



Press release

LACTIMED: towards the creation of local clusters to boost the Mediterranean dairy sector

Marseille, 18th November 2013 – From 28 November 2013 to 19 January 2014, the European project LACTIMED will organise a series of participatory workshops on each pilot territory in order to present the results of the diagnosis of local value chain and to discuss the strategy for promoting Mediterranean typical dairy products. The objective is also to identify stakeholders interested in the collective process of cluster in view of launching pilot projects, planned for the 1st Semester 2014.

LACTIMED will organise on the 5 pilot territories (Bizerte and Béja in Tunisia; Alexandria and Beheira in Egypt; Bekaa and Baalbeck Hermel in Lebanon; Thessaly in Greece; and Sicily in Italy) a series of participatory workshops from 28 November 2013 to 19 January 2014 in order to present the results of the diagnosis of local value chain. A study highlighting the opportunities in domestic and international markets will be presented as well.

These meetings will be the opportunity to propose an action plan to local stakeholders and to raise awareness about the collective process of creating clusters. The workshops will include a sharing of experience and allow exchanging views on the strategy to implement. LACTIMED team will present the lines of action and support to the clusters and to the dairy chain (assistance to the cluster pilot projects, capacity building, organisation of a regional competition of innovative projects for the enhancement of Mediterranean typical dairy products, business meetings, promotional events for typical products etc.).

To increase the value created locally, the project will encourage suppliers, farmers, collectors, processors, distributors, research labs, training centres and support structures to network and create local dairy clusters. The latter will enable them to pool resources (natural, technical, financial), skills (R&D, training, farming, collection, processing, packaging, marketing) and to develop collective ways of access to the markets.

Subsequent meetings between actors interested in joining the process will allow to define the services and equipments to be shared, the structure and management of the cluster, and the pilot project to be launched to initiate its creation (milk collection centre, mini dairy, analysis tools, etc.). LACTIMED experts and local partners will bring support to the creation and implementation of these pilot projects.

More information on www.lactimed.eu.

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About LACTIMED

LACTIMED aims to foster the production and distribution of typical and innovative dairy products in the Mediterranean by organising local value chains, supporting producers in their development projects and creating new markets for their products. The project is implemented under the ENPI CBC MED Programme, and is financed, for an amount of EUR 4.35 million, by the European Union through the European Neighbourhood and Partnership Instrument. From November 2012 to May 2015, ANIMA and its 11 partners will organise a hundred operations targeting the various stakeholders of the dairy chains of Alexandria (Egypt), the Bekaa (Lebanon), Bizerte (Tunisia), Sicily (Italy) and Thessaly (Greece). www.lactimed.eu

About ANIMA Investment Network

ANIMA Investment Network is a multi-country platform supporting the economic development of the Mediterranean. The ANIMA network gathers more than 70 governmental agencies and international business, innovation and financing networks. The objective of ANIMA is to contribute to a better investment and business climate and to the growth of capital flows into the Mediterranean region. The ANIMA network is operated from Marseille (France) by a team of 12 people and is chaired by Mr Nouredine Zekri, Director of the FIPA (Tunisia). The majority of its funding comes from the management of European Commission's programmes. www.anima.coop

About the ENPI CBC MED programme

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French. www.enpicbcmed.eu

About the European Union

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders. www.europa.eu

