



EMERGING  
Mediterranean

## EMERGING Mediterranean announces the 6 winning startups of its 3<sup>rd</sup> edition



**Marseille, July 13, 2022** - After the Digital Talk held on Wednesday, July 13, EMERGING Mediterranean was delighted to announce the six winning startups of its 3<sup>rd</sup> edition. For this third year running, the programme is being supported by the French Development Agency and the Ministry for Europe and Foreign Affairs.

### A look back at the success and evolution of EMERGING Mediterranean

Launched on April 11, 2022, this 3<sup>rd</sup> edition of EMERGING Mediterranean went beyond all expectations with over 526 high-quality applications, 42% of which were from women, *i.e. 72% more applications and 132% more female applications since it began in 2020.*

The 30 most promising startups were selected to participate in the Bootcamp of the 2 Shores held in Tunis from June 24 to 26. After three intensive days of mentoring, coaching and inspiring keynote speeches aimed at giving the necessary keys and tools to structure their businesses and scale up, the participating startups were invited to pitch in front of a special jury. The 12 best pitches were then selected to become finalists in one of these five categories: Morocco, Algeria, Tunisia, Libya, Mauritania, or this year's new category: Female Entrepreneurship.

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These 12 startups then had a number of personalised coaching sessions to get them ready for their final pitch during the EMERGING Mediterranean Digital Talk to an exceptional jury made up of: Rabii BERADY, Regional Development Enabler / Innovation and Entrepreneurship Specialist at P Curiosity-Lab - UM6P; Rym JAROU, Advisor for ICT Start-ups and Innovation Ecosystems Development at Smart Africa, Souheil GUESSOUM, Vice President of CAPC and President of the National Union of Digital Citizen Employers at CAPC, Teslem ZEIN, Consultant and Coordinator of I-Lab Activities at JCCM and Clara GUILHEM, Innovi project manager at Expertise France.

*"In view of the geopolitical, climatic or social emergencies our societies have to face up to, high-impact startups have never been so relevant. Energy, mobility, education, health, agriculture, respect for biodiversity, social economy and female entrepreneurship are crucial themes that are at the heart of these challenges. This is all the more true for the Mediterranean region which can give way to a multitude of globally replicable types of co-innovation thanks to the cooperation between the north and south shore. We at EMERGING Mediterranean are so proud to contribute to the development of these new economies. The growing interest that Mediterranean communities have in our programme confirms our need to support this entrepreneurship,"* Samir Abdelkrim, founder of EMERGING Mediterranean.

## The six winners of EMERGING Mediterranean 2022

*"Each and every startup was more than worthy to be selected which made the task of deciding the finalists all the more difficult. However, the following six winning startups really stood out as their concrete solutions to realities on the ground can be applied to other territories. I would like to take this opportunity to warmly thank the members of this final jury for their involvement and commitment"* adds Samir Abdelkrim.

- **Garini** (Algeria) is the brainchild of Nadir KASSOUL, who created an online platform to reserve parking spaces in Algeria. This initiative aims at reducing the 50 million tonnes of CO2 each year released by vehicles looking for a parking space. Nadir Kassoul explained during his pitch: *"Our goal is to connect urban mobility players with motorists in order to reduce greenhouse gasses and the stress of finding a parking space."*
  - **Abjad limited** (Libya) is an e-learning platform put forward by Abdulrahman ZURGHANI, which uses artificial intelligence to prepare students for their exams. *"Our goal is to strengthen training and education through technology,"* says Abdulrahman ZURGHANI.
  - **Viable Ways Corp** (Morocco) is an agricultural analysis startup led by Yahya LOUGAGHI. It develops software integrated with wireless sensors that make it possible to monitor agricultural production in real time and thus optimise resources.
  - **Sasa Plast** (Mauritania) is an initiative that manufactures paving slabs from plastic waste. This startup employs mainly women and, in doing so, helps them become economically independent. It is the initiative of Cheikhna COULIBALY who explains: *"Our mission is to preserve the environment, improve the standard of living and create jobs by recycling plastic waste."*
  - **Akhili** (Tunisia), directed by Lamia CHOUK, has developed a mobile & web application specialising in psychological consultations and care. This application lets you book and have
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your sessions online, while guaranteeing patient anonymity. Lamia CHOUK explains: *"Ahkili, which means "tell me" was invented to facilitate access to healthcare in Tunisia. Our startup has an undeniable social impact. We understand oriental culture perfectly – something which is a real obstacle for all our competitors. Our application is available and functional. We want to democratise access to psychological care and mental well-being."*

- **Green Algeria** (Female Entrepreneurship), is a startup led by Kheira BENAÏSSA, which offers ways for people to transform their organic waste into combustible gas.

These six winning startups have won the full package: personalised technical support through individual mentoring sessions, a visibility boost, media support, a place on the Social & Inclusive Business Camp programme, expenses paid to travel to Marseille to participate in the EMERGING Valley 2022 Summit on November 29, a full pass for this summit, continued advocacy for Tech For Good that EMERGING Mediterranean puts forward with its "Do-Tank" strategy, and a 5000 euro seed grant.

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## About EMERGING Mediterranean

Created by Samir ABDELKRIM (qualified personality for France, member of the "Assembly of 100"), EMERGING Mediterranean is a Summit of the Two Shores labelled initiative. This diplomatic meeting organised in June 2019 brought together the 5+5 countries (from the north and south shores of the Mediterranean) with the aim of identifying emerging civil society projects that strengthen multilateral Mediterranean partnerships. EMERGING Mediterranean was selected from 270 projects to make the Mediterranean the lab of sustainable development goals with digital technology and to support entrepreneurs and their innovative solutions. On February 7 & 8, 2022, the World Mediterranean Forum took over from the Summit of the Two Shores, again at the initiative of the French presidency. EMERGING Mediterranean was once again invited to hold its annual summit and renew the 2022 partnership of the programme with the FDA. EMERGING Mediterranean is also part of the training programme of the Academy of Mediterranean Worlds.

For more information: [www.emergingmediterranean.co](http://www.emergingmediterranean.co)

## About EMERGING Valley:

Founded in 2017 by Samir ABDELKRIM (author of Startup Lions), EMERGING Valley is a unique and pioneering summit that brings together entrepreneurs, decision-makers, and African and global digital experts in Aix-Marseille-Provence. From its geographical position, this area has all the assets required to be the link between Africa and Europe. EMERGING Valley wishes to promote emerging digital ecosystems in the Aix-Marseille-Provence territory. Supported by the department of the Bouches du Rhône, the Aix-Marseille-Provence Metropolis, the Euroméditerranée, the Marseille-Provence Chamber of Commerce and Industry and the City of Marseille, EMERGING Valley helps build bridges between African startups and French, European and international innovation networks.

For more information: [www.emergingvalley.co](http://www.emergingvalley.co)

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