

“AFRIMAC is a territorial cooperation project which unites people and organisations from various countries with different languages and cultures to create and develop business initiatives through constant communication.”



DESCRIPTION

Helping businesses in the Canary Islands and West Africa to become more competitive on a regional, national and even international stage was at the heart of the AFRIMAC project. Small and medium-sized businesses across the Canary Islands, Madeira, the Azores, Senegal, Mauritania and Cape Verde were supported to implement the necessary conditions for their success. Special attention was paid to improving innovation processes and regular training on cooperation.

The AFRIMAC project also saw a two-week exchange between female entrepreneurs from Senegal and Fuerteventura. Organised through the AFRIMAC Tech Woman initiative, it aimed to proactively increase female representation across technological, economic and entrepreneurial activities. Promoting a greater participation of women in decision-making processes was just one of the key areas identified as crucial to the continued competitiveness of the region's businesses.

GEOGRAPHICAL COVERAGE

Canary Islands (Spain), Madeira (Portugal), Azores (Portugal), Senegal, Mauritania and Cape Verde.

PROGRAMME

Interreg Madeira - Açores - Canarias (MAC)

TOTAL BUDGET

€ 529,408.53

EU FUNDING

€ 449,997.25

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