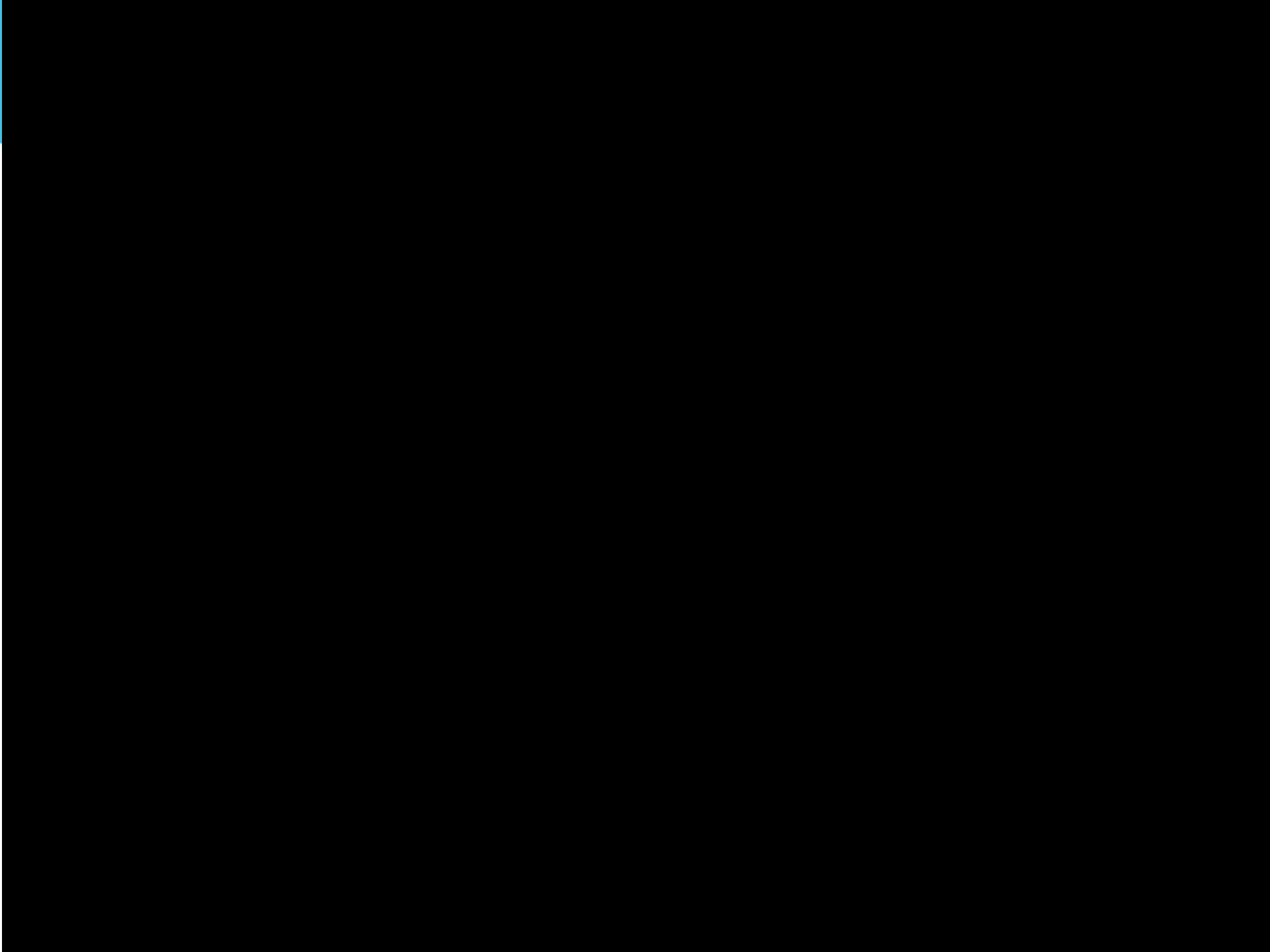




Embassy of Tunisia  
Athens

# NEW TUNISIA

## NEW ECONOMIC VISION





Embassy of Tunisia  
Athens

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## NEW ECONOMIC VISION

# 1. Tunisia in a Nutshell

TUNISIE



© InterCarto - 2004

FIFA  
TUNISIA

**Population:** 11.3 millions of inhabitants

**Capital city :** Tunis

**Official language :** Arabic, **Widely spoken languages:** French , English, Italian

**Currency:** TND, approx = 0.34 US\$, 0.30 euro **Time:** GMT + 1

**Climate:** Mediterranean ( 10 to 16 c in Winter, 30 to 40c in summer season)

**GDP:** 71,379.2 TND million **Growth:** 2.6%, 2018 expectation: 2.7%

**Income per capita:** 6,596.7 TND equivalent of 5,000 US\$ in purchasing power parity

## 2. TUNISIA: A strategic position



**Main Partner :** EU with 80% of imports and exports (France, Germany, Italy, Spain...)



### 3. Proximity and free access to major markets

AN ADVANCED PARTNER OF EUROPEAN UNION

Negotiations for the signature of a **Deep and Comprehensive Free Trade Agreement (DCFTA)** are underway to ensure the progressive integration of Tunisia into the EU internal market and the construction of a Common

**OPPORTUNITY** to access the African market which will reach 1.1 billion consumers by 2020.

Source: Boston Consulting Group, 2016

Tunisia is a member of COMESA (**Common Market for Eastern and Southern Africa**) since 2018 and an observer member of ECOWAS (**Economic Community of Western African States**)



- Land connections with immediate neighbors
- Free trade agreements with EU, Arab countries, Turkey
- Daily air connections to European capital cities
- Daily shipping links with the main European ports (Genova, Marseille...)

A new direct airline between Athens and Tunis to be launched by "Aegean" on June 2019



Free Trade Agreement with the UE

Arab-Mediterranean Free Trade Agreement AGADIR



Free Trade Agreement with Turkey



### 3. An open and welcoming country

**7 million Tourists per year**

**1<sup>st</sup> south Med country «là où il fait bon vivre » (according to Intliving Mag)**

**Awarded Nobel Prize in 2015 for its pacifist democratic transition.**

**Values of freedom, democracy and tolerance**





# TUNISIA

LEADER IN  
NORTH AFRICA

1<sup>st</sup> in terms of

**Innovative economy in Africa (43<sup>rd</sup>/80)**

Bloomberg Innovation Index" 2018

**North African in terms of "General  
Expertise" (59<sup>th</sup>/119)**

Global Talent Competitiveness Index 2018

**Press freedom and civil liberties**

**Gender Equality**

**Tunisia ranks 3<sup>rd</sup> country in the world in terms of Graduates in  
Science and Engineering (% of total tertiary graduates)**

SOURCE: Global Innovation Index 2017

# 5. A Developing Infrastructure



## TRANSPORT INFRASTRUCTURE

9 INTERNATIONAL AIRPORTS operating more than **2 000 weekly flights** serving about **50 foreign cities.**

7 COMMERCIAL PORTS and **one OIL TERMINAL** with a monthly frequency of **62 regular lines.**

RAIL NETWORK serving the country's main cities

A ROAD NETWORK of about **20 000 km of roads** and **more than 500 km of motorways**

A **deepwater port** project at Enfidha includes the creation of **1 500 meters** of platforms with a capacity of **18 000 containers..**

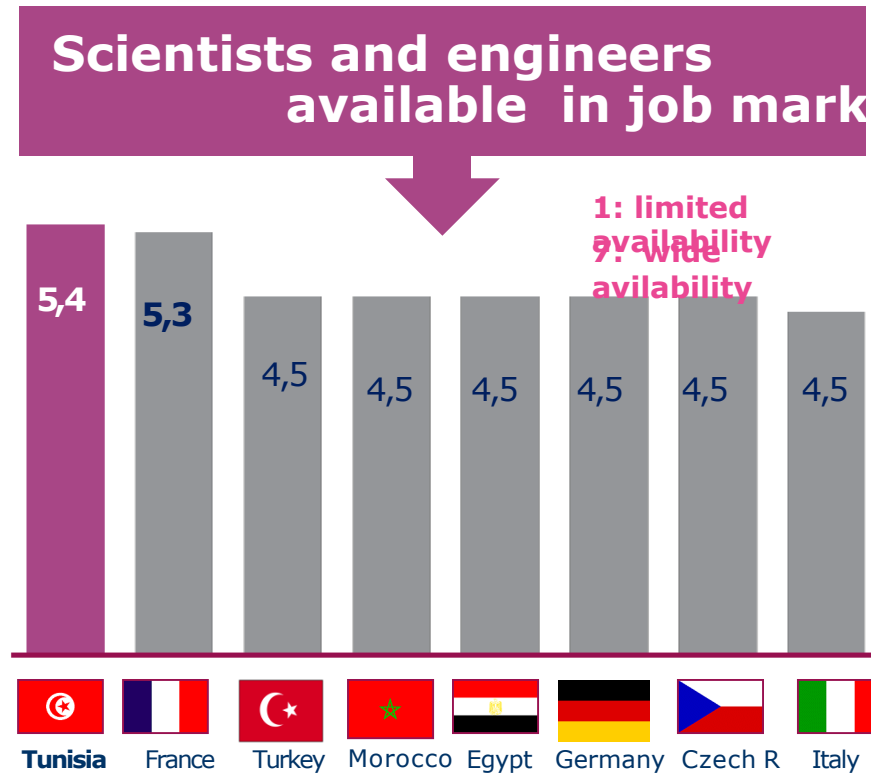
## TECHNOLOGICAL INFRASTRUCTURE

•**10 sector specific technoparks** spread over **several regions**

## 6. TUNISIA, A WEALTH OF SKILLS

65,000 new graduates /year

35% of new graduates in ICT



**SOURCE:** The Global Competitiveness Report 2015–2016 - World Economic Forum

# A European Know-How at Competitive Labour Costs

**Beginner Engineer (diploma recognized internationally): 700 euros**

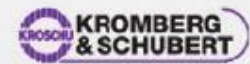
**Skilled worker: 200 euros**

**Senior Technician: 400 euros**

The ratio of labour costs in Tunisia is roughly 1 to 5 or 1 to 6 comparing to France or the UK



*...offer already  
recognized  
by worldwide  
references*



## 7. Reliable destination for FDI

FDI inward stock

**3 455 international companies**

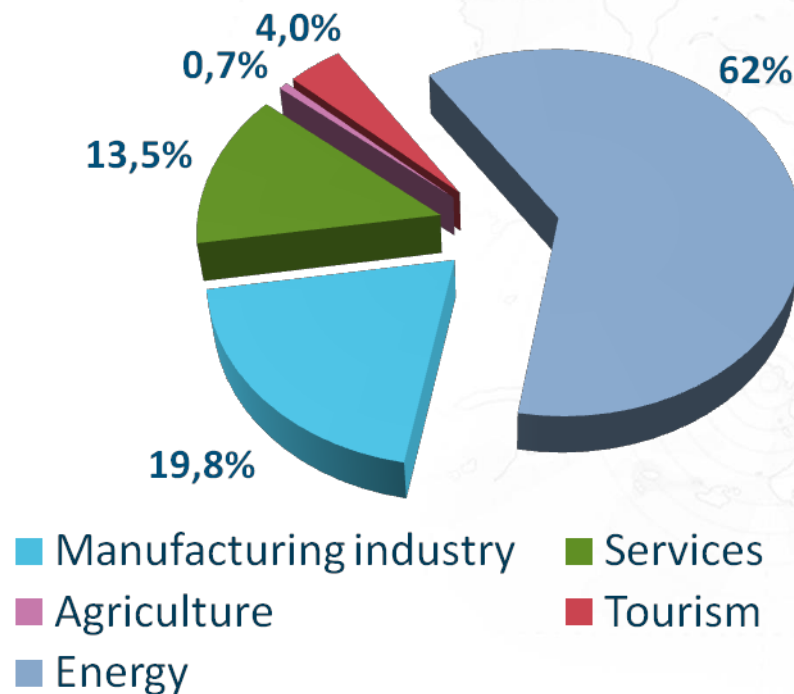
**65 countries**

**376 471 Skilled Jobs**

**400 new companies each year**

**France, Italy, Germany, Belgium**

Sectoral repartition of FDI



# A NEW INVESTMENT FRAMEWORK since 2017

## Advantages granted on the basis of:

The nature of activity (export)

Region of implantation (interior)

Added value

## The 3 FREEDOMS:

**Invest,  
Repatriate its capital,  
Transfer its profit**



# Tax and financial incentives:

**To note :** The exporting company pays 10% on the profits (to life).

**To note :** Total exemption from VAT and custom duties on inputs to products to be re-exported.

**To note:** Freedom of access to land ownership for the realization of investment.





# Investment Opportunities



**Aerospace Industries**



**Automotive components**



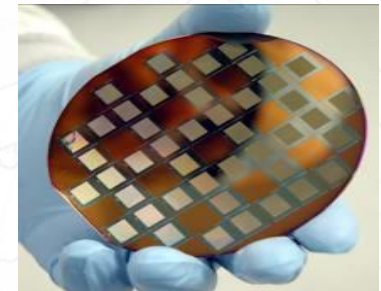
**Renewable Energies**



**Textiles & Clothing**



**Call Centres & BPO**



**ICT**



**Food processing industries**



**Electronics**



**Pharmaceutical**

# Aerospace industries

Together, we fly higher

More than 70 companies  
employing around 10 000 people

Mechanical

Electronics

Engineering

Cable Harnesses

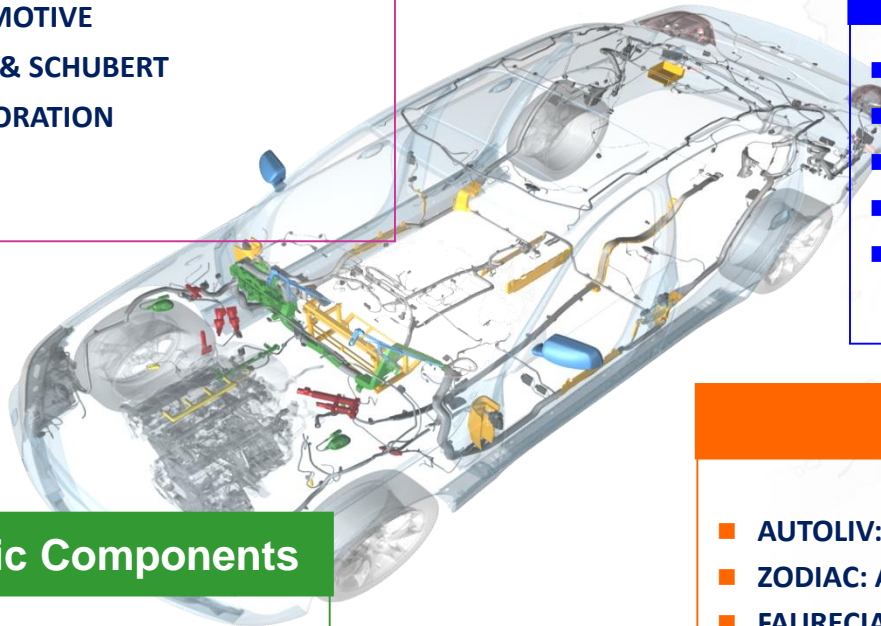
Plastic components



# Automotive components sector

## Wire Harnesses

- DRAXLMAIER
- LEONI
- YAZAKI
- LEAR AUTOMOTIVE
- KROMBERG & SCHUBERT
- YURA CORPORATION
- SUMITOMO
- COROPLAST



## Plastic Components

- PLASTIVALOIRE
- IMTEC
- NIEF PLASTIQUE
- MGI COUTIER

2<sup>nd</sup> producer of AUTOMOTIVE COMPONENTS In Africa

## Electronics

- MOLEX: Connectors
- FCI: Connectors
- FUBA: Printed Circuits
- ACTIELEC: Electronic Cards
- JOHNSON CONTROLS: Cockpit Indicators

## Others

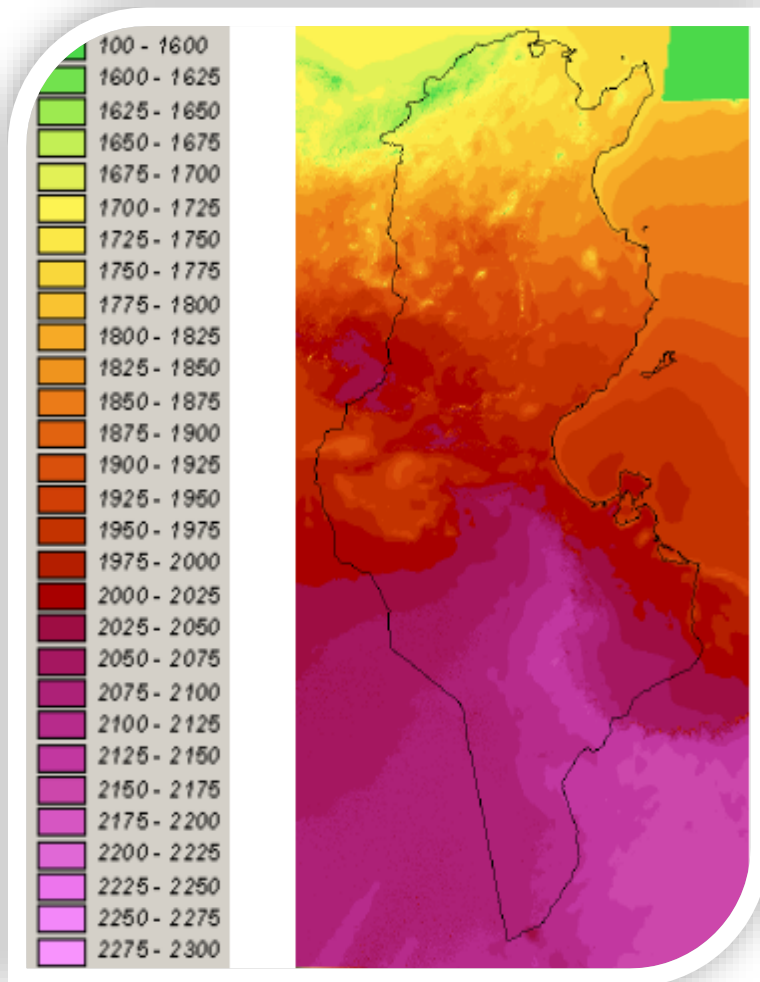
- AUTOLIV: Seat Belts
- ZODIAC: Airbags
- FAURECIA: Seat Covers
- VALEO: Clutch Systems
- BOSCH: Microphones & Loudspeakers



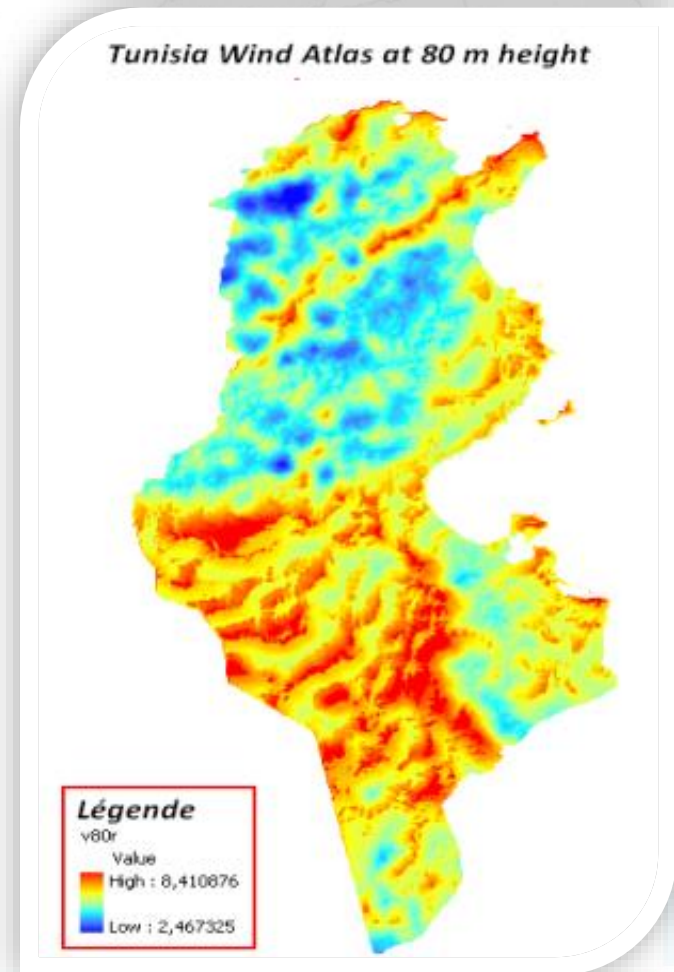


# A Promising Potential for Renewable Energies

## Solar Energy Potential



## Wind Energy Potential





# A Growing ICT sector

Tunis is the 7th best city  
around the world to launch a  
start up

*Forbes magazine*

+300

Foreign companies

1 800

Companies

+500

Innovative companies

3 B€

Turnover in 2016



≈10%

Average annual growth

34 000

Employee

9%

Contribution to GDP

# Investment opportunities

## AGRI-FOOD BUSINESS

ENTREPRENEURIAL

FABRIC

FABRIC

JOBS

1 063  
including 113 foreign

69 000

Synergy between the  
research centers and

Organic production is booming

Reasonable labor costs

High quality product ,  
flavor and natural

## PHARMACEUTICAL INDUSTRY

ENTREPRENEURIAL

FABRIC

55

JOBS

7 000

A rapidly growing sector

Powerful health infrastructure

Confirmed know how

Presence of major Int'l lab

# NEW OPPORTUNITIES

Tourism: medical, cultural, residential ...

Services dedicated to companies : Logistics,  
Consultancy, Training

Environment

Infrastructure projects : Telecom, Road  
Networks, Railways

Opportunities for triangular cooperation in all of  
these perspectives

# Do you know that TUNISIA ranks:



**1<sup>st</sup>**  
world exporter of dates



**2<sup>nd</sup>**  
exporter of organic produce in Africa



**2<sup>nd</sup>**  
African producer of car components



**3<sup>rd</sup>**  
world exporter of olive oil and ranked  
1st for the 2015-2016 harvest season



## 8.GREEK COMPANIES IN TUNISIA

Stock 2018

**10 Companies**

**10.746 MTD (~3 M€)**

**574 Jobs**

### Greece Companies / Sector breakdown

	Companies	IDE (MTND)	Jobs
Agriculture	2	1,395	27
Industry*	5	9,291	537
Services	3	0,06	2

December  
2017

\* Industry: 1 Food processing, 1 Pharmaceuticals, 1 Electronics, 1 Textile and clothing and 1 Chemicals

**Thank you for  
your attention**

