

**ONLINE PRESENTATION DAY OF THE RESULTS OF THE 2ND CALL FOR
PROJECTS**

INTERREG MAC TERRITORIAL COOPERATION PROGRAMME 2014-2020

Axis 2: Improving the competitiveness of enterprises

23 April 2024, Zoom
Time: 10:00h to 12:30h (Canary Islands/Lisbon time)

AGENDA

09:50-10:00h. Connection of the meeting attendees by Zoom.

10:00h. Opening of the day.

Celia Alberto Pérez, Director General for European Affairs of the Government of the Canary Islands and Managing Authority of the Interreg MAC programme.

Presentation of projects.

Irene Ruiz, Coordinator of the Interreg MAC Joint Secretariat.

10:15h. Results of the projects:

Axis 2: Improving the competitiveness of enterprises.

Priority 3.d: Supporting the capacity of enterprises to grow in regional, national and international markets and innovation processes.

10:15-11:00h:

❖ **Competitiveness of companies in the Blue Economy:**

4p0rt: Transition of port entities and companies in the MAC cooperation area towards Industry 4.0 and Smart Ports.

Canary Islands Ports Foundation of Las Palmas.

BLUE-TEC: Creation of an innovative model of business cooperation and smart growth to generate greater added value and improve the commercial offer of the nautical and port sector in Macaronesia.

Public business entity Puertos Canarios.

SMARTBLUEF: Consolidation of the Central Atlantic Alliance for SME competitiveness in the blue economy.

Canary Islands Maritime Cluster.

❖ **Competitiveness of companies in the commerce and tourism sectors:**

AGRO_FEM: Commercialisation and enhancement of agricultural products from the Canary Islands and Senegal through the empowerment of women in the cooperatives of each region and the exchange of experiences.
University of La Laguna.

CUSTOMS: Trade facilitation system to increase trade in the area of cooperation and the area of cooperation with the outside world.
Sociedad Canaria de Fomento Económico.

DATALAB: Improving the competitiveness of companies in the tourism and technology sector in the collaborative space by defining, developing and implementing a strategy based on big data.
Society for the Economic Promotion of Gran Canaria.

MERCAMARKT: Improving the competitiveness of agricultural and craft markets in the MAC Cooperation Area.
Teguise Town Council.

11:00h-11:15h: Break.

11:15-12:00h:

❖ **Internationalisation of companies through training, promotion and innovation:**

AFRIMAC 2: Capitalisation of the programme for business, technological, entrepreneurial and innovative exchange in areas of high economic impact between the Canary Islands and West Africa.
Cabildo de Fuerteventura.

CITY+: Consolidation of the Network of World Heritage Cities of Macaronesia.
Federation of Urban Areas of the Canary Islands.

ConfíÁfri2: Supporting social entrepreneurship and improving its competitiveness in the Macaronesian area.
Provincial Federation of Metal SMEs and New Technologies (FEMEPA)

DigiMac2020: Programme for the promotion of SMEs from Macaronesian regions in international digital markets.
Canary Islands University Foundation of Las Palmas.

FiiHUB: Creation and implementation of the first digital innovation hub of the internet of the future for the technological acceleration of SMEs in Macaronesia.

Cabildo de La Palma.

MODAMAC: Business cooperation for foreign market access and investment attraction of the fashion and clothing industry in the Macaronesian region.

Cabildo de Gran Canaria.

SMART-ECO: Smart Territories for the improvement of the digital competitiveness of companies and entrepreneurs in the MAC Space.

Adeje Town Hall.

12:00-12:30: Comments and discussion.

12:30: Closing of the day.

LINK EVENT:

Interreg MAC 14-20: Axis 2 Results Presentation Day (second call)
23 April 2024 10:00h Lisbon/Canary Islands/Madeira

<https://zoom.us/j/96614992318?pwd=NXpyYkQvTjBWR1FocXR1Z0lxeDhTUT09>

Meeting ID: 966 1499 2318

Access code: 367753