



EUROPEAN CLUSTER
COLLABORATION PLATFORM

Call for Expression of Interest - SMEs

EU – South MED Matchmaking Event in Cairo,
Egypt 2025

An initiative of the European Union





Call for Expression of Interest For SMEs



EU – South MED Matchmaking Event

In the context of
[Egypt Infrastructure & Water Expo](#)
&
[Big 5 Construct Egypt](#)

16-18 June 2025

Cairo, Egypt



OBJECTIVES

The European Commission (EC), through the European Cluster Collaboration Platform (ECCP), will host the **EU–South MED Matchmaking Event** in **Cairo, Egypt, from 16 to 18 June 2025**. This event will be organised in collaboration with the Euromed Cluster Forward initiative funded by DG MENA, the **Federation of Egyptian Industries**, and **Enterprise Europe Network (EEN)**. It will take place in the framework of two major international exhibitions: [Egypt Infrastructure & Water Expo](#) and [Big 5 Construct Egypt](#).

The **EU – South MED Matchmaking Event** will bring together cluster organisations and SMEs from the European Union (EU), non-EU countries participating in the Single Market Programme/COSME Strand¹, and South MED countries: Egypt, Morocco, Algeria, Jordan, Lebanon, Palestine and Tunisia. It will provide participants an excellent chance to promote Cluster to Cluster (C2C), Cluster to Business (C2B), and Business to Business (B2B) collaborations.

The **EU–South MED Matchmaking Event** aims to foster collaboration between **European clusters, SMEs, and South MED partners** in key industries, including:

- **Green Tech & Renewable Energy** (focus on water and waste management)
- **Smart Cities & Digital Technologies** (enabling urban connectivity)
- **Sustainable Construction** (supporting resilient infrastructure)
- **Communications** - Communication Equipment & Services, Data Communications and Telecommunications Services, Digital Transformation Solutions, ICT Services

The event will offer:

- A high-level seminar, matchmaking sessions, and site visits to **strengthen EU–South MED cluster and SMEs cooperation**.
- Opportunities to identify **shared interests, value chain synergies, and market opportunities** for SMEs and businesses.
- A platform to enhance **EU–South MED collaboration in research, development, and innovation (RDI)**, linking academia, research institutions, and industries through clusters.
- **Exclusive guided tour of the exhibition(s)**, providing insights into the most relevant exhibitors aligned with the sectors covered by this call.
- **Curated stand visits**, enabling participants to engage directly with key exhibitors selected based on their industry focus.
- **Opportunity to take part in a pitching session** on one of the event stages, allowing clusters and SMEs to present their expertise and potential areas of collaboration (tbc)
- **Access to key conference sessions**, providing insights into the latest trends in sustainable construction, water management, and digital transformation.

The call for expressions of interest is being launched to identify a European delegation made up of representatives from SMEs ([please see section “Who can participate” below](#)) who are willing and committed to participate in the EU–South MED Matchmaking Event.

By submitting an expression of interest in response to this call, you are indicating your acceptance of the call's terms.

Further details about the event, the eligibility requirements, and how to submit an expression of interest can be found below.

¹ [list-3rd-country-participation_smp_en.pdf \(europa.eu\)](#)



EXPRESSION OF INTEREST

This call is published on [the ECCP website](#).

Expressions of interest to participate in this event must be **submitted electronically by:**

- **1 April (Tuesday) 2025, 23:59 Brussels time – first cut-off date;**
- **29 April (Tuesday) 2025, 23:59 Brussels time – second cut-off date**
- **20 May (Tuesday) 2025, 23:59 Brussels time – third cut-off date**

through the following link in **B2Match:**

<https://www.b2match.com/e/eu-south-med-matchmaking-event-2025>

The second and third cut-off dates will ONLY be available in case places are still available after the evaluations of the previous cut-offs.

The expression of interest should include the following:

- A fully completed SMEs questionnaire on [B2Match](#) on the profile of the SME.

Please ensure that you submit full, accurate, and up-to-date information and contact information.

The organisers reserve the right to ask for additional information from the applicants, if necessary.

Please note that no fee will be charged to participate in this event.

Late applications after 20 May 2025 could be accepted for participation if provided eligibility criteria are fulfilled by the participants. Late applications are accepted if submitted through [B2Match](#) until 6 June 2025, 23:59 Brussels time at the latest.

The organisers reserve the right to close the application process once the maximum capacity for participants is reached.

To take the maximum of your participation and benefit from all planned pre-event activities and meetings available during the EU-South MED Matchmaking Event, we encourage you to send your Expression of Interest at your earliest possible and avoid last minute registrations.

This call is targeting only SMEs. A separate call exists for cluster organisations and business network organisations. So if you are a cluster organisation or a business network organisation you should respond to the call that is available at:

<https://www.clustercollaboration.eu/content/eu-south-med-matchmaking-event-2025-call-expression-interest-clusters>

CONTEXT OF THE INITIATIVE

The Event will take place in the context of the ECCP activities. The European Commission facilitates international cluster cooperation through the ECCP including the organisation of specific cluster matchmaking events and policy development actions. The objective is to support cluster organisations to develop partnerships and business cooperation in European and global markets, for the benefit of their members, especially of SMEs. The events are currently funded under the EU Single Market Programme (SMP)/COSME Strand.

The ECCP provides a visible framework for this matchmaking event and for subsequent events. As the cornerstone of the European strategy in support of SMEs' internationalisation through clusters, the



ECCP provides a wide range of information and services to facilitate the interaction between clusters not only within Europe, but also with international partners.

WHO CAN PARTICIPATE?

This invitation is addressed to SMEs interested in collaborating with South MED counterparts in the following sectors:

- **Green Tech & Renewable Energy** (focus on water and waste management)
- **Smart Cities & Digital Technologies** (enabling urban connectivity)
- **Sustainable Construction** (supporting resilient infrastructure)
- **Communications** - Communication Equipment & Services, Data Communications and Telecommunications Services, Digital Transformation Solutions, ICT Services

PARTICIPATION CRITERIA

ELIGIBILITY CRITERIA

To be eligible:

- The applicant must be an SME according to the [SME definition](#) of the EU.
- The SME must be a legal entity established in a European Union Member State or other participating in the Single Market Programme/COSME Strand (see the list of non-EU participants [here](#))

SELECTION CRITERIA

Applications will be evaluated qualitatively using the following selection criterion:

- The SME's activity in the target sectors.

SMEs that have not participated before in the ECCP matchmaking events are encouraged to apply.

Priority will be given to those SMEs that are participating for the first time and those that have not previously **without justification** cancelled the participation to matchmaking events organised by the ECCP.

The selection of applications will be based on the afore mentioned criteria and information provided in the application form; in cases of equal merit, the balanced geographical and sector coverage of the EU and SMP/COSME Strand participating countries will be considered.

The organisers reserve the right to ask for additional information from the applicants, if necessary.

Attendance at the seminar, the matchmaking event, the debriefing session, and the site visits are all compulsory.

SMEs selected to participate in the Event must send a commitment e-mail agreeing to attend the inspirational webinar, the on-site seminar, conduct at least four matching meetings, and engage in the final 30-minute debriefing session.



ACTIVITIES & AGENDA

The EU – South MED Matchmaking Event will include the following activities:

Prior to the mission:

- **Preparatory Webinar** – an opportunity to receive information on undertaking business with South MED and guidance on how to participate successfully in the planned event. (24 April (date tbc))
- **Technical Webinar** – a session helping future participants of the matchmaking event to make the most of their profiling in the B2Match tool and explain the procedures to optimise the booking of meetings. (date tbc)

During the mission:

- **Seminar** on knowledge exchange to foster EU-South MED cooperation. (16 June 2025 (tbc))
- **Pitching and Matchmaking meetings** between cluster organisations and SMEs from EU (and non-EU countries participating in SMP/COSME Strand) countries and South MED. (16 June 2025 (tbc)).
- Debriefing session to collect **feedback and testimonials** from cluster participants. (17 June 2025 (tbc))
- **Participation at the [Egypt Infrastructure & Water Expo](#) and [Big 5 Construct Egypt](#)** – (17 June 2025 (tbc))
- **Curated stand visits & guided tour to key exhibitors**, ensuring targeted networking based on the participants' sectoral interests. (17 June 2025 (tbc))
- **Pitching Session on the Expo Stage:** Selected delegates will have the opportunity to present their expertise, key innovations, and collaboration interests on a dedicated stage within the exhibition. (17 June 2025 (tbc))
- **Site visits** (18 June 2025 (tbc))

Attendance to the seminar, the matchmaking event, the debriefing session, expo and the site visits are compulsory.



COSTS AND REIMBURSEMENT OF EXPENSES

All expenses related to the participation of SMEs are at their own charge. No reimbursement of costs is offered.

The organising team will take care to inform duly selected participants on possible agreed discounted rates for accommodation, as well as available airline offers.

SMEs participating in the EU – South MED Matchmaking Event will not have to pay fees to attend the exhibitions at [Egypt Infrastructure & Water Expo](#) and [Big 5 Construct Egypt](#)

FINAL REMARKS

For further information about cluster cooperation and assistance, please visit the [ECCP Website](#).

Should you have any queries, do not hesitate to contact the ECCP team at eumatchmaking@clustercollaboration.eu.

Your personal data is processed in accordance with **Regulation (EU) No 2018/1725** on the protection of individuals regarding the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data.