

# Tunisian Days in Berlin

## TUNISIAN ECONOMIC DAY

Organized by the Embassy of the Republic of Tunisia in Berlin and the German-Arab Friendship Association (DAFG)

# BUSINESS OPPORTUNITIES IN TUNISIA

Presented by Ms. Saida KAHOUli

Director Germany, Invest In Tunisia Agency « FIPA

*June 23, 2022*

# SUMMARY

- 01 FDI Landscape in **Tunisia**: Key Figures
- 02 Major Assets of Tunisia
- 03 Business Opportunities in Tunisia
- 04 Invest in Tunisia Agency Missions

# FDI Landscape in **Tunisia**: Key Figures

**+ 3 700**  
Foreign Companies

**29 479 MTND**

**+ 416 000 jobs**

*Source: FIPA-Tunisia  
1 TND = 0,34 Dollars ( March 2022)*

**284 German companies**

80 % are wholly exporting

**57 companies** are in Mechanical,  
Electrical and Electronic Industry

**+ 1 800,0 MTND**

**+ 77 000 Jobs**



**TUNISIA** has the competitiveness to attract more Foreign Investment. It recorded:

**In 2020**

**517** Investment Operations, creating more than **9500** Direct Jobs.

**At the End of September 2021 :**

**452**  
Investment  
Operations

**960,8 MD**  
Investment  
Amount

**8904**  
New Jobs

Source: FIPA-Tunisia  
1 TND = 0,31 Euros (December 2021)



**35 Investment Projects  
+ 3000 Jobs**

*At the End of September 2021*





# TOP 10 of Leading issuing Countries of FDIs in 2021

- 1- FRANCE (439,4 MTND)
- 2- ITALY (175,4 MTND)
- 3- GERMANY (80,1 MTND)
- 4- SPAIN (79,0 MTND)
- 5- JORDAN (78,9 MTND)
- 6- JAPAN (71,6 MTND)
- 7- USA (52,1 MTND)
- 8- BULGARIA (34,4 MTND)
- 9- SWITZERLAND (33,6 MTND)
- 10- PORTUGAL (33,5 MTND)

*Source: FIPA-Tunisia*



## International Actors operating in TUNISIA



INVEST IN TUNISIA

[www.investintunisia.tn](http://www.investintunisia.tn)

FIPA- Tunisia

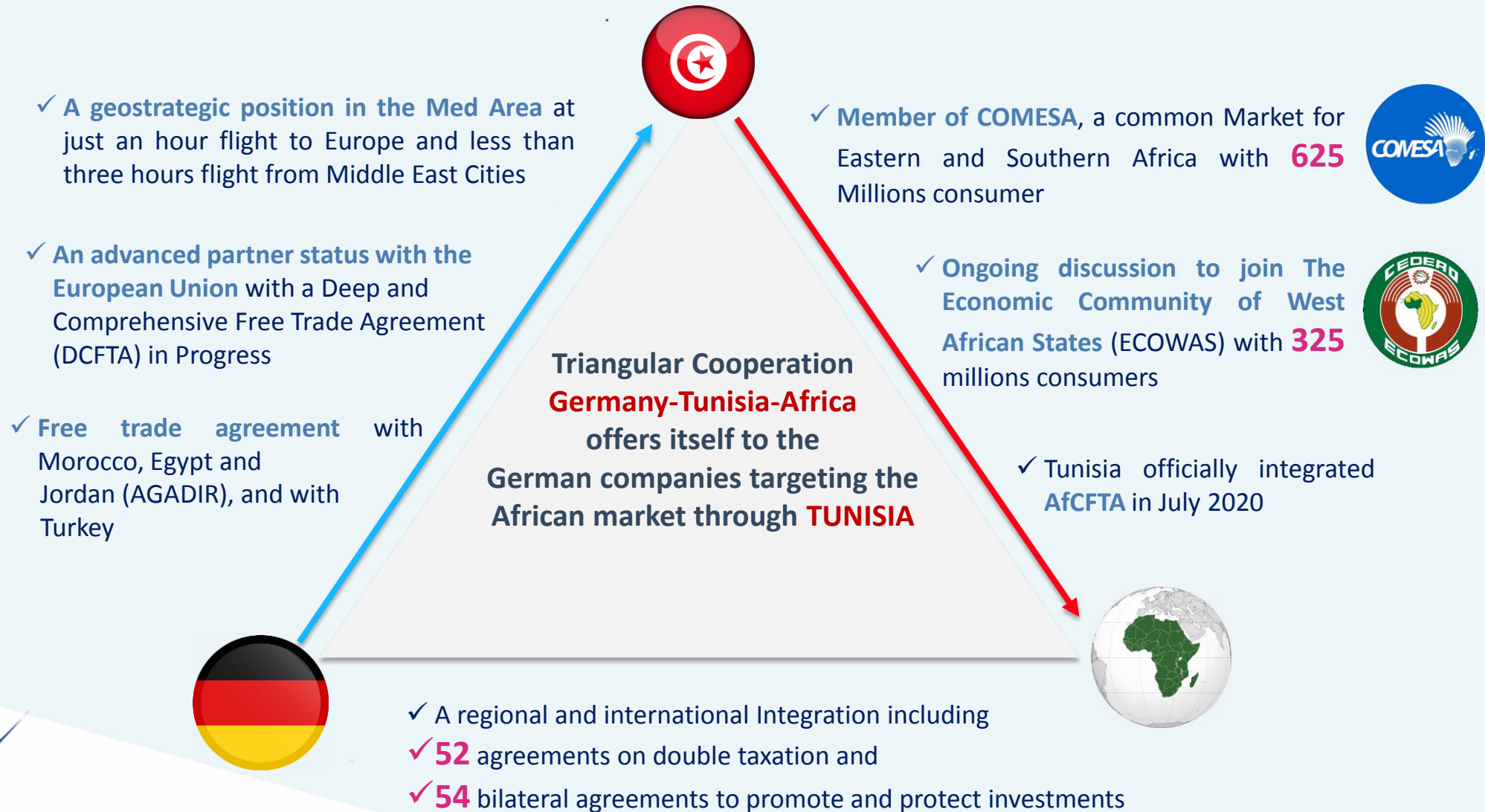


INVEST IN TUNISIA

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# TUNISIA: The Access Point to the African Market





## Pool of International Level Talents ...

**+ 65 000** new graduates per year

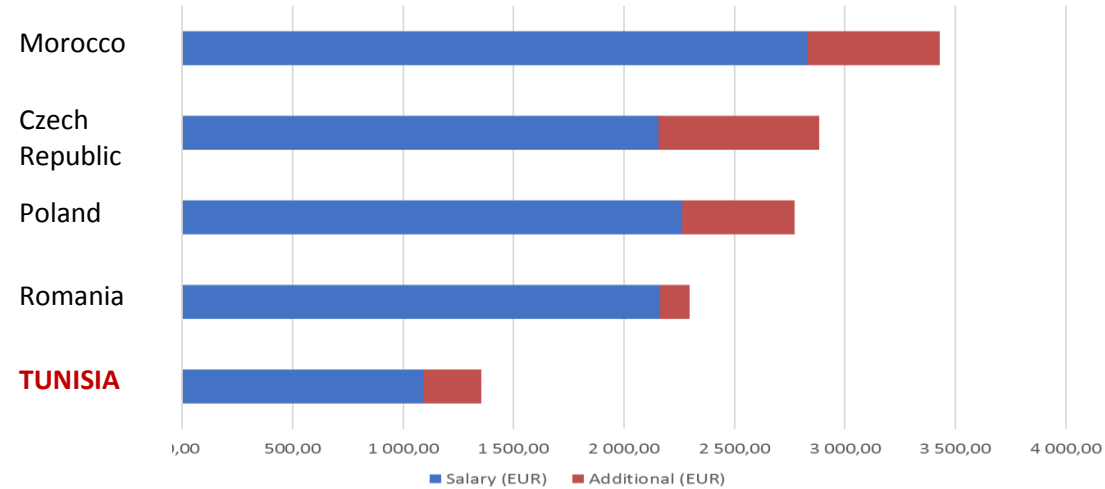
About **1 200** vocational training institutions in more than **370** specialties

**“ The greatest concentration of researchers among Arab and African countries ”**

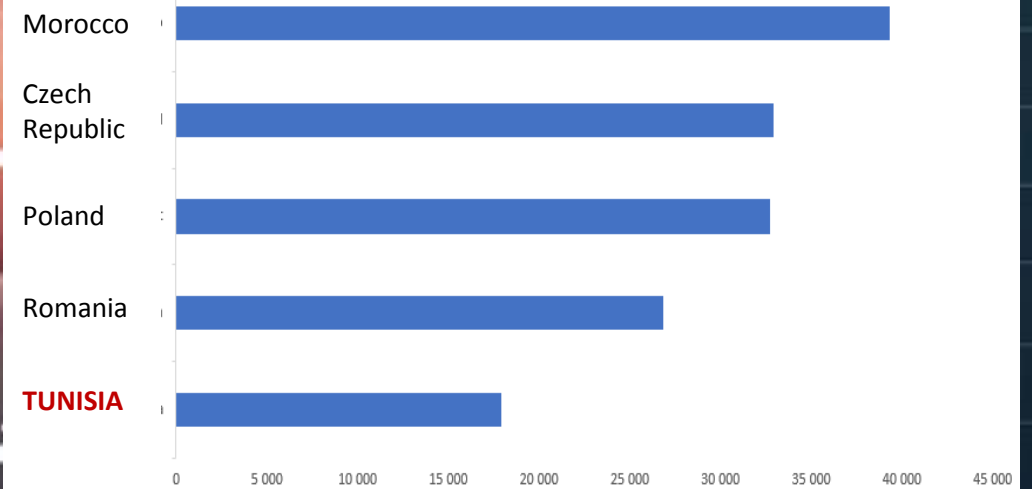
*Source: Bloomberg Innovation Index, 2019*

## ... With Competitive Costs...

Software Development Engineer (unit costs USD)



R&D Team Leader (unit costs USD)



Source : fDi Benchmark 2020



# Infrastructure to International Standards



**04 ICT**  
ORIENTED TECHNOPOLES



**19 CYBERPARKS** DEDICATED  
TO INNOVATIVE START-UPS



**10 COMPETITIVENESS**  
CLUSTERS



**910GB/S**  
BANDWIDTH CAPACITY



**CLASS A SPACES**  
**AND OFFICES**



**THE DOT**  
PLATFORM FOR THE  
INNOVATION ECOSYSTEM

# Infrastructure to International Standards

- **10 competitiveness clusters and 4 IT-oriented technoparks** spread over the Tunisian territory and focusing on the promising sectors of the Tunisian economy
- **19 regional cyber parks** support new entrepreneurs during the incubation phase of business projects



- One of the largest technology parks in Africa
- A surface area of 155 hectares
- Over 100 national and foreign ICT companies



- A surface area of 10.5 hectares
- A R&D center
- An integrated space intended to host activities of:
  - academic and research training
  - innovation and technology transfer
  - production and development



- A surface area of 60 hectares
- Over 65 companies
- The technopole brings together 3 laboratories:
  - Microelectronic systems
  - Advanced materials and nanophysics materials
  - Microsystems of physical chemical and biological weapons





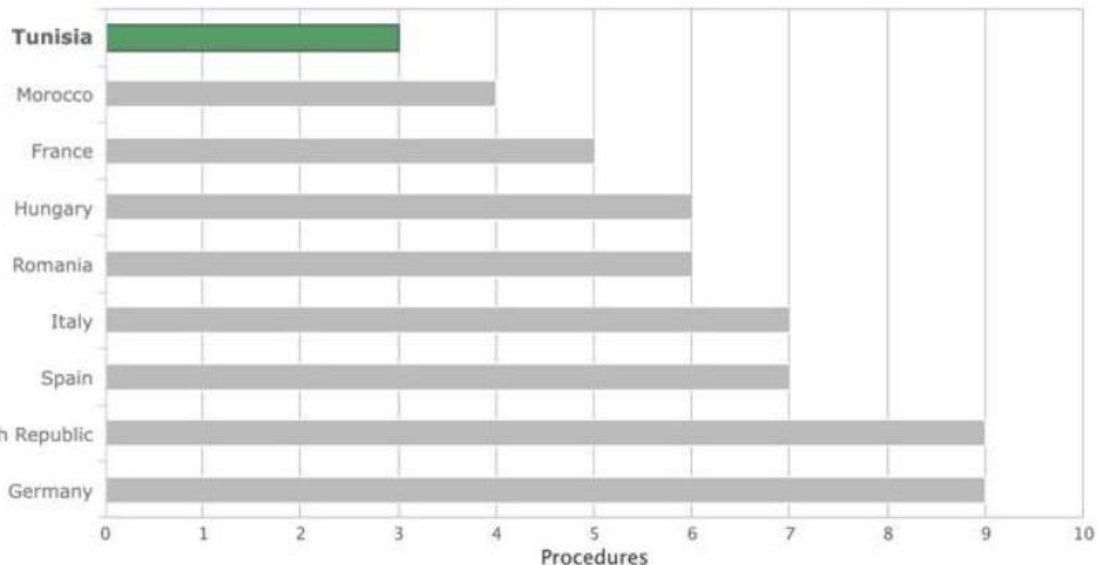
# A Friendly Business Environment

## New Investment Law (2016) which guarantees:

- Freedom of **investment** in the majority of sectors
- Freedom to **transfer** profits and capital gains
- Simplified **procedures** of implementation
- Intellectual property's **protection**
- Ease to **import and export** with simplified customs procedures

## Number of Procedures required to register a firm

Source: World Bank Doing Business (FDI Benchmark 2021)



## With substantial incentives, mainly:

- Investment grant for **18 priority sectors** and for investment in **regional development areas** : % of the approved investment cost
- Investment grant based on **job creation** for 18 priority sectors and for investment in **regional development areas**: Social contribution
- **Investment grant** (1/3 of investment cost) & **exemption from corporation tax** (10 years) for Projects of National Interest
- Grant for **employee training** expenditures leading to certification of skills
- Hiring **foreign managerial staff** within a limit of 30% of the total number of managerial staff.



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# MEE Industries in TUNISIA: Key Figures

**+ 1000 Companies**

**+ 600 companies** with  
foreign participation

**+ 440**  
Totally Exporting Companies

**+ 1,370** million TND in Foreign  
Direct Investments in **EEI**

**1<sup>st</sup>** Exporting Sector

**7<sup>th</sup>** supplier of EU  
for Electrical Machinery

**TOP 3** Producer of Automotive  
Components in Africa

# TUNISIA, A Reference Site for Automotive Components

The actors of the Tunisian automotive industry are engaged in Fundamental Transformation

## Electric Mobility

Telematics



Connected antennas



Firmware over the Air



## Connected Mobility

Wiring  
Audi Q6 E-TRON



Electric motors modules



E-Mobility





# TUNISIA, Confirmed IT Destination

- ✓ 4.4 Billions € of ICT turnover
- ✓ 10% Average annual growth rate ICT
- ✓ + 2200 companies
- ✓ 52% Share of innovative exporting companies
- ✓ 40 000 Direct jobs

# The Tunisian digital industry is fully engaged in emerging technologies

A.I	    
IoT	     
AR/VR	   
Blockchain	   



# **TUNISIA** is ranked **1<sup>st</sup>** in Africa as an Exporter of Organic Products



**1<sup>st</sup>** Country with  
recognition of the BIO  
EU equivalence

**80%**  
Share of Tunisian BIO  
production for export

**370K ha**  
Organic surfaces in  
Tunisia

**95% Potential for  
converting hectares of  
olive groves into  
organic farming**

**+ 1 080**  
Companies  
**+120 Foreign Participation**

**+75 000**  
Direct jobs

# Strength of the Sector

**A synergy between Research centers and companies**

**Competitive labour costs**

**Specific investment incentive scheme**

**Diversified and cross-sector investment incentive system for all domains of the economy**

## Promising Niches

- Organic Products
- Packaging and Olive Oil Bottling
- Packaging and semi-preserves of fruits and vegetables
- Processed seafood products and development of blue fish products
- Frozen Products
- Cooked and Semi-cooked Dishes
- Canned Products and semi-preserves
- Fish and shellfish Farming
- Dried tomatoes
- Essential Oils etc...





# Textile Sector in **TUNISIA** : Key Figures

**+ 1690 Companies**  
83% are totally exporting

**45%** are in partnership

**+ 175 000 jobs**

**+1200 Foreign  
Companies with  
+ 125 000 Jobs**

**Exports**

Nearly **6000** MTDN to export on  
average in a year

**Imports**

(Mainly related to Fabrics sourced  
from Italy, France, Turkey, China and  
Germany)

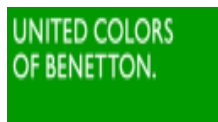
# Sector Advantages



Largest supplier of Europe



Supplier of France in this field



ZARA

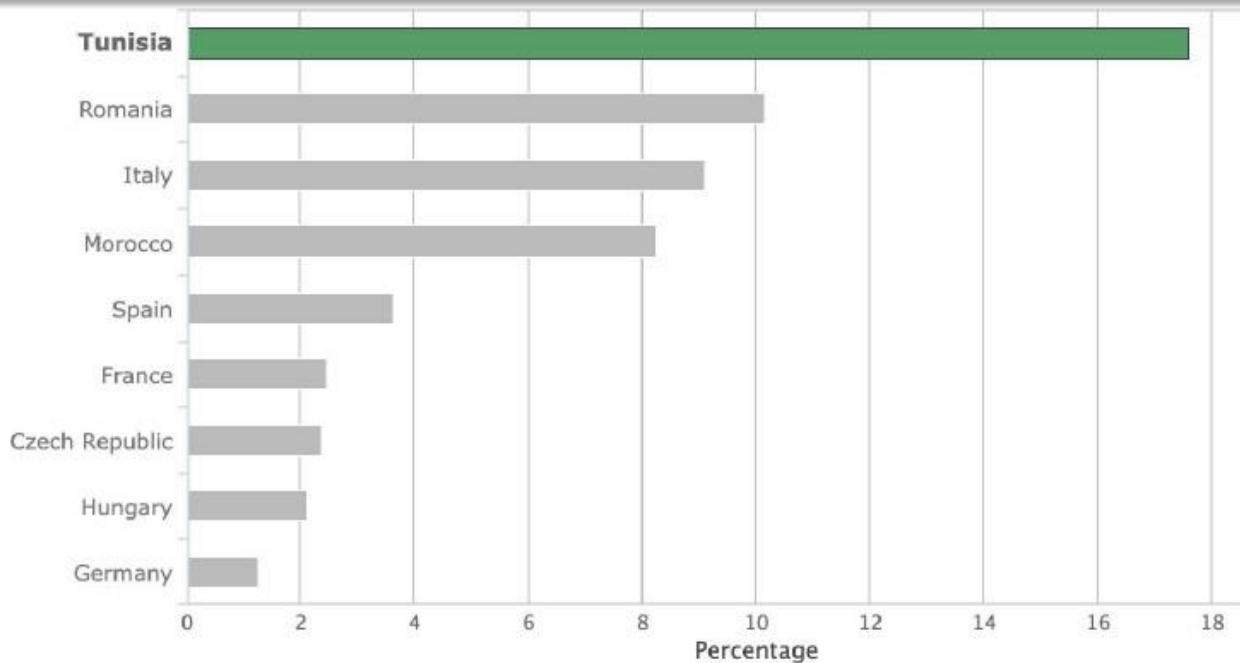


van Laack

GUESS

TED LAPIDUS  
PARIS

Textiles and Clothing(% of value added in manufacturing)  
Source: World Bank World Development Indicators (FDI Benchmark 2021)



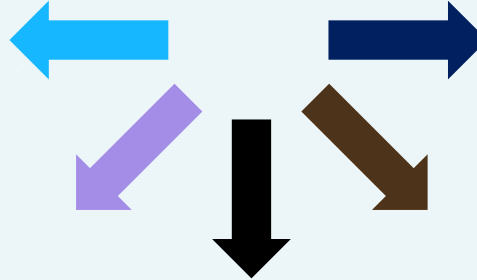
# Other Opportunities in High Value Activities

## PHARMACEUTICAL

- 164 Millions € of exports
- + 120 Companies (+ 33 in the production of medicines)
- + 5 000 graduates annually
- 18 training institutions dedicated to the sector needs

## RENEWABLE ENERGY

- Tunisia focuses its production on wind energy, solar energy, bioenergy, geothermal energy
- Represents **6.6%** of total electricity generation capacity in Tunisia;
- The share of RE in Tunisia is **3%**, and is expected to rise to **30%** by 2030



## MEDICAL TOURISM

Highly developed medical services in terms of medical skills and healthcare infrastructures with international standards

## INFRASTRUCTURE PROJECTS

- **+ 130** National Projects are underway across Tunisia (including 64 new road infrastructure projects)
- 1 deep water Port under construction

## AEROSPACE

- Contributes to almost **3.8%** of national GDP
- **+ 80** national and international companies operating across the entire value chain
- **+ 17,000** jobs created
- A Parc dedicated exclusively to the aeronautical industry at El Mghira

# TUNISIA .. A Pleasant Living Environment



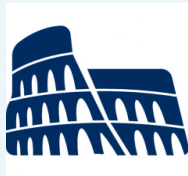
## Internationally **reputed educational** system

- 10 French education institution
- Access to Canadian, Britain, American, and Italian education systems



## Developed **healthcare services**

- 2<sup>nd</sup> African destination for medical tourism (after South Africa)
- 26 doctors for 1 000 inhabitant



## A unique **cultural heritage**

8 Tunisian sites recognized by UNESCO as a World Heritage Site



## Mediterranean **climate** and a diverse nature

- 250 sunny days per year
- More than 1 400 km of beaches and diverse landscapes
- Average temperature: 18,1°



## Emancipation of individual liberties

- 1st African and Arab country regarding press freedom and civil liberties
- 1st African and Muslim country regarding gender equality



## One of the **least expensive cost of living**

Tunis is the least expensive city in Africa and Mediterranean basin for expatriates



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# WE ASSIST YOU IN TUNISIA

27 YEARS

## INFORMATION

- ✓ On investment opportunities in Tunisia and the main reasons why Tunisia is such an attractive site for FDIs

## CONTACT

- ✓ Our approach is to present the most satisfactory Tunisian offer for companies seeking internationalization

## ADVICE

- ✓ On the appropriate conditions for the success of projects, regions of operation, investment plans, financing methods...

## ASSISTANCE

- ✓ To investors on exploratory visits to Tunisia and in the various phases of project implementation

## SUPPORT

- ✓ To improve the sustainability of the company through personalized monitoring





# TUNISIA, REFORMS AND COMPETITIVE VALUES



In partnership with WORLD BANK GROUP



23 | 24 JUNE 2022  
RAMADA PLAZA HOTEL, TUNIS

[www.tunisiainvestmentforum.tn](http://www.tunisiainvestmentforum.tn)



## THANK YOU!

## FOR YOUR ATTENTION



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