



General Call for Expressions of Interest in MENA

Market Intelligence Mapping of EU Private Sector engagement in North Africa and the Middle East.

#GlobalGateway #PactfortheMediterranean #OneSeaOnePactOneFuture

December 2025

Summary:

The European Commission, Directorate-General for the Middle East, North Africa and Gulf (DG MENA) is launching an open call to engage with the EU private sector that has an economic interest in North Africa and the Middle East countries, in the framework of the Global Gateway Strategy and the Pact for the Mediterranean.

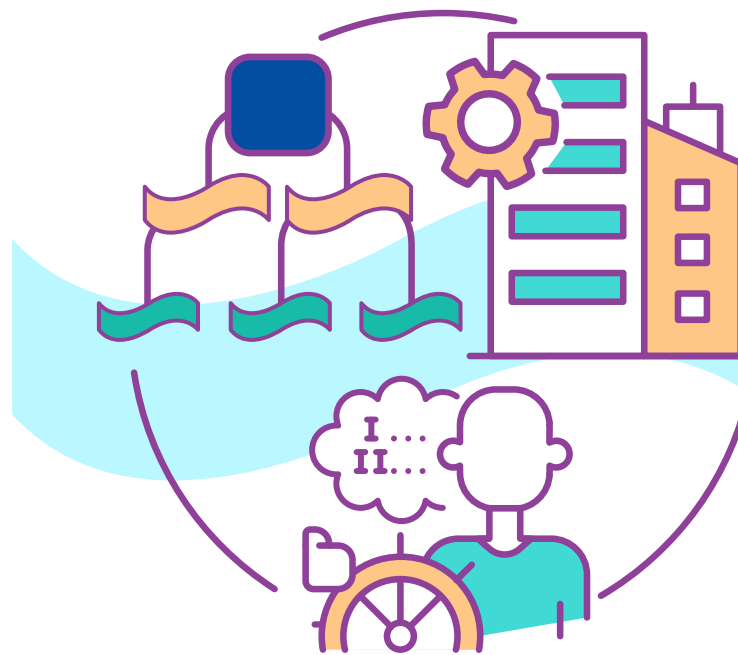
The call will allow DG MENA to gather market intelligence and identifying potential areas for future support and collaboration. It's a first step in building an assessment of the main interests, opportunities, sectoral trends, and necessary enabling business and investment reforms in North Africa and the Middle East, in order to increase EU private sector presence and investments, and for better mobilising EU support to achieve this.

There is no associated selection process or funding attached to it. Therefore, participation in this call does not constitute any form of partnership, joint venture or other legal relationship between the proposer and the EC.

What DG MENA will use the call for:

The information submitted by companies will also allow DG MENA to:

- ✓ Map the degree and category of interest from the EU in MENA countries, as well as the challenges and constraints faced.
- ✓ Advance enabling reforms through regular policy dialogue with partner countries, and to better define the approach to strategic procurement under EU programmes and with International Financing Institutions.
- ✓ Serve as a basis for dialogue between DG MENA and the EU private sector in future consultations. Applicants would be included in a communication list which could be used for this purpose.
- ✓ Identify support needs from the EU private sector which can help shape future assistance programmes.
- ✓ While the main objective of the call is to gather market intelligence, it will also serve as a one-stop communication entry point for the EU private sector and DG MENA.
- ✓ Potentially identify actions where DG MENA could play a role in supporting, provided they are fully in line with EU priorities and there are relevant instruments available.



What it is not:

- ✗ a direct financing vehicle or competitive call for proposals with associated financing. While indirect support may eventually be received in certain cases, this will not be the objective of the call.
- ✗ a trade financing mechanism. While companies are invited to share their interest in trade-related and commercial activities in the MENA region, and the challenges faced, this call will not provide trade-related assistance. EU companies interested in this type of information should contact their respective national trade-support institutions. More information on these is available in the Business opportunities MENA website.

Categories of interest and support:

Participants are requested to **categorize the nature of their interest** according to the following classification and encouraged to be concrete

- Specific investment or proposal seeking additional funding sources.
- Specific investment or project proposal seeking non-financial support (i.e. technical assistance, or institutional support to a specific initiative.)
- EU company participating in a non-EU financed procurement tender.
- General interest in increasing private sector activities in the MENA region.

Targeted Priority Sectors:

The priority areas targeted by this open-ended general Call are based on the strategic priorities of the **Pact of the Mediterranean** and the **Global Gateway's key areas of partnership**:



Digital sector:

including integration into the global digital ecosystem, digital transformation to drive sustainable development and strengthen social and economic benefits, a stable and secure cybersecurity grounded in democratic values.



Climate and energy:

including investments that foster clean energy, notably green technology exchanges that reinforces energy security, inter-connection with the EU and the region.



Transport:

including infrastructure investments that create sustainable, smart, resilient, inclusive and safe networks in all modes of transport – like the integration of the African and European multimodal transport networks and secure EU- North Africa transport corridors.



Health:

including investments to strengthen healthcare capacities, including the security of pharmaceutical supply chains and the development of local manufacturing, and in infrastructure and the regulatory environment for the local production of medicine and medical technologies.



Education and Research:

including investments to foster quality education, paying attention to the inclusion of vulnerable groups, including digital education and to strengthen cooperation on research and innovation.



Other:

other sectors not listed above, for example; agri-business, logistics, waste management, critical raw materials, construction, etc...

Eligibility criteria to submit expression of interest:

- Eligible participants shall be private enterprises, joint ventures or consortium of companies based in the EU/EEA, and possessing a valid VAT registration number. If referring to a concrete project or investment conducted by a consortium, the consortium leader must be based in the EU or EEA.

To express interest and for further information, please use the following QR code to access the Publication Notice of the Call, and the EU Survey application to submit your interest.

