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The presentation of the Project MACC BAM by the Lead Partner (EOMMEX)

It is of common knowledge that entrepreneurship and business development in the Mediterranean Space share common problems such as:

1. difficulties accessing funding,
2. the increased liabilities and financing costs due to the current situation in the global market,
3. difficulties on accessing funding schemes and instruments from national and regional funds.

The equity problem for the SMEs in conjunction with the lack of innovation lead companies to a stagnation point, loss of investment opportunities and recession.

EOMMEX S.A. being in line with its continuous policy to support the Greek SMEs provides the necessary momentum and policies, worked towards the developed of the first Greek Business Angels Network (GREBAN). Currently on this newly founded network more than a hundred Business Angels are participating in this initiative. Furthermore, within the frame of Community Support Framework 2000-2006, Greek OPERATIONAL PROGRAMME "COMPETITIVENESS", EOMMEX introduced supporting measures for the development of new companies and imposed as a "best practice" the participation of Business Angels as partners of the entrepreneurs in order to finance innovative and promising business plans.

EOMMEX S.A. actions in this field are not fragmented. Thus in order to further develop such policies in a transnational level, EOMMEX developed and coordinates as leading proponent, the MED programme *MACC-BAM*.

The project aims to build and test a coherent framework for planning and implementing joint sustainable measures in order to accelerate the Business Angel's Market in the MED space. The MED cooperation framework is ideal to reinforce the cooperation between interested partners that form the current Consortium and demonstrate proven experience and activities towards the establishment and reinforcement of Business Angels Networks. This is a necessity due to the fact that BANs activities are quite fragmented throughout the Mediterranean. The general objectives of such an endeavor are to strengthen the organizations that can support the creation and the valorization of the Business Angel's networks. To this end this solidification of interested organizations and the establishment of partnerships and activities will develop and implement consistent innovation and economic development policies that will generate synergies at a transnational level.

The Consortium consists of leading stakeholders of the MED area (partners from Greece, Italy and France) cooperating with a leading institution in the UK that will transfer policies and successful measures taken in the West. To this end a primary objective is to strengthen the organizations that can support the creation of SMEs and improve the cooperation within Business Angels, Business Angels Networks and SMEs.

The beginnings

MACC BAM - *Measures to Accelerate the Mediterranean Business Angel Market*, is a Project financed by the European Commission and co-financed by public contributors (such as local governments) belonging to the MED Programme (Axe 1, Objective 1.2).

It was officially launched on 27th April 2009, in Athens, and since then it has followed its path according to what foreseen in the Application Form approved by the European Commission. During its accomplishment period (**1st April 2009 – 30th March 2012**), every partner's single experience will represent both a richness and a basis for designing and putting into the field permanent MED Business Angel Support Centres (MBASC) and their Network for facilitating the dissemination and sharing of innovative practices and know-how with other entities supporting the BA activity from all over Europe.

Partners

1.EOMMEX Hellenic Organization of Small and Medium Size Enterprises and Handicraft Societe Anonyme, 16 Xenias Street 11528 Athens, GREECE: Lead Partner (<http://www.eommex.gr>)

2.TEMPME Credit Guarantee Fund for Small and Very Small Enterprises, 26 Amalias Ave. 10557 Athens, GREECE (<http://www.tempme.gr>)

3.THE BIC OF ATTIKA (EC Business and Innovation Centre of Attika), 6 Dragatsaniou Str. 10559, Athens. GREECE (<http://www.bicofattika.gr>)

4.Chamber of Commerce and Industry of Marseille Provence Palais De La Bourse, Bp 21856, 13221 Marseille CEDEX 02, France (<http://www.ccimp.com/>)

5.Chamber of Commerce and Industry Drôme, 52-64 rue Barthélémy de Laffemas B.P.1023, 26010 Valence Cedex, France (<http://www.drome.cci.fr/>)

6.Finlombarda S.p.A. Piazza Belgioioso 2 - 20121 Milan, ITALY (<http://www.finlombarda.it/>)

7.The Province of Milan Viale Jenner 24 - 20159 Milano, ITALY (<http://www.provincia.milano.it>)

8.Exemplas Holdings Limited 4 Bishops Square Business Park, Hatfield, Hertfordshire, AL10 9NE, UK (<http://www.exemplas.com/>)

For more information concerning the Partners, visit this link:

http://www.provincia.milano.it/economia/doc/mat_inf/MACCBAM/NEWSLETTERn1_MACCBAM_PartnersDescription.pdf

Activities

The MACC BAM activities are split up in **5 components**:

1. communication component
2. management component
3. best practice analysis of the sustainable measures and perspectives for the advancement of the BA Market in the MED
4. design & establishment of the MED BA Support Mechanism
5. measures for accelerating the BA Market in the MED.

Through all these groups of activities MACC BAM **aims at**:

- ▶ creating permanent MED Business Angel Support Centres (MBASC) and their Network
- ▶ training their staff in order to help SMEs to compete in their respective markets
- ▶ sensitizing BA, SMEs and institutions with this key topic
- ▶ promoting collaboration between institutional and interested actors, involving the stakeholders
- ▶ assessing the pilot activities that will be undertaken
- ▶ preparing a plan for the continuity of the MBASC and their services
- ▶ proposing policy recommendations to concretely accelerating the BAM in the MED area.

Expected Objectives

All the activities above will bring to:

- raise awareness of Business angels and BANs
- promote Public sector support for the BANs development
- foster Public participation in Angel co-investment funds
- promote an Integrated approach to accelerate the MED angel market
- test tools such as equity guarantees, credit rating
- implement a Pilot Strategic Plan for the BAM development
- establish a BAM Support network in the MED space.

Progress

So far we have:

- organized the kick-off meeting of the Project in Athens (27th April 2009) where the project was officially presented and the LP focused on the 1st period activities
- chosen our official LOGO
- established our communication framework and some internal work tools
- disseminated two questionnaires for BANs and National Bodies concerning B.A. to collect some data concerning the existing situation (component 3), the basis for our next studies & actions
- held the 2nd Steering Committee of the Consortium (Milan, 23rd November 2009)
- accomplished the *Transnational research for diagnosing the current situation of the BA Markets in the MED and in the EU* (task 3.1 of the Application form)
- set the **next working meeting** of the project (London, **15th January 2010**).

“A successful BAN”: an interview to the BAN Bologna (Italy)



The BAN Bologna was born in 2001 and is a Regional Network (Emilia–Romagna) and a public/private initiative promoted by the Province of Bologna, in collaboration with other local institutions. It is a member of the IBAN Association (<http://www.iban.it/>), too.

To better understand the key points of their success, we have interviewed the team of BAN Bologna (in particular, two representatives, Ms Polluce and Mr Barresi), in charge of the supervision of this BAN on behalf of the Province of Bologna:

1. How the self-financing system of the BAN works

The BAN Bologna finances itself by collecting 2% of the invested risk capital. Actually, the Business Angel commits himself at the beginning of the negotiations and gives the BAN Bologna this agreed percentage on every investment carried out.

Other ways of self-financing are the associative contributions and sponsorships.

2. The “legal form” chosen

BAN Bologna is an association (a mix between the public and associative forms) and entered the IBAN Association through an executive act of the Province of Bologna, as a local BAN. It consists of a network of different members, coming from these fields: finance, university, institutions, employers, etc. The relationships between the members is regulated by a purpose document approved by the Executive Committee of the Province of Bologna. Moreover, a specific agreement disciplines the financing relationships between the members of the BAN.

Its present members are 7: the Province of Bologna, ASCOM, UNINDUSTRIA (an employer’s association born from the two previous associations API and Confindustria), ASTER, CNA, Confartigianato and Lega Coop.

3. How the members of the BAN work

The Province of Bologna has a core role in the BAN and is both its registered agent and its financing manager. This means that inside the Province's budget there are specific lines for the income & expenses of the BAN, including payments to the IBAN association too. In general, the main tasks of the members are the following:

- the Province of Bologna cares for the project screening
- the other members deal with the collection and evaluation of the projects.

4. The range of action

The BAN Bologna operates in the Region Emilia Romagna's territory.

5. The interested sectors of activity

There is no a privileged sector for the projects. Only the project idea really catches the BAN's attention.

6. The projects financed up to now

Since 2005, four project ideas have been financed and these actions are still operating. Between them there is a creative company belonging to the cartoon cinema field.

7. The initiatives of the BAN Bologna

The BAN Bologna's action accomplishes its activity through the projects, some events and communication initiatives in order to make known its existence and services, as well as to disseminate the risk capital culture.

8. The Ingenium Fund

Between the BAN Bologna and *Ingenium Fund* there is a good collaboration regulated by an agreement which assigns different precise competences to each part. The BAN "connects" and favours entrepreneurial projects of different nature, even if economically limited. On the other hand, the *Ingenium Fund* finances larger projects, concerning only innovative companies, directly.

9. The present situation of the BAN Bologna

It often works regionally and, sometimes, outside the Region, especially thanks to the IBAN's support. The dissemination process, which started on the sly in the past years, can give concrete results now. The effective regional and over-territorial role of the BAN Bologna is facilitated by the present absence of other similar experiences in the Apennines area and in the territory in the south of the river Po.

For more information: www.banbologna.it

“A European Network”: an interview to the Managing Director of EBAN (Ms Claire Munck)

To give you an overview concerning the European informal venture capital, we have asked the Managing Director of the EBAN Association, Ms Munck, to describe the present situation.

Here is a contribution of this so representative institution to our Newsletter.

“EBAN - The European Trade Association for Business Angels, Seed Funds, and other Early Stage Market Players was established in 1999 with the collaboration of the European Commission by a group of pioneer angel networks in Europe and EURADA to serve business angels and business angel networks in Europe’s needs. EBAN leads today the Early Stage Investors Community in Europe, gathering over 100 member organizations from 27 countries, including from early stage and seed funds (investing less than 3 million Euros per transaction and interested in cross border collaboration with angels). EBAN seeks to voice the interests of all actors involved in closing the “equity gap”: Federations of networks, Business angel networks operating at the national, regional or local level, Early stage and seed funds, Associated members, and Affiliated members (business angels).

The growth of the angel market in the last 10 years has been impressive, with a growing number of business angel networks emerging in less mature markets in Europe, such as in Spain and Turkey.

From only 50 businesses angel networks identified across Europe in 1999, EBAN records in 2009 over 300 angel groups in the EU27, out of which 135 (45%) based in 8 Mediterranean countries, namely: France, Greece, Italy, Malta, Portugal, Slovenia, Spain and Turkey.

Moreover, a majority of these groups now offer other add-on-services than matchmaking, such as access to co-investments funds, training opportunities, etc.

With venture capital activities moving to the later stages of the financing chain, the need for early stage financiers, including business angels and early stage and seed venture capital funds, and these financiers to work together is today more actual than ever.

Business angel investing is particularly crucial in the Mediterranean region due to the role that business angels play as providers of early stage venture capital to start-up companies and therefore, their key contribution to the economic and social development of countries in the Mediterranean in terms of creation of employment and local and regional growth.

EBAN fully support any initiatives taken to accelerate the development of the angel and early stage market in the Mediterranean, and is supportive of any efforts made by its members in this framework.”

To get more information: <http://www.eban.org/>

The official website of Project

The partnership of the Project MACC BAM is developing its own official website whose main functions are directed to disseminate and collect information on the project itself.

Moreover, it will represent an interactive platform where stakeholders, political bodies, enterprises, BICs, business angels, public institutions, and so on, will be able to meet and find the best way to share their knowledge and experience.

It will be conceived so that each partner could autonomously feed their own contents and all the interested people participate in this important dialogue.

The website address should be finished by the end of December 2009.

Territorial News from the partners

1. THE FOURTH EDITION OF THE "BUSINESS ANGELS' WEEK" 7th-11th DECEMBER 2009

A 5-day happening hosted by Marseille, Paris, Rennes, Toulouse and Lyon.
<http://www.franceangels.org/EVENEMENTS/Les-grands-evenements-2-9-de-France-Angels>

2. BUSINESS ANGEL MASTER CLASSES DECEMBER 2009

The Yorkshire Association of BA (YABA) holds a series of master classes aimed at educating both current and prospective BAs on the various aspects of private equity investing.
http://www.yaba.org.uk/events/angel_master_class/

3. FORUM EARLY STAGE – 3rd day 1st DECEMBER 2009

The matching meeting is reserved to 10 entrepreneurs, previously selected by a Committee composed by the IBAN Association and ALINTEC. The entrepreneurs who are attending this event have taken part in the training days organised for start-up, spin-off and planner companies.

<http://www.provincia.milano.it/economia/it/news/2009/forumearlystage2009>

4. DEADLINE FOR PROPOSING YOUR CANDIDATURE FOR 2010 CORPORATE STRATEGY AWARD

8th DECEMBER 2009

Follow every step to compete for this important award.

http://www.prix-strategie.com/index.php?t_page_param=devenircandidat

How to get more information about this topic

The present BA network is becoming more and more a proactive community aiming to stimulate this growing market to help investors and enterprises to meet their respective needs.

You can find more information concerning this subject by clicking on one of the following links:

EBAN - EUROPEAN BUSINESS ANGELS NETWORKS ASSOCIATION

<http://www.eban.org/>

EUROPEAN COMMISSION – ENTERPRISE & INDUSTRY

http://ec.europa.eu/enterprise/policies/finance/risk-capital/business-angels/index_en.htm

WORLD BA ASSOCIATION

<http://www.wbaa.biz/members.html>

THE BRITISH BA ASSOCIATION

<http://www.bbaa.org.uk/>

FRANCE ANGELS

<http://www.franceangels.org/>

IBAN - ITALIAN BA

www.iban.it

BANC - CATALUNYA BAN

<http://www.bancat.com/>

THE GERMAN BA

<http://www.business-angels.de/>

THE DUTCH BA

<http://www.nebib.nl/>

AN IRISH PROGRAMME

<http://www.proinno-europe.eu/index.cfm?fuseaction=wiw.measures&page=detail&ID=7709>

FONDATION SOPHIA ANTIPOLIS

<http://www.sophia-antipolis.org/>

LONDON BA

<http://www.lbangels.co.uk/>

THE BEST EUROPEAN "BUSINESS ANGEL"

http://www.lunchoverip.com/2006/06/the_best_europe.html

MED

<http://www.programmemed.eu/>

EUROPEAN UNION

<http://europa.eu/>

