

Tunisia & Austria

**Promoting Business and Investment Cooperation
in High Value Activities in the Electrical, Electronic and IT sectors**

BUSINESS OPPORTUNITIES IN TUNISIA

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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)*

21 Austrian companies

62% companies are in Industry

+ 118 MTND

+ 4900 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)



International Actors operating in **TUNISIA**



INVEST IN **TUNISIA**

www.investintunisia.tn

FIPA- Tunisia    

INVEST IN **TUNISIA**

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✓ A geostrategic position in the Med Area at just an hour flight to Europe and less than three hours flight from Middle East Cities

✓ An advanced partner status with the European Union with a Deep and Comprehensive Free Trade Agreement (DCFTA) in Progress

✓ Free trade agreement with Morocco, Egypt and Jordan (AGADIR), and with Turkey



✓ Member of COMESA, a common Market for Eastern and Southern Africa with **625** Millions consumer



✓ Ongoing discussion to join The Economic Community of West African States (ECOWAS) with **325** millions consumers



✓ Tunisia officially integrated AfCFTA in July 2020



TUNISIA: A GATEWAY TO EUROPE AND SUB-SAHARAN AFRICA

✓ A regional and international Integration including

✓ **52** agreements on double taxation and

✓ **54** bilateral agreements to promote and protect investments

Pool of International Level Talents ...

+ 65 000 new graduates per year

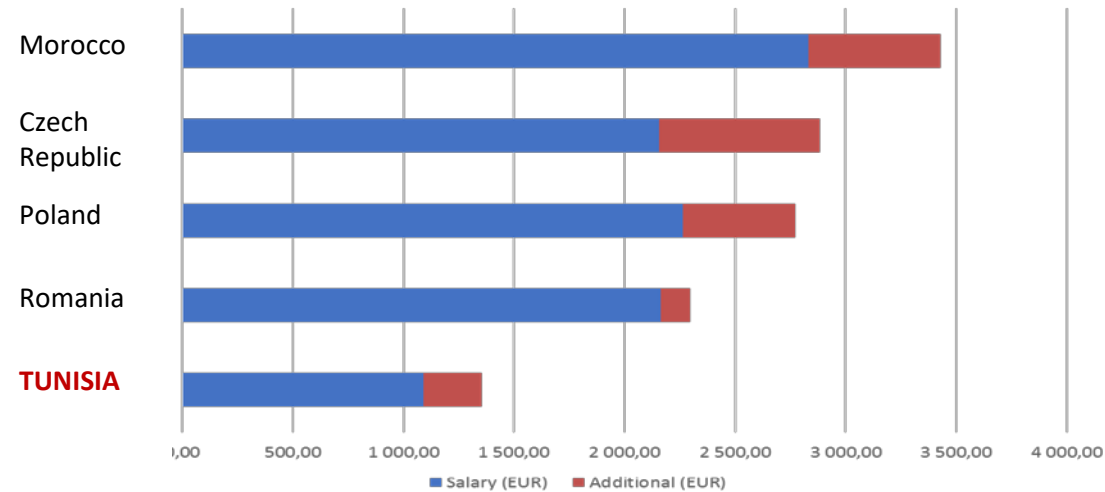
About **1 200** vocational training institutions in more than **370** specialties

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

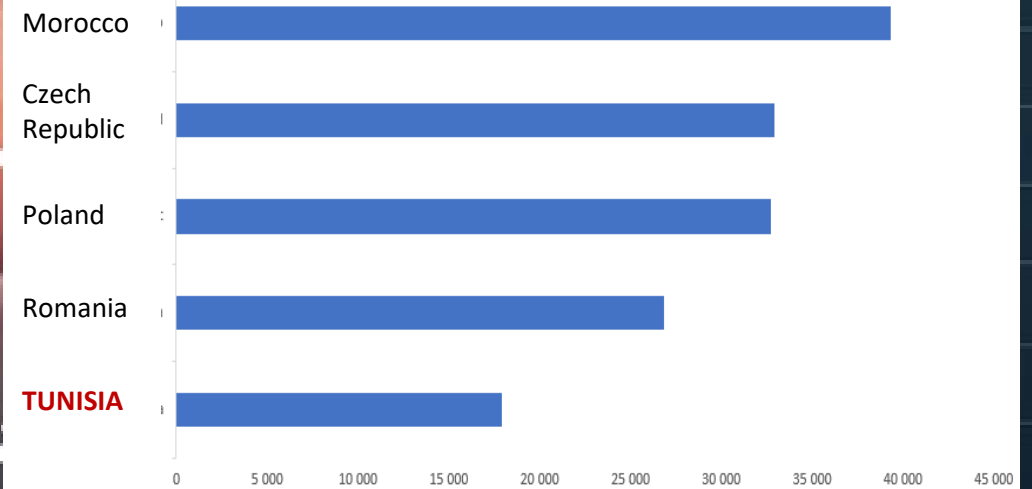
Source: Bloomberg Innovation Index, 2019

... 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**

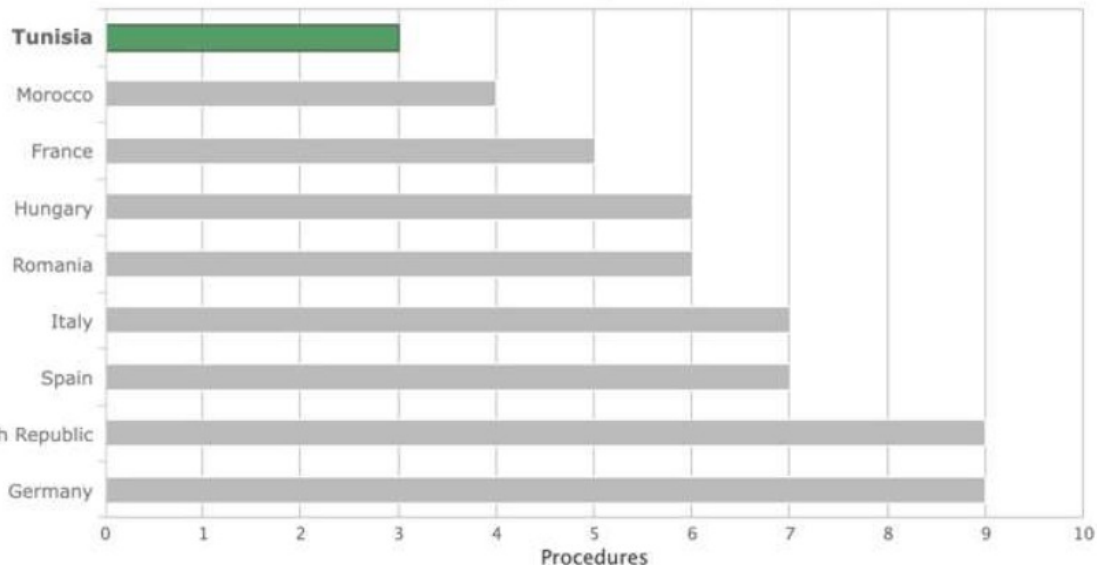
A Friendly Business Environment

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**

1st Exporting Sector

7th 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 .. A Pleasant Living Environment



Internationally **reputed educational** system

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



Developed **healthcare services**

- 2nd 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



OPPORTUNITY

THANK YOU!

FOR YOUR ATTENTION



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