mechatronics cluster CE3M, provided an inspiring testimonial on its pilot wave energy solution, Wave Beat, patented in over 70 countries.



FRIDAY 25th APRIL:
PARTICIPATION IN THE EU START-UP SUMMIT
AND SITE VISIT TO AQUABIO TECH GROUP

25 April, 10:00-10:30: Blue Economy focused networking session

This slot was reserved to a “Blue Economy-focused gathering” in the “Meetings Room” of the EU Startup Summit. This reservation was possible thanks to a joint cooperation between ANIMA and the EU Startup Summit organisation team. It allowed participants to make some B2Bs in addition to those received and booked via the event digital platform.

25 April, 13.45-15:45: Site visit to [Aquabio Tech Group](#)

Participants had the opportunity to visit the facility of this international consulting company located in Malta and operating globally with clients and projects in over fifty-five countries. AquaBioTech Group undertakes a variety of aquaculture, fisheries and aquatic environmental projects. Participants were hosted by Aquabio Tech Group, for the site visit and Q&A session.



Participants feedback received during the wrap up session which followed (see below) was very positive.

25 April, 16:00-17:00: Wrap-up meeting. A roundtable discussion allowed to discuss the impact of the Blue Economy Partnership Forum and recommendations on how to promote cluster and business cooperation in Blue Economy sectors at the Euromed level. The main feedback collected during this wrap up included:

- A high level of satisfaction regarding the overall event
- A substantial impact in terms of networking and identification of potential partnerships
- A recommendation to allocate more time for a similar future event to offer more opportunity like the site visit at AquaBioTech Group
- A recommendation to build on the connections established during the event to facilitate upcoming events of the CallmeBLUE project including the learning labs
- A recommendation to promote the Regional Platform to all participants involved in CallmeBLUE events as well as in Euromed Clusters Forward project.

- A recommendation to allocate more time between the selection of participants and the start of the event to leave more chances for participants who need to secure visas.

3.2 Insights and results of Survey

Over the 2 days, and based on the assessment form (see data in Annex 4) received from participants of the CallmeBLUE Consortium and CallmeBLUE Delegation:

- The **overall satisfaction rate was 9.1 /10.**
- 9 participants were able to get a total of **75 new B2B contacts – representing an average of 8 B2B per participant**
- 8 participants out of 9 were able to identify potential partnerships
- A total of **25 potential partnerships** was declared – **representing an average of 4 potential partnerships per participant.**

These figures are extremely promising. Participants provided the following information regarding the potential partnerships identified:

- In terms of geographic coverage: Several transnational partnerships, for instance between Spain and Egypt, Spain and Morocco, and Spain and Algeria; Morocco and Egypt, Morocco and Greece, Morocco and Portugal.
- In terms of types of organisations: all types of partnerships including C2C (Cluster to Cluster), C2B (Cluster to SME) and B2B (collaboration between startups developing complementary services in CO2 emissions assessment for shipping industry, and energy storage in offshore)
- In terms of type of partnerships: commercial and technical collaboration, support to a potential foreign investment in Morocco, etc.

3.3 Communication outputs

The communication strategy was designed to ensure maximum impact and engagement through three distinct but interconnected phases. First, partners' efforts focused on mobilizing participants and the promotion of the CallMeBlue activity prior to the event. This involved a robust promotional campaign to ensure wide reach and strong anticipation.

Secondly, during the summit itself, a dynamic live reporting was implemented to capture and disseminate the key developments of the CallMeBlue activities at the EU Start-Up Summit.

Finally, the communication strategy extended beyond the event with comprehensive post-event reporting, including a video published on social networks. This phase focused on summarizing achievements and sharing outcomes to maximize the event's impact.

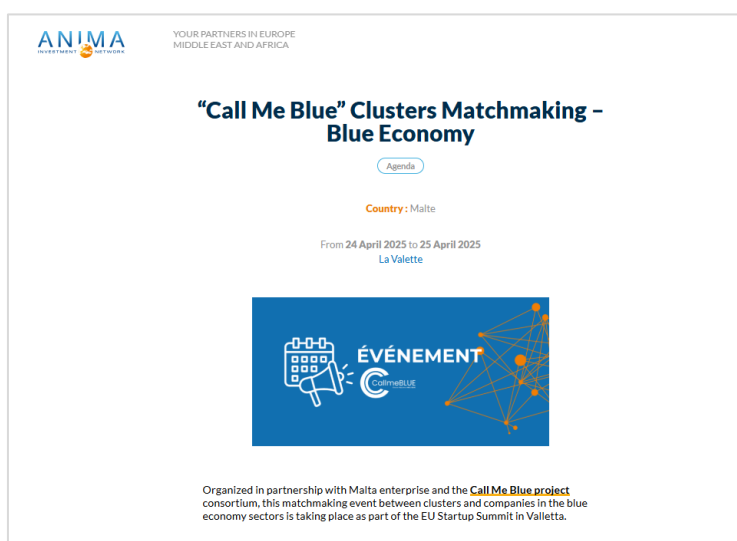
3.3.1. Online communication

Digital promotion initiatives were undertaken to raise awareness of the event, increase the number of participants and promote the event on social networks on the day.

Web:

1 article was published on the ANIMA website Agenda section:

Link: <https://anima.coop/en/call-me-blue-clusters-matchmaking-blue-economy/>



Emailing campaign:

1 call for participants mass mailing was sent by ANIMA to **284 EU and MENA cluster managers**.

<https://anima.civi-go.net/civicrm/mailing/view?id=1784&reset=1>

Single openings	152 (54.09%)
Total openings	1954
Clicks	160 (56.94%)



Apply for the CallmeBLUE Matchmaking Forum x EU Startup Summit 2025
Open to cluster management teams & cluster members*

EU-North Africa clusters matchmaking event

24-25 April, 2025 in Valletta, Malta

Do not miss the unique opportunity to attend the **CallmeBLUE Matchmaking Forum that will be organised on 24-25 April, 2025 in Valletta, Malta**, back-to-back with the EU Startup Summit, in partnership with ANIMA and Malta Enterprise, and with the support of the EU-funded project CallmeBLUE.

During this event, you will:

- Participate in B2B & C2C meetings
- Discuss with your peers current/future challenges and common interests
- Boost your innovation strategy and network at the EU Startup Summit, the Meeting Place for Europe's best Startups & Investors
- Get to know the Maltese ecosystem

Benefits

Cover for travel, food and accommodation according to the programme conditions (i.e. ANIMA will reimburse your travel, accommodation and subsistence expenses on the basis of lump sums fixed as part of the programme.) + Free access to EU Startup Summit

4 communications were sent to selected participants **to ensure a smooth organization and communication:**

- <https://anima.civi-go.net/civicrm/mailing/view?id=1841&reset=1>
- <https://anima.civi-go.net/civicrm/mailing/view?id=1840&reset=1>
- <https://anima.civi-go.net/civicrm/mailing/view?id=1824&reset=1>
- <https://anima.civi-go.net/civicrm/mailing/view?id=1815&reset=1>



Social media

- 1 post was published by ANIMA on its **Facebook account**, with 114 views and 2 interactions.

ANIMA Investment Network
Publié par Maïté Debrue
· 21 avril, 08:30 ·

[FOCUS EVENT]

CallmeBLUE Matchmaking Forum x EU Startup Summit 2025

We're excited to announce that the CallmeBLUE Matchmaking Forum will take place on 24–25 April 2025 in Valletta, Malta, back-to-back with the EU Startup Summit!

Organised in partnership with ANIMA Investment Network and Malta Enterprise, and supported by the EU-funded CallmeBLUE project, this exclusive forum will bring together EU and North African clusters working in the blue economy.

What to expect:

- High-level B2B & C2C meetings
- Peer-to-peer discussions on innovation & common challenges
- Access to the EU Startup Summit
- Exploration of Malta's dynamic innovation ecosystem

Sectors include:

Blue biotechnology | Desalination | Aquaculture | Coastal tourism | Marine energy | Maritime transport | Research & more.

Looking forward to connecting clusters from across Europe and North Africa to exchange ideas, foster partnerships, and co-create the future of the blue economy!

Federazione del Mare - Cluster maritime Tunisien - Pôle Mer Méditerranée - Leanovator - Fórum Oceano - ForMare - Polo Nazionale per lo Shipping - Cluster BIG - Blue Italian Growth - WestMED Alliance - Strategis - Maritime ICT Cluster - Maritime Cluster Andaluz

#CallmeBLUE #BlueEconomy #ClusterMatchmaking #EUSummit2025 #Innovation #NorthAfrica #EUcollaboration #Malta2025

Co-funded by the European Union

Matchmaking Forum x EU Startup Summit 2025

24-25 April, 2025 in Valletta, Malta

Back-to-back with the EU Startup Summit, in partnership with ANIMA Investment Network and Malta Enterprise, and with the support of the EU-funded project CallmeBLUE.

forMare BiG FEDERAZIONE del MARE ANIMA LEANOVATOR. STRATEGIS FORUM OCEANO

- **2 posts were published by ANIMA on its LinkedIn account**, the first one to announce the event, and the second one to highlight the event onsite.

<https://www.linkedin.com/feed/update/urn:li:activity:7319970651023302656/>

<https://www.linkedin.com/feed/update/urn:li:activity:7321517954175582208/>

ANIMA Investment Network
6492 abonnés
3 sem. •

[FOCUS EVENT]

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- What to expect: High-level B2B & C2C meetings
- Peer-to-peer discussions on innovation & common challenges
- Access to the EU Startup Summit
- Exploration of Malta's dynamic innovation ecosystem


Sectors include:
Blue biotechnology | Desalination | Aquaculture | Coastal tourism | Marine energy | Maritime transport | Research & more.

Looking forward to connecting clusters from across Europe and North Africa to exchange ideas, foster partnerships, and co-create the future of the blue economy!

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#CallmeBLUE #BlueEconomy #ClusterMatchmaking #EUSummit2025 #Innovation #NorthAfrica #EUcollaboration #Malta2025

Afficher la traduction



Matchmaking Forum x EU Startup Summit 2025
24-25 April, 2025 in Valletta, Malta

Back-to-back with the EU Startup Summit, in partnership with ANIMA Investment Network and Malta Enterprise, and with the support of the EU-funded project CallmeBLUE.



8 3 republications

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2 sem. • Modifié •

[LIVE]


Today and yesterday, ANIMA Investment Network gathers 25 clusters and companies in the Blue Economy sector in #Malta in partnership with Malta Enterprise for the CALLMEBLUE - Cluster Alliance Med Blue Business forum.

Participants from 8 Euromed countries will seek to develop business linkages among their countries. They will also participate to the EU Start-up Summit and dive into the European innovation ecosystems.

✨ To be continued...

ForMare - Polo Nazionale per lo Shipping - Leancubator - Egypt4Industry - Algeria Blue Innovation Center - WestMed - Cluster CE3M - Fórum Oceano - Cluster maritime Tunisie - GENMAR LOGISTICS AND DELIVERY - Med Sea Supply - Melita Marine Group - Xjenza Malta - Global Freight Solutions Inc. - Griffiths + Associates - AQUAGRO Investment BET - Euromed Clusters Forward - Union for the Mediterranean European Commission - Malta Maritime Forum - ATAREC

Afficher la traduction



avec EMMANUEL NOUTARY et 2 autres perso...

66 1 commentaire • 5 republications

Organic discovery:

- **421** Impressions
 - **242** Members reached
- Organic engagement

Organic Engagement:

- **23** interactions
- **5.5%** Engagement rate
- **12** clicks
- **2.9%** click-through rate
- **8 %** reaction rate
- **0** comment
- **3** republications

Organic discovery:

- **2 084** Impressions
- **1 208** Members reached

Organic engagement:

- **270** interactions
- **13.0%** Engagement rate
- **198** clicks
- **9.5%** click-through rate
- **66 %** reaction rate
- **1** comment
- **5** republications



Video

A 2-minute promotional vlog retracing the various stages of the event has been produced and was published in May 2025 on social networks. The video is available at [this link](#).

ANIMA Investment Network

6,845 followers

2mo · Edited ·

[+ Follow](#)

#EuropeanMaritimeDay #BlueEconomy #Sustainability #Mediterranean #

[📹 VLOG - CALL ME BLUE ❤️]

Celebrating European Maritime Day – From Malta with Innovation !

Today is European Maritime Day – a perfect occasion to look back at a key moment for the blue economy in the Mediterranean !

EMMANUEL NOUTARY, general delegate of **ANIMA Investment Network**, had the pleasure of representing our association at the Call Me Blue matchmaking event in Valetta, Malta – a milestone for promoting sustainable innovation in our region’s maritime sector.

Supported by **Malta Enterprise** and funded by the **European Union**, the Call Me Blue project connects startups, investors, clusters, and institutions to spark impactful collaborations around the sea, sustainability, and economic development.

In this short vlog, Emmanuel takes you behind the scenes of an inspiring journey filled with energy, diverse voices, and a shared commitment to a greener, more inclusive Mediterranean. 💡🌍

👉 Watch the video to discover how ANIMA is helping shape the future of the blue economy.

CALLMEBLUE - Cluster Alliance Med Blue - ForMare - Polo Nazionale per lo Shipping - Leancubator - Egypt4Industry - Algeria Blue Innovation Center - WestMed - Cluster CE3M - Fórum Oceano - Cluster maritime Tunisien - GENMAR LOGISTICS AND DELIVERY - Med Sea Supply - Melita Marine Group - Xjenza Malta - Global Freight Solutions Inc. - Griffiths + Associates - AQUAGRO Investment BET - Euromed Clusters Forward - Union for the Mediterranean - European Commission - Malta Maritime Forum - ATAREC

Many thanks to **Zoé Luçon** and **Sébastien Begue** !

The video player shows a promotional graphic for the 'Matchmaking Forum x EU Startup Summit 2025' held on 24-25 April, 2025 in Valetta, Malta. The graphic features the CallmeBLUE logo, the European Union flag with 'Co-funded by the European Union', and a row of partner logos including ForMare, BiG, Federation Mare, Cluster, Pole Mer, ANIMA, Leancubator, and Forum Oceano. The video player interface shows a 2:03 duration, 1x playback speed, and 24 likes.



3.3.2 Pictures

A selection of pictures is available below. A dedicated folder was created to collect all the images as follows.





4. Conclusion and Next Steps

The feedback from the participants led to **recommendations** which emerged from the survey and addressed the following topics:

- **More similar events** including a specialised conference for maritime cluster to strengthen North-South regional cooperation in blue economy; the organisation of an activity during the *Halieutis Fair* (www.salonhalieutis.com) in Agadir, Morocco; and the selection of partner events which offer a closer link with Blue economy.
- In **terms of format** of the event: include the possibility of hybrid participation, considering activities such as hands-on demos or showcases. As for the matchmaking: **Plan in advance opportunity of bilateral meetings** between clusters and companies instead of having flexible/free format for attending big events. To ensure clarity and prevent information fragmentation, preparatory meetings should be organized in advance with all actors involved. This approach allows for comprehensive instructions regarding the format, reducing the potential excessive and fragmented communications that could lead to overlook important details and information.
- **Follow up:** Share a digital post-event summary report and a Follow-up event calendar; Facilitate follow-up matchmaking; launch a dedicated collaboration platform.
- **Strengthening North-South Regional Cooperation:** Develop a Mediterranean Maritime Innovation Cluster Network; promote joint funding proposals and cross-border pilot projects, develop capacity building programs and organise an Annual Mediterranean Forum.

Annexes

Annex 1. List of participants

Registered Cluster or organisation and/or company	Type of organisation	Country	Present
Algerian Blue Innovation Cluster / Aquagro Investment, Martece	Company	Algeria	
Leancubator	BSO	Algeria	1
Leancubator	BSO	Algeria	1
Leancubator	BSO	Algeria	
Egypt4Industry	Cluster	Egypt	1
Egypt4Industry	Cluster	Egypt	1
Maritime Transport sector	Public agency	Egypt	1
ANIMA Investment Network	BSO	France	1
ANIMA Investment Network	BSO	France	1
ANIMA Investment Network	BSO	France	1
Formare - Polo Nazionale Per Lo Shipping	Cluster	Italy	1
Griffiths+associates Ltd	Company	Malta	
Malta Enterprise	BSO	Malta	1
Malta Enterprise	BSO	Malta	1
Malta Enterprise	BSO	Malta	1
Malta Enterprise	BSO	Malta	1
Global Freight Solution	Company	Malta	
Global Freight Solution	Company	Malta	
Malta Enterprise	BSO	Malta	1
Malta Maritime Forum	Cluster	Malta	1
Melita Marine Group	Company	Malta	1

Registered Cluster or organisation and/or company	Type of organisation	Country	Present
Melita Marine Group	Company	Malta	1
Melita Marine Group	Company	Malta	1
Melita Marine Group	Company	Malta	1
Science Malta	Public agency	Malta	1
WestMed	BSO	Malta	1
CE3M	Cluster	Morocco	1
CE3M / Alfa Bis	Company	Morocco	1
CE3M / Alfa Bis Oasis Insights	Company	Morocco	1
CE3M / Atarec	Company	Morocco	1
Forum Oceano	Cluster	Portugal	1
Forum Oceano	Cluster	Portugal	1
Cluster de Transport I Logistica de Catalunya	Cluster	Spain	
CMMA - Andalusian Maritime Marine Cluster_Spain	Cluster	Spain	1
Cluster Maritime Tunisien	Cluster	Tunisie	

Annex 2. Detailed agenda of the Matchmaking Business Forum



The Blue Economy Partnership Forum is organised by [CallmeBLUE](#), a regional project co-funded by the European Union, aiming to strengthen existing cluster alliances in the Mediterranean area and to accelerate north-south regional cooperation towards the emerging of strategic maritime clusters.

The Forum is coorganised by [ANIMA Investment Network](#) and [Malta Enterprise](#) back to back with the [EU Startup Summit](#) taking place in Malta on 24th and 25th April 2025, with the active participation of the organisations of the CallmeBLUE consortium.

Join the Blue Economy Forum WhatsApp group to facilitate communication during the event : <https://chat.whatsapp.com/CVdneYuEQMHJuygNgHlIK>

Agenda

Thursday 24th April 2025 morning:

Matchmaking session of the Blue Economy Partnership Forum

Venue: [Grand Hotel Excelsior Malta](#) – Bellavanti room (Level 5)

09:00-09:15: Registration and Welcome Coffee

09:15-09:30: Opening Remarks

- Emmanuel Noutary, General Delegate, ANIMA Investment Network
- Lidia Rossi, Managing Director, [ForMare - Polo Nazionale per lo Shipping](#), Lead partner of CallmeBLUE
- Nathalie Farrugia, Chief Corporate Relations Officer, [Malta Enterprise](#)
- Maria Cini, National Hub Malta of the [WestMED](#) initiative

09:30-09:45: Keynote - Opportunities and success stories in doing business and forging blue economy value chains with Malta

- Audrey Caruana, Head of Startup support, [Malta Enterprise](#)

Blue Economy Business Forum Agenda
24th and 25th April 2025



Co-funded by
the European Union

09:45-10:30: Pitching session: Presentation of the CallmeBLUE and Maltese Delegations

Each cluster/ organisation will have 2 minutes (maximum 5 slides) to present its focus and expected linkages during the Blue Economy Business Forum.

10:30-11.00: Coffee break

11:00-13:00: Matchmaking Session

Collaborative workshop allowing to facilitate connections and explore opportunities of collaboration

13:00-14:00: Networking Lunch @ Grand Hotel Excelsior Malta

14:15: Walk to the Mediterranean Conference Centre to take part in the EU Startup Summit

Thursday 24th April 2025 afternoon: Participation in the EU Startup Summit

Venue: Mediterranean Conference Centre in Valletta

<https://www.eu-startups.com/summit/>



14:00-18:00: Panels and networking at the EU StartUp Summit

Book meetings with the Summit app, check the Summit [agenda](#) to select sessions you are interested in.

📌 **Don't miss the CallmeBLUE x Malta Enterprise x EU Startup Summit Panel:**

16:00-16h45: Blue Economy: Ocean-Focused Innovation Making Big Waves



<https://www.eu-startups.com/2025/03/meet-the-experts-joining-our-blue-economy-ocean-focused-innovation-making-big-waves-panel-at-the-eu-startups-summit-2025/>

18:00-22:00: Networking Drinks @ Grand Harbour Terrace



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European Union



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European Union



Blue Economy Business Forum Agenda
24th and 25th April 2025



Friday 25th April 2025: Participation in the EU Startup Summit & Wrap Up

Venue: [Mediterranean Conference Centre](#) in Valletta

<https://www.eu-startups.com/summit/>



10:00-16:00: Panels and networking at the EU StartUp Summit

Book meetings with the Summit app, check the Summit [agenda](#) to select sessions you are interested in

📌 **Don't miss the Blue Economy focused networking session:**

10:00-10:30: Blue Economy focused networking session @Networking room of the Summit

12.45: Participants of the CallmeBLUE Delegation are invited to meet in the lunch area (-1 level) for a lunch covered by ANIMA

13.30: Departure for the site visit @ Aquabio Tech Group (optional)

Visit of the facility and meeting with Siân Ringrose, Chief Operating Officer of Aquabio Tech Group, an international consulting company located in Malta and operating globally with clients and projects in over fifty-five countries. AquaBioTech Group undertakes a variety of aquaculture, fisheries and aquatic environmental projects.

16.00-17.00 Wrap-up (Meeting room tbc.)

Roundtable discussion: impact of the Blue Economy Partnership Forum and recommendations on how to promote cluster and business cooperation in Blue economy sectors at the Euromed level

📌 📌 📌 Join the Blue Economy Forum WhatsApp group to facilitate communication during the event: <https://chat.whatsapp.com/CYdneYuEQMHjUyNzIHIJK>



Annex 3. Call for applications – Forms and Email

Form of the call for applications for cluster managers:

<https://anima.civi-go.net/form/blue-economy-partnership-for-clu>

Form of the call for applications for cluster members (companies):

<https://anima.civi-go.net/form/blue-economy-partnership-forum-c>

First dissemination email sent by ANIMA:

<https://anima.civi-go.net/civicrm/mailing/view?id=1784&reset=1>



Annex 4. Survey results



Your organisation	Your country	Overall satisfaction	Any new B2B contacts?	If so, how many new B2B contacts?	Any potential partnership(s) identified?	If so, how many?	Can you tell us a bit more? With what type of organisation(s): clusters, In which countries? And what kind of potential collaboration(s): commercial, technical, research, others?	Do you have any suggestions? for the follow up of the CallmeBLUE Business Forum? for a future similar event? for strengthening North-South regional cooperation for the development of strategic maritime clusters?
Maritim transport and logistic sector	Egypt	10	Yes	2	No			Having a specific conference for maritime cluster to strengthen North-South regional cooperation in the Blue Economy.
Forum Oceano	Portugal	10	Yes	4	Yes	2	Companies from Egypt, Morocco and Algeria	
CE3M	Morocco	9	Yes	11	Yes	6	Clusters 3, SMEs 2, investors: exchange of information on the calls. integration of new networks. Support of a foreign investor in its development in Morocco	Continuing work at the Halieutis fair(www.salonhalieutis.com) in Agadir, Morocco
Leancubator	Algeria	10	Yes	7	Yes	1	EU Companies mainly innovation stakeholders but not related to blue economy for commercial collaborations	N/A
ATAREC	Morocco	8	Yes	15	Yes	2	Startup with complementary services in CO2 emissions assessment for shipping industry, and energy storage in offshore	

Your organisation	Your country	Overall satisfaction	Any new B2B contacts?	If so, how many new B2B contacts?	Any potential partnership(s) identified?	If so, how many?	Can you tell us a bit more? With what type of organisation(s): clusters, In which countries? And what kind of potential collaboration(s): commercial, technical, research, others?	Do you have any suggestions for the follow up of the CallmeBLUE Business Forum? for a future similar event? for strengthening North-South regional cooperation for the development of strategic maritime clusters?
Oasis Insights	Morocco	10	Yes	5	Yes	3	During the event I met a cluster and other companies from Egypt, Greece and Portugal that can potential partners for commercial and technical collaboration.	
ALFA-BIS	Morocco	9	Yes	24	Yes	4	investors and cluster	Organizing more events

ForMare	Italy	7	Yes	3/4	Yes	2/3 cont cts	Eu organization (e.g. EIC), Companies from different countries
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Follow up: Share new organization contacts for HubAzul platform/invite interesting new contacts to CallMeBlue events. Similar event: propose a format closer to the blue economy sector. Plan in advance opportunities of bilateral meetings between clusters and companies instead of having flexible/free format to attend such big events. An idea could be to share in advance the participants list/circulate market needs survey and ask to clusters/companies interest to plan bilateral meeting once in presence according to their interest. North-South cooperation: organize in advance such survey /questionnaire to understand and map the needs of cluster and companies to facilitate the matching between demand and offer and facilitate business opportunities. Organize preparation meetings in advance with all actors involved to give clear indications on the format instead of a certain number of mails where the risk could be to get too much information in different times and miss some important info.



Your organisation	Your country	Overall satisfaction	Any new B2B contacts?	If so, how many new B2B contacts?	Any potential partnership(s) identified?	If so, how many?	Can you tell us a bit more? With what type of organisation(s): clusters, In which countries? And what kind of potential collaboration(s): commercial, technical, research, others?	Do you have any suggestions? for the follow up of the CallmeBLUE Business Forum? for a future similar event? for strengthening North-South regional cooperation for the development of strategic maritime clusters?
Vice chairman of egypt4industry cluster / CEO OF SIS	Egypt	9	Yes	3	Yes	4	We're actively looking to connect with a variety of organizations including industrial companies, automation solution providers, digital transformation clusters, and R&D institutions in Europe & Africa.	Follow-up of the CallmeBLUE Business Forum 1. Create a digital post-event summary report 2. Facilitate follow-up matchmaking. 3. Launch a dedicated collaboration platform. 4. Feedback collection survey.  For Future Similar Events 1. Incorporate sector-specific breakout sessions. 2. Host hybrid access. 3. Include hands-on demos or showcases. 4. Follow-up event calendar  Strengthening North-South Regional Cooperation 1. Develop a Mediterranean Maritime Innovation Cluster Network. 2. Joint funding proposals. 3. Cross-border pilot projects. 4. Capacity building programs. 5. Annual Mediterranean Forum

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CallmeBLUE

Cluster ALLiance MEd BLUE

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