



Embassy of Tunisia  
Athens

**NEW TUNISIA**

**NEW ECONOMIC VISION**

# 1. Tunisia in a Nutshell



**Population:** 11.3 millions of inhabitants

**Capital city :** Tunis **Largest Cities:** Sfax, Sousse, Bizerte, Kairouan, Gabès

**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



# 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

Scientists and engineers available in job market

65,000 new graduates /year

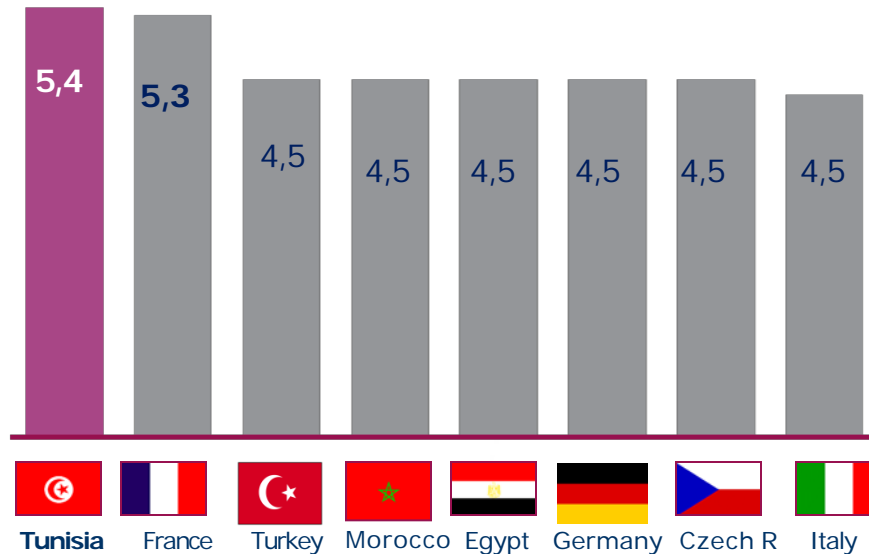
35% of new graduates in ICT

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

7: wide availability

1: limited availability



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



# A European Know-How at Competitive Labour Costs

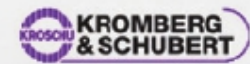
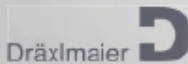
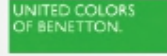
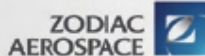
**Beginner Engineer (diploma recognized international y): 700 euros**

**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



# 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

**ICT Development**

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

Global Talent Competitiveness Index2018

**Talent Competitiveness**

**Entrepreneurship Ecosystem**

**Gender Equality**

# 7. Reliable destination for FDI

FDI inward stock

3 455 international companies

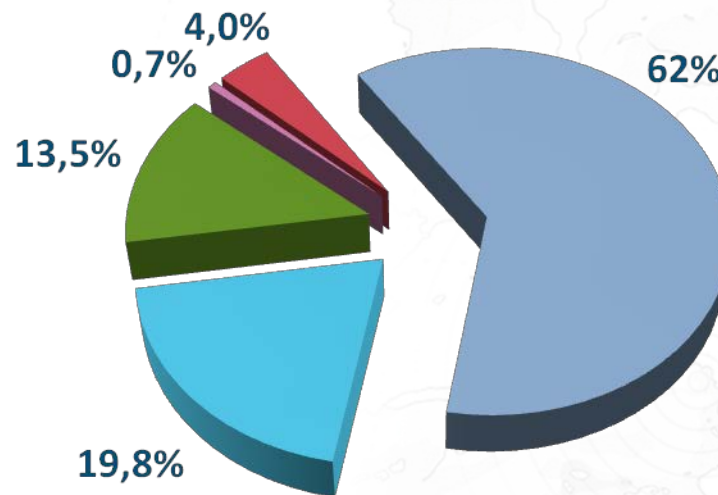
65 countries

376 471 Skilled Jobs

400 new companies each year

France, Italy, Germany, Belgium

Sectoral repartition of FDI



- Manufacturing industry
- Services
- Agriculture
- Energy
- Tourism

# A NEW INVESTMENT FRAMEWORK since 2017

**Lower bureaucracy**

**Flexibility to hire staff**

**No discrimination between local and  
foreign investor**

**FREEDOMS to:**

**Invest,**

**Rapatiate its capital,**

**Transfer its profit,**

**Access to land ownership for the  
realization of investment.**



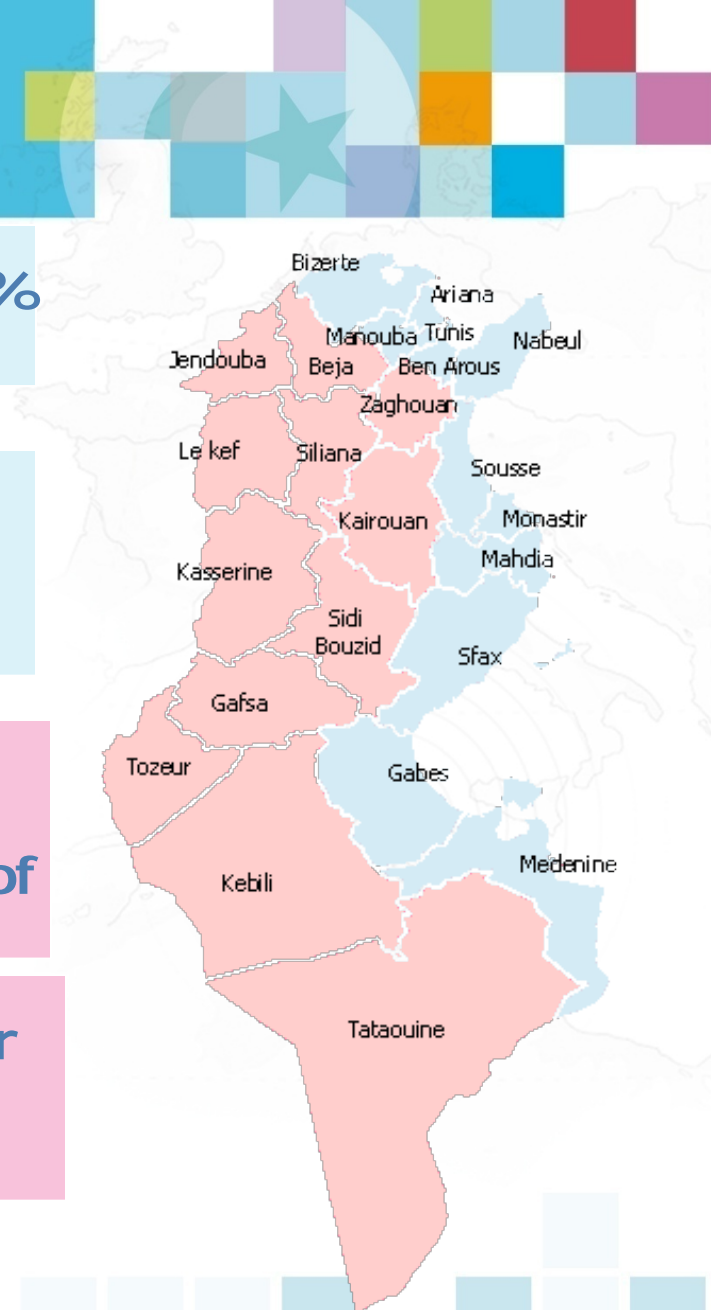
# Tax and financial incentives:

**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:** Specific grants in investment regional development zones covering up to 30 % of investment cost capped at 3 MTND

**To note:** Total tax exemption of benefits for up to 10 years granted to companies operating in regional development zones.



# Investment Opportunities



**Aerospace Industries**



**Automotive components**



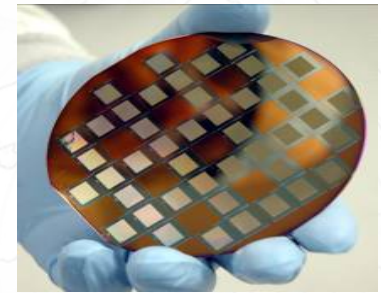
**Renewable Energies**



**Textiles & Clothing**



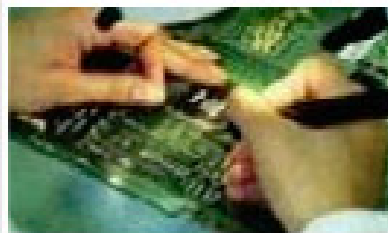
**Call Centres & BPO**



**ICT**



**Food processing industries**



**Electronics**



**Pharmaceutical**

# Aerospace industries



Together, we fly higher

More than 80 companies  
employing over 17 000 people

Mechanical

Engineering

Cable Harnesses

Plastic  
components

Electronics

. Tunisia is the **most attractive** site in the aerospace industry in terms of operating costs among six other competing sites (**India, China, Romania, Morocco, Mexico and Bulgaria**) according to FDI Benchmark, the Financial Times Ltd, 2018.





# Automotive components sector

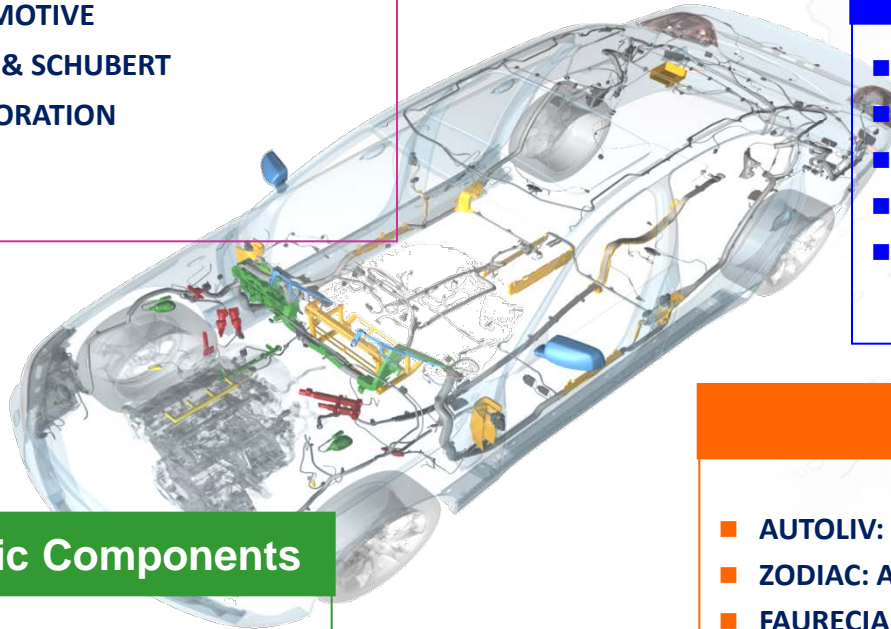
2<sup>nd</sup> producer of AUTOMOTIVE COMPONENTS In Africa

## Wire Harnesses

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

## Electronics

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



## Plastic Components

- PLASTIVALOIRE
- IMTEC
- NIEF PLASTIQUE
- MGI COUTIER

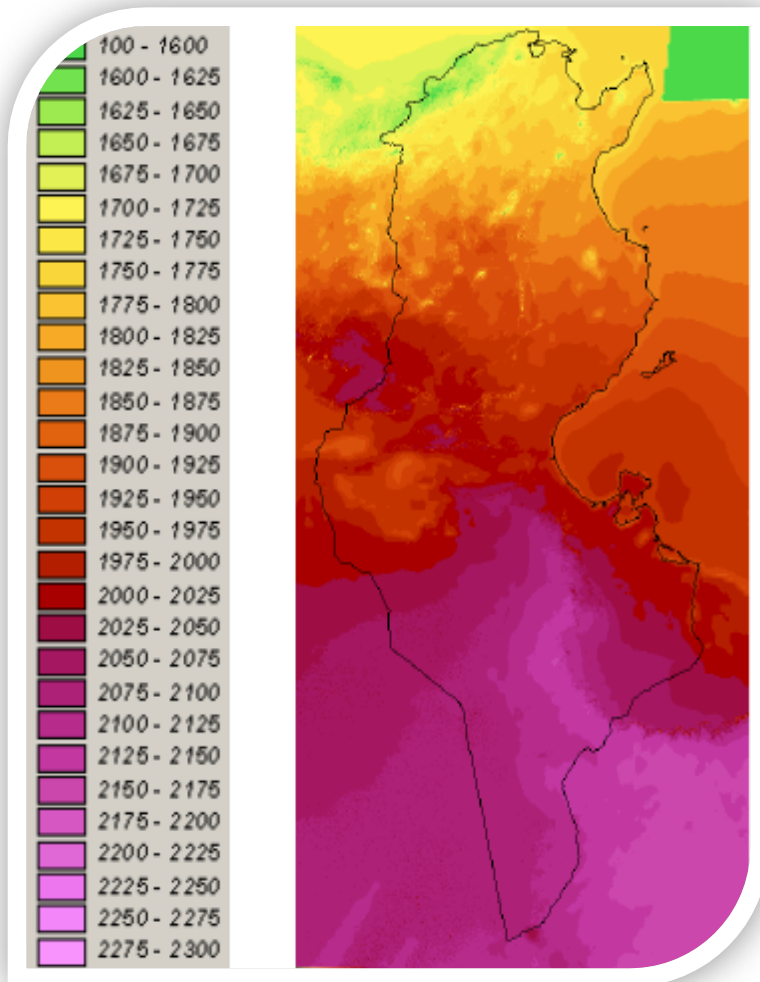
## Others

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

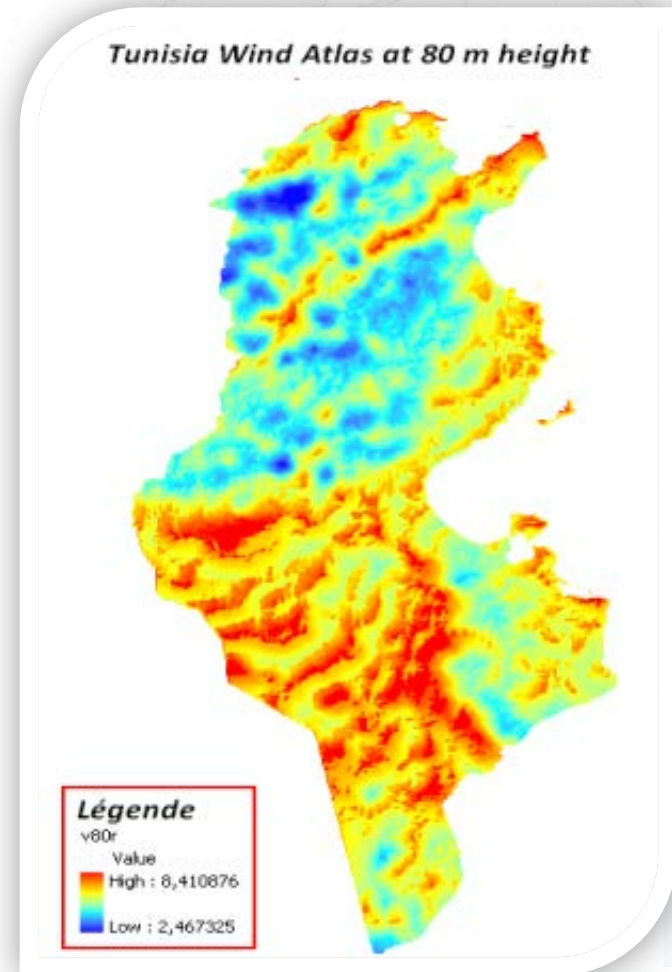


# A Promising Potential for Renewable Energies

## 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

1 063  
including 113 foreign

JOBS

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 Intl lab

# 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

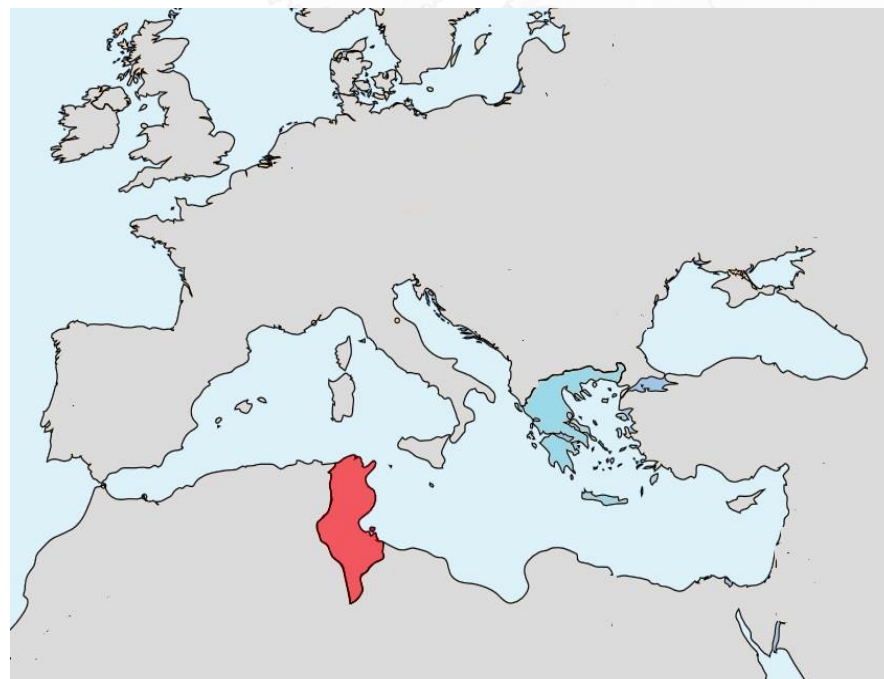
December 2017

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

## 8. Bilateral Trade and cooperation

### According to Tunisian figures:

- **Exports to Greece: 80,4 millions DT** (clothing, semi-finished goods and textiles, agricultural products, sea products, phosphates and chemicals, hydrocarbons...)
- **Imports from Greece: 673 millions DT** (cotton, tobacco, machinery and equipment, hydrocarbons, chemicals, pelts, foodstuffs..)



Promising opportunities for Cooperation between Greek and Tunisian construction companies targeting the African market

# Relevant Authorities

- Foreign Investment Promotion Agency (FIPA)  
[www.investintunisia.tn](http://www.investintunisia.tn) (Information, guidance of Investors)
- The Tunisian Investment Authority (for projects of national priority) <https://www.tia.gov.tn/en>.
- Agency for Promotion of Industry and Innovation (APII)  
<http://www.tunisieindustrie.nat.tn> One stop shop for Investments in Industry. About 11 working days of procedures according to the World Bank. <http://www.doingbusiness.org/data/exploreeconomies/tunisia#starting-a-business>
- National Tourism Office <http://www.tourisme.gov.tn/pour-investir/prestations-administratives.html> for investments in Tourism
- Agricultural Investment and Promotion Agency (APIA)  
<http://www.apia.com.tn/> for Investments in Agriculture



**Thank you for  
your attention**

