



Tunisian Embassy- Vienna

The Embassy of the Republic of Tunisia in Austria

in cooperation with the

Austro-Arab Chamber of Commerce (AACC),

Cordially invite to an

**Economic Forum on
TUNISIA & B2B**

Tuesday, 20 November 2018 | 13:00 – 17:00 hrs
SO/ Vienna (former "Sofitel Vienna Stephansdom")
Praterstrasse 1, 1020 Vienna, Austria

Introduction:

Being among the most competitive economies in Africa and the Arab world, the Tunisian economy offers businesses an environment of higher quality thanks to the education level of its active population, the sound macroeconomic management and the quality of its public institutions that are particularly favorable to business competitiveness.

In terms of Global Competitiveness, Tunisia is ranked 1st in North Africa regarding:

- **Talent Competitiveness** | "Global Talent Competitiveness Index 2017, INSEAD"
- **Entrepreneurship Ecosystem** | "Global Entrepreneurship Index 2017, GEDI"
- **Innovation** | "Bloomberg Innovation Index 2017, Bloomberg"
- **Competitive Industrial Performance** | "Competitive Industrial Performance Index 2016, UNIDO"
- **ICT Development** | "Measuring the Information Society Report, 2016"
- **Transition to E-commerce** | "B2C E-commerce Index 2016, UNCTAD"

Tunisia also exports various goods, services, agricultural and food products and had a positive trade volume with Austria during the last years. Tunisia ranks:

- **1st** worldwide exporter of **dates**
- **2nd** African producer of **car components**
- **2nd** exporter of **organic products** in Africa
- **3rd** worldwide producer of **olive oil** for the 2015-2016 harvest season



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Trade openness has increased sharply over the past two decades in Tunisia. The gradual easing of tariff and non-tariff barriers, the signing of free trade agreements and the creation of an attractive regime for fully exporting companies - known as the offshore regime - have played an important role. Tunisia joined the World Trade Organization in 1995. In 1996, the North African country signed an association agreement with the European Union aimed at the gradual dismantling of tariff and non-tariff barriers and obtained the status of privileged partner in 2012. Tunisia's negotiations on the Comprehensive Free Trade Agreement (ALECA) are also underway. Tunisia has a free trade agreement with Turkey that was signed in 2004 and fully implemented in 2014. Its tariff regime was further simplified, with a reduction in the number of tariff bands from 54 in 2003 to 3 in 2017. In the end, the share of Tunisia's exports and imports in GDP approached the OECD average in 2016, to be higher than many emerging countries.

Tunisia's openness and integration into global value chains has improved significantly since the mid-1990s, reflecting the country's comparative advantages. Exports have surged, led by the manufacturing sector, with a shift towards more technology- and skills-intensive goods. The high level of education among its young generation is an additional strength and led to an advanced ICT industry. The upscaling and diversification of exports should enable the Tunisian economy to grow fast. Tunisia has as well a modern industry producing electrical appliances and equipment, textile, leather and many more.

This forum aims to introduce the Tunisian economy, different industrial sectors and the new investment law to shed a light on the possibilities and opportunities for partnerships and cooperation with Austrian companies and businesses. The adjacent Exhibition Area introduces Tunisian companies and products, while the B2B meetings provide opportunities to establish personal contact with potential local business partners.

Structure:

Forum – B2B – Exhibition of Tunisian companies and food products

Target Group:

Austrian and Tunisian institutions, companies and businessmen interested in import/export, mutual cooperation, investment opportunities and partnerships.

Language:

English

Registration & Contact:

Participation is free of charge, please register by submitting the attached registration form by e-mail to headoffice@aacc.at / Austro-Arab Chamber of Commerce (Tel 01 513 39 65).

This event is kindly supported by SO/ Vienna (<https://so-vienna.com/>)



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Preliminary Program - Tuesday, November the 20th 2018

- 13:00** Arrival and Registration
- 13:30 – 13:50** **Opening/WELCOME**
- Kommerzialrat Nabil R. Kuzbari**
Arab President & Founder of the Austro-Arab Chamber of Commerce
- H.E. Mr. Mohamed Mezghani**
Ambassador of the Republic of Tunisia
- 13:50 – 15:00** **SESSION 1**
- H.E. Mr. Hatem Ferjani**
State Secretary, Tunisian Ministry of Foreign Affairs, in charge of Economic Diplomacy
- Mag. Nella Hengstler**
Regional Manager Africa Middle East, Austrian Federal Economic Chamber
- Mrs. Safa Jennene Laabidi**
Director CEPEX Rotterdam
- Mag. Christian Rebernig**
Director of the Austrian Federal Association of Commercial Agents
The role of commercial agents in trade and economy
- Mr. Jalel Tebib**
Manager of the Cologne office
The Foreign Investment Promotion Agency «FIPA-Tunisia».
- Five to ten minutes debate and questions.
- 15:00 – 15:15** Coffee break
- 15:15 – 16:00** **SESSION 2**
- Climate of business in Tunisia an introduction of best practice examples of successful Austrian and Tunisian companies
- Dr. Martin TREML**
Director Africa, VAMED Engineering GmbH.
- Mr. Mouldi Khannoussi**
CEO, REALMIX Beverage GmbH.
- Five to ten minutes debate and questions.
- 16:00 - 17:00** **B2B meetings & Networking** at exhibition area of Tunisian products.

Last update: 19 November 2018