



MONASTIR

The Heart of the Country's Economy



March 2019

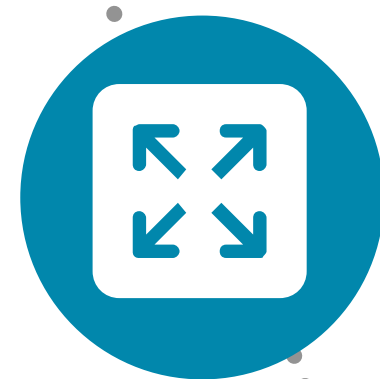
MONASTIR GOVERNORATE



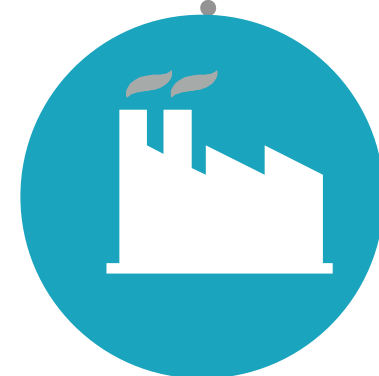
Localisation: in the East central region of Tunisia



Population: 542 068 (5% of the total Tunisian Population)



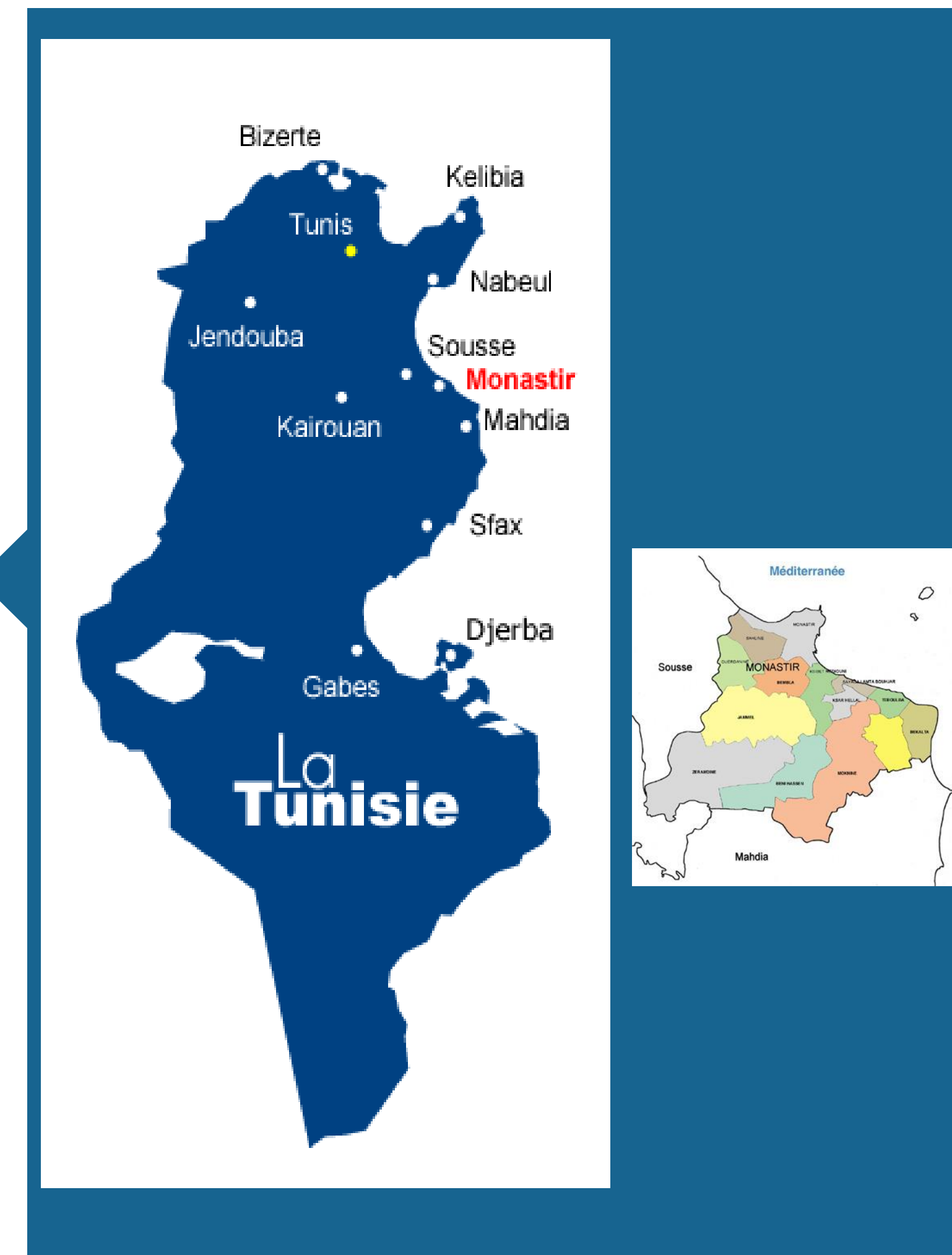
Area: 1033 km²



Number of industrial firms (+10 pax):
671 (62300 employees)



Unemployment rate: **6%**



WHY THIS GOVERNORATE?

**Monastir is
A Natural Choice for Companies and tourists**



**High Skilled
Human Resources.**



**A Touristic
Hub**



**A competitive
dynamic Industrial
Sectors**



**Diversified
Agriculture and
Bio-Agriculture**

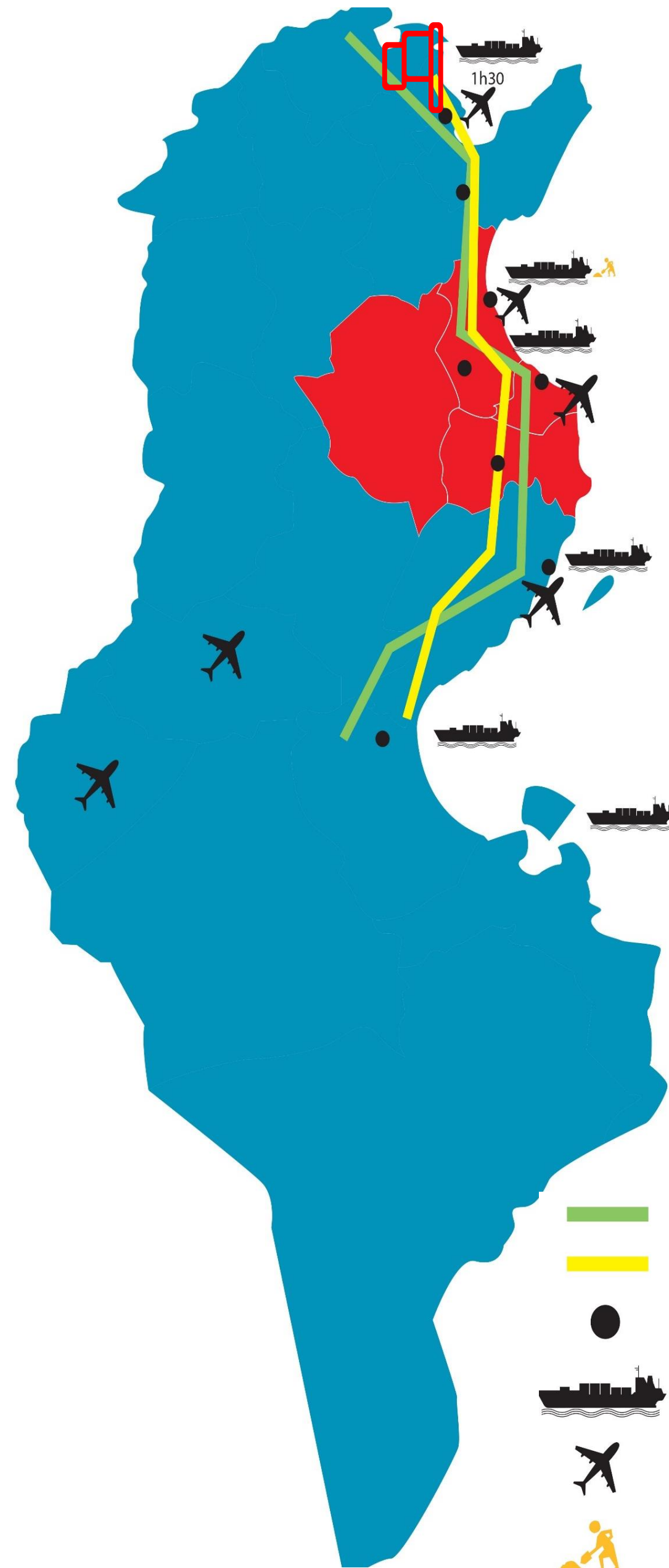


**A center for
Shared services,
ICT, and
Technology**



**Pleasant Living
Environment and
various Leisure
Activities**

Modern Infrastructure



AIRPORTS

2 airports:

- Monastir Habib Bourguiba international Airport
- Enfidha-Hammamet Airport (60 Km)

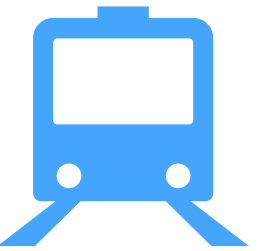


REGULAR FLIGHTS TO MAJOR EUROPEAN CAPITALS AND CITIES

Paris 02h30 - Frankfurt 02h30

Rome 01h30 - First express cargo flight (ennfidha)

METRO LINES



Connecting the most important coastal cities:
Sousse, Monastir and Mahdia



A1 HIGHWAY

Tunis - Sousse - Sfax - Gabes



A RAIL NETWORK

For the transport of goods and passengers between
Monastir - Tunis, Monastir - Gabes

A COMMERCIAL PORT IN SOUSSE (20KM) CONNECTED WITH CLOSEST PORTS:

- Genoa, Marseille-Fos
- Catania Barcelona, Tarragona
- Izmir



ENFIDHA DEEP WATER PORT (ONGOING PROJECT) 7400 ACRES:

- Port 2470 acres (1000 ha)
- Logistic Area 4942 acres (2000 ha)

High quality of life



Accommodation

One of the major Mediterranean Touristic hub

- Diversified and modern Touristic Infrastructure : 53 Hotels (25499 beds)
- Marina Leisure Port (300 rings)
- 16 Touristic Restaurants



Sports Activities

A wide range of sports activities

- Golf (02 courses with 18 holes each),
- Tennis,
- Gyms
- Horseback Riding
- Public Swimming pool





Excellent Health Care

01 University Hospital

02 Regional Hospitals

97 Health centers

06 Private polyclinics

130 Doctors offices

All Medical Specialties Covered



HIGH QUALITY OF LIFE

CULTURE

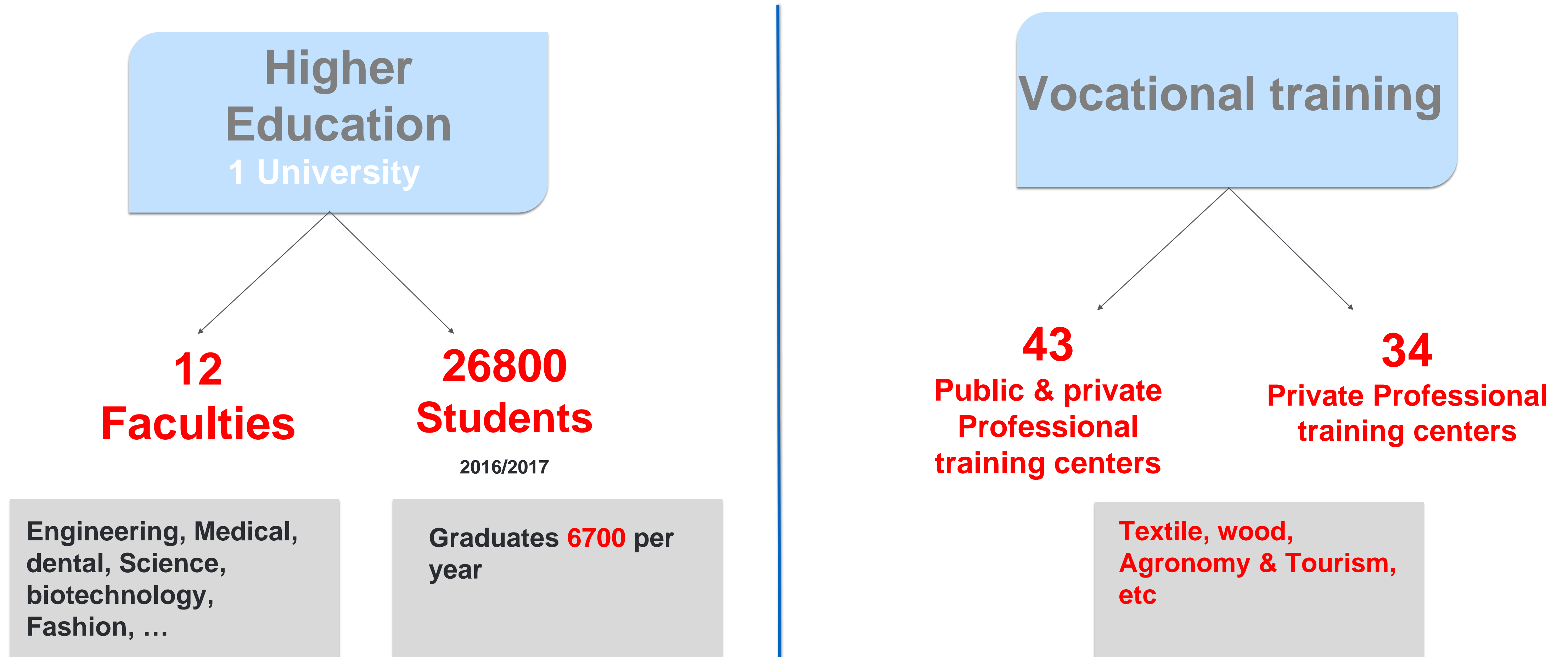
A Rich historical Heritage

- Ribat of Monastir
- 05 Museum
- 06 archaeological sites
- 23 Festivals

Many International Events



Dynamic Education Environment



Monastir Governorate

An Important Industrial and agricultural region



TEXTILE AND CLOTHING SECTOR

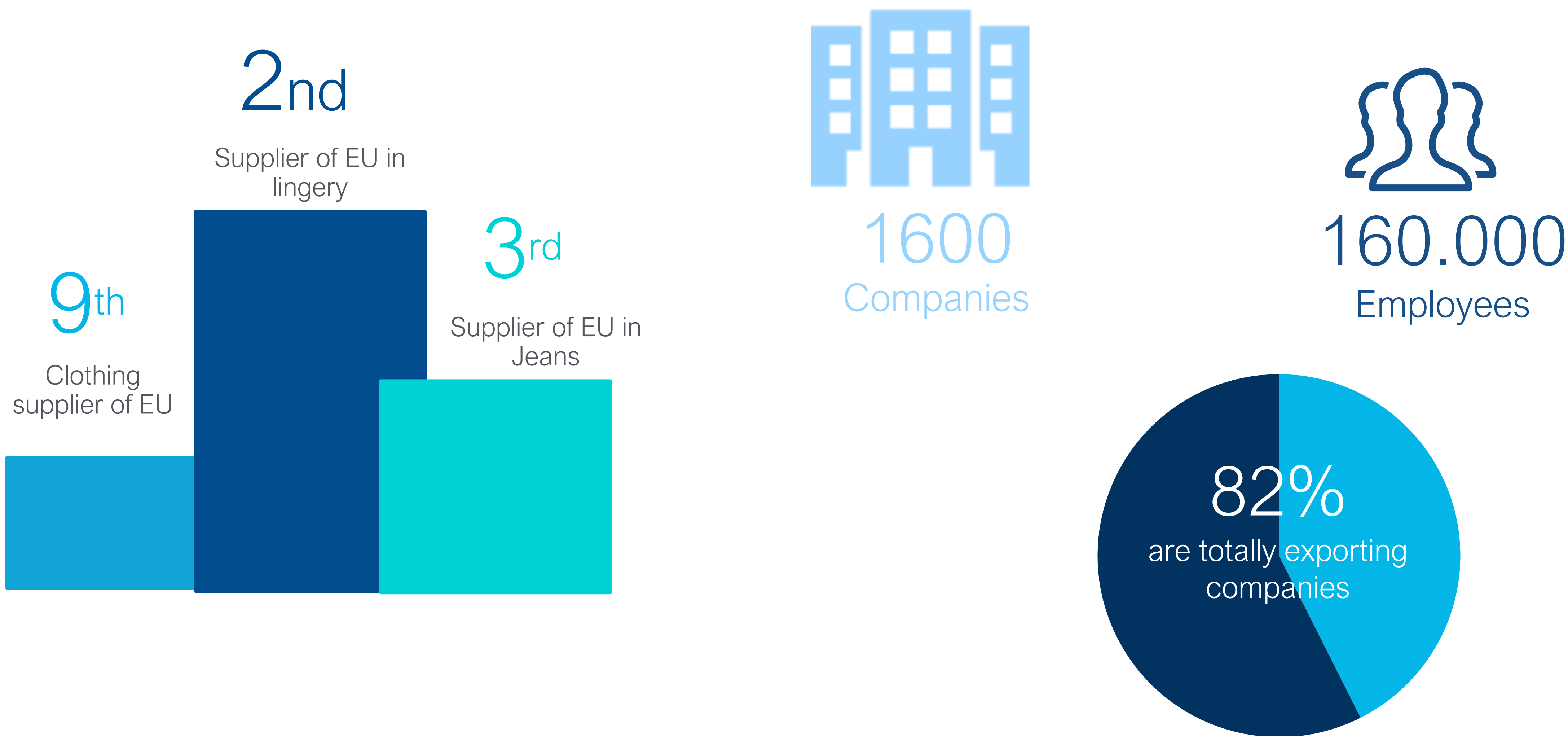


AGRICULTURAL SECTOR



TEXTILES AND CLOTHING

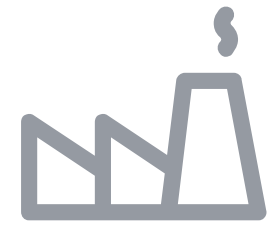
THE **TEXTILE & CLOTHING** is a TRADITIONAL INDUSTRY in Tunisia,
HIGHLY INTEGRATED WITHIN THE GLOBAL TEXTILE AND APPAREL
VALUE CHAIN





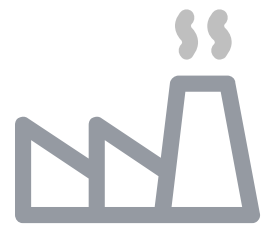
77%

of the total region's manufacturing companies (514)



91%

Totally exporting companies (472)



61%

of the total region's manufacturing companies are foreing or mix capital

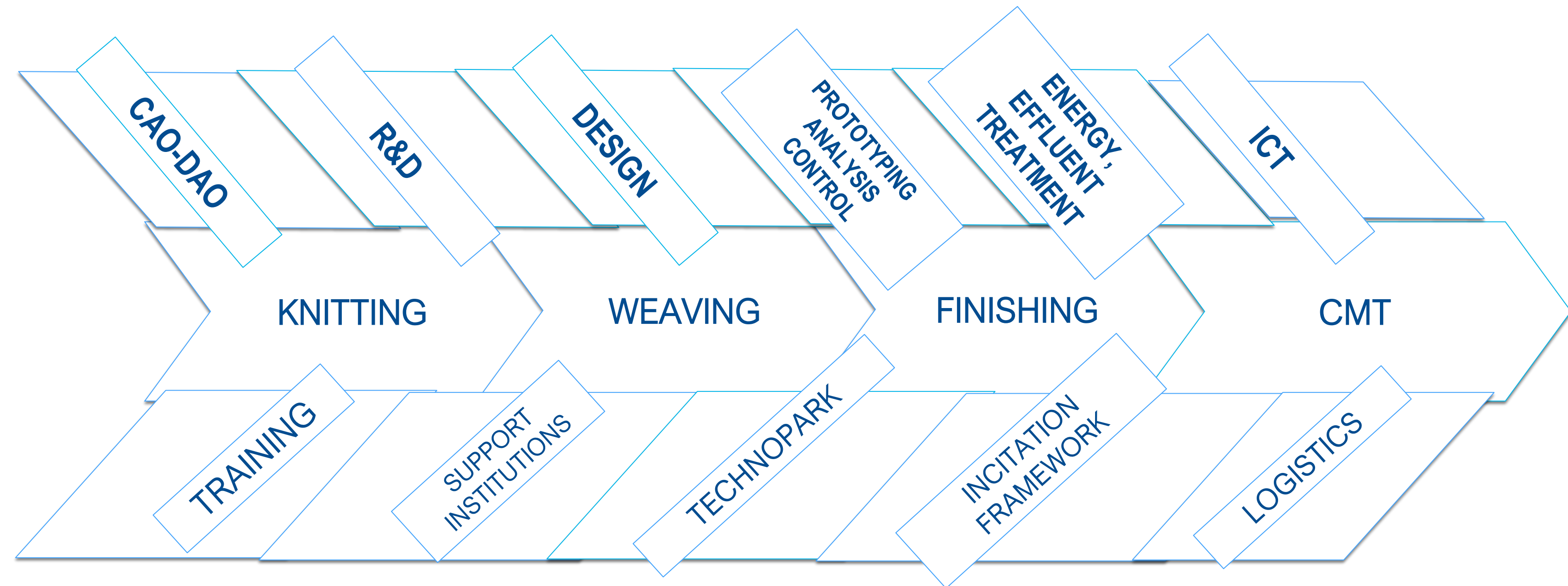


85%

of the total region employment (48400 employees)

TEXTILE & CLOTHING IN MONASTIR:

THE ECOSYSTEM & INVESTMENT OPPORTUNITIES



150 researchers
75 textile engineers/ year
120 high technicians/ year
180 fashion graduates/ year
250 vocational trainees/ year

18

Textile vocational centers

3

Academic and textile research faculty



Wrangler



ALLSAINTS



DIESEL



CALVIN KLEIN

TEXTILES AND CLOTHING:
INTERNATIONAL BRANDS
MANUFACTURED IN THE REGION



ESPRIT

UNITED COLORS
OF BENETTON.

GUESS



Pierre Cardin



MaxMara





absorba



TEXTILES AND CLOTHING INTERNATIONAL INVESTMENTS IN THE REGION



AGRICULTURE & FISH FARMING



Monastir is also an agricultural governorate

41% of national
production of baccara &
vegetables off season (136.000T)



Good production of olive oil



86% agricultural
areas

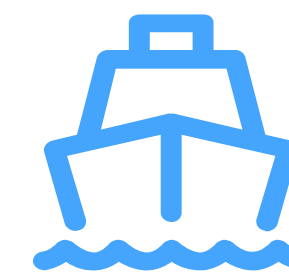


60% of national
production of farmed
Fish (10.000T)

35% of national Blue
Fish (17.400T)
Teboulba Port: 1000
Fish boats (02 TN)



05 Fishing ports



1276 Fish boats

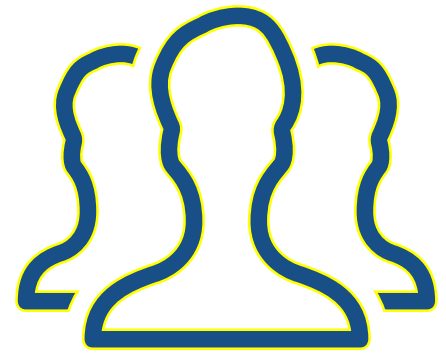


Littoral: 35 Km

HANDCRAFT MADE IN MONASTIR



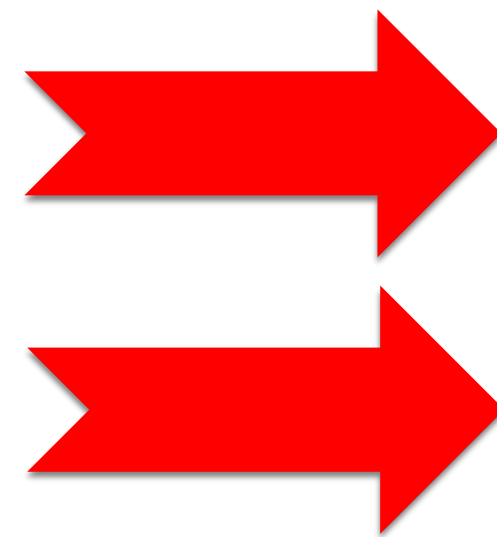
A Rich historical Heritage



15.000
craftmens



04 sectoral centers
+ 02 craft schools

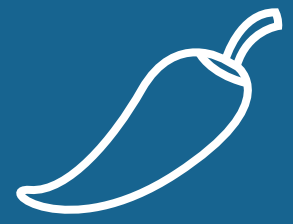


16% of national production

2120 M\$ exportation (2018)



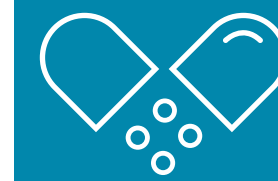
Other strategic sectors



Agrifood Industry

Agrifood Industry is one of the most developing

- Olive Oil
- Essential Oil
- Dried Tomatoes
- Canned Foods
- Tuna



Pharmaceutical Industry experiences a real

- Medicine,
- Cosmetic Para-Pharmaceutical Products
- Technical Plastic Products
- Automotive components & wiring
- Mechatronic



Location Investment

neotex MONASTIR TECHNOPARK

NEOTEX

- ✦ Textile Technopark of Monastir : 124 acres (50 ha)
- ✦ Textile Finishing & Dyeing Park : 124 acres (50 ha)
- ✦ Modular lots starting from 2000 m²(21527 ft²)
- ✦ Collective effluent treatment station (first step 6000 m³/day)
- ✦ 06 companies under location



NEOPARK

- ✦ Multi-sectoral industrial park : 272 acres (110 ha)
- ✦ Modular lots starting from 3000 m² (32300 ft²)
- ✦ 85 companies under location including 20 operational.





THANK YOU

HOPE SEE YOU SOON
IN

Monastir