Report

Participation in SIA Conference

March 13-17, 2017, Morocco

Designed by "Support to SME Development in Armenia," (SMEDA) Project
During the visit Armenian Delegation (2 representatives from MEDI and 1 from Alliance FEZ) accompanied with 2 SMEDA employees participated in the 2-day International Conference on Sustainable Industrial Areas, visited an Industrial Park, Free Zone and had several official and non-official meetings with key speakers.

The participants had a chance to network with the representatives of various industrial areas and zones from 12 countries and get familiar with the approaches how other zones were established, what challenges they faced in that process, other experiences and trends in sustainably managing industrial areas and zones and etc.
Day 1 – 13.03.17

One day before the official opening of the Conference the participants visited the Industrial Park of Ouled-Salah, Casablanca.

The objective of the visit was to inquire about:
✓ the overall process of setting up the park
✓ the management model
✓ the services offered to companies
Day 2 & 3 – 15-16.03.17

The format of the Conference:
✓ Interactive sessions
✓ Expert inputs
✓ Exchange
✓ Presentations

Presented Topics:
• Resource Efficiency in Industry: Experiences & Perspectives from the Moroccan-German Technical Cooperation
• Perspectives and Roles of the Private Sector regarding Sustainability and Climate Change
• Experiences of German Industrial Areas with Risk Management and other International Experiences
• Moroccan Experiences and Trends in Sustainably Managing Industrial Areas
• etc.

More info about the Conference: www.siaconference2017.com
Day 4 – 16.03.17

On the 4th day we visited Tanger FZ and had a meeting with Sara Maatouk, who is the responsible for Marketing Department of TANGER MED ZONES (Group TMSA). Tanger FZ today has more than 600 active companies representing a yearly export turnover of 4 billion EUR.

Discussed Topics:
✓ How was the concept of zone developed and became reality
✓ The main directions of their activities
✓ Their future plans and tendencies of development
✓ Registration process of companies, outsourcing activities, operational issues

More info about the Tanger FZ: www.tangermedzones.com
Returning from Tanger we had the last working meeting with Dr. Michael Weber, who is the Managing Consultant at Weber Sites Consulting GmbH and has long-term experience in managing industrial parks in Germany and internationally.

During the meeting several key questions were discussed, such as:

✓ **The main benefits for a country from both Industrial areas and FEZ**
✓ **Importance of government presence in managing an economic cluster**
✓ **What should be in mind designing new FEZ (Syunik)**
✓ **Typical risks in Industrial areas**
✓ **Etc.**
At the final day we had internal working session, during which:

1. The essential information/ideas gathered during the visit were summarised, such as:
   - Market research and Feasibility study should be done to justify IA/FEZ creation and operation
   - Importance of Social, Economic and Environment sustainability
   - To succeed you have to have good management and infrastructure
   - Efficiency first, RE second
   - Guideline developed from India could be good basis for strategy development: [https://goo.gl/eru6EO](https://goo.gl/eru6EO)

2. The next steps were planned:

   **Working Group Session in Mid-April**
Support to SME Development in Armenia
Private Sector Development Programme South Caucasus
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