

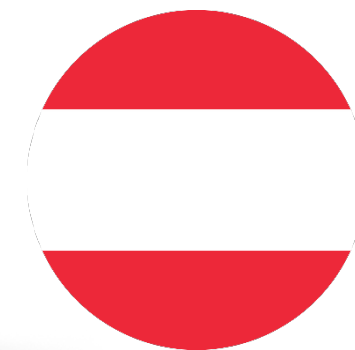
Bilateral trade & Business opportunities between

Tunisia & Austria

Focus on Mechanical, Electrical and Electronic Industries

Wednesday, June 29th, 2022

Mr. Mourad Ben Hassine
CEO, Tunisian Export Promotion Center



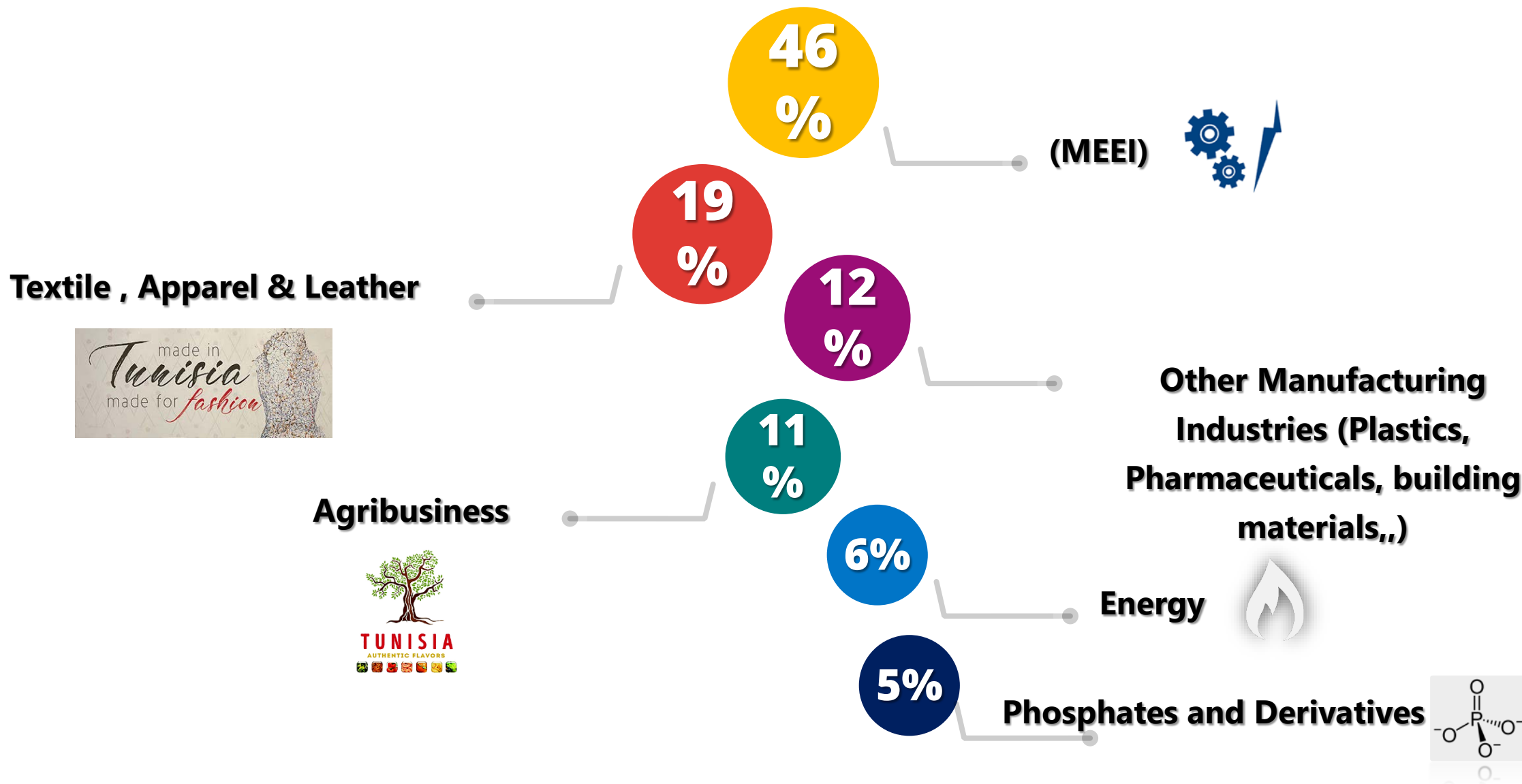
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TUNISIA 'S EXPORTS BY SECTOR

2021



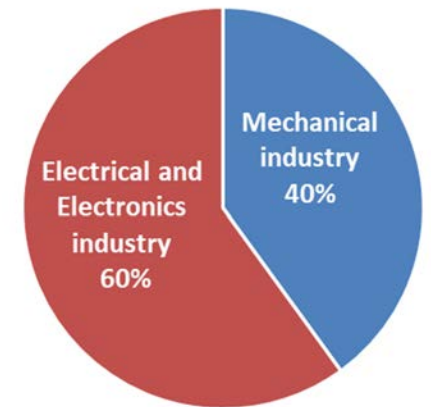


Mechanical, Electrical and Electronic Industries (MEEI) :

Major figures

- ❑ Mechanical, Electrical and Electronic Industries (MEEI) are the first export sector in Tunisia with 46% of total exported goods with a value of 6,9 Billion € in 2021
- ❑ Almost 1,000 companies including 327 operating in Electricity & Electronics of which 221 totally exporting units and more than 230 companies in the sector of automotive components, including 134 are totally exporting and 65 are specialized in aircraft industry.
- ❑ 61% of MEEI products are exported to the European countries (30% to France).
- ❑ The main exported products are: Cables and cable harnesses, electronic assemblies, Aeronautical & automotive components, electrical components, lighting materials, connectors, printed

MEEI by branch of activity





Mechanical, Electrical and Electronic Industries (MEEI) :

Major figures



❑ Tunisia is :

- ✓ 2nd EU supplier of automotive wiring sets (1,4 billion €)
- ✓ 3rd EU supplier of electrical wires, cables (including coaxial cable)
- ✓ 3rd EU supplier of automotive oil filters, first African supplier
- ✓ 10th EU supplier of Printed circuits Boards (PCB), first African supplier
- ✓ EU 2nd African supplier of automotive parts and accessories

Tunisia & Austria : Bilateral Trade

➡ Austria is the Tunisia's **31th** biggest trade partner and the **12th** among EU in

➡ 2021

➡ Austria is ranked **18th** Client of Tunisia (11th among EU) and its **34th** Supplier (14th among EU)

➡ Tunisia is the **6th African** supplier of Austria and it's **7th** customer
➤ **Total bilateral trade in 2021 : 568,7 Million Dinars (€172 million)**  **Growth 3,9%**

Tunisia is accounting for 3,1% of Austria's trade with Africa

Exports to Austria (€82 million)  **271,3 million Dinars (-8,5%)**

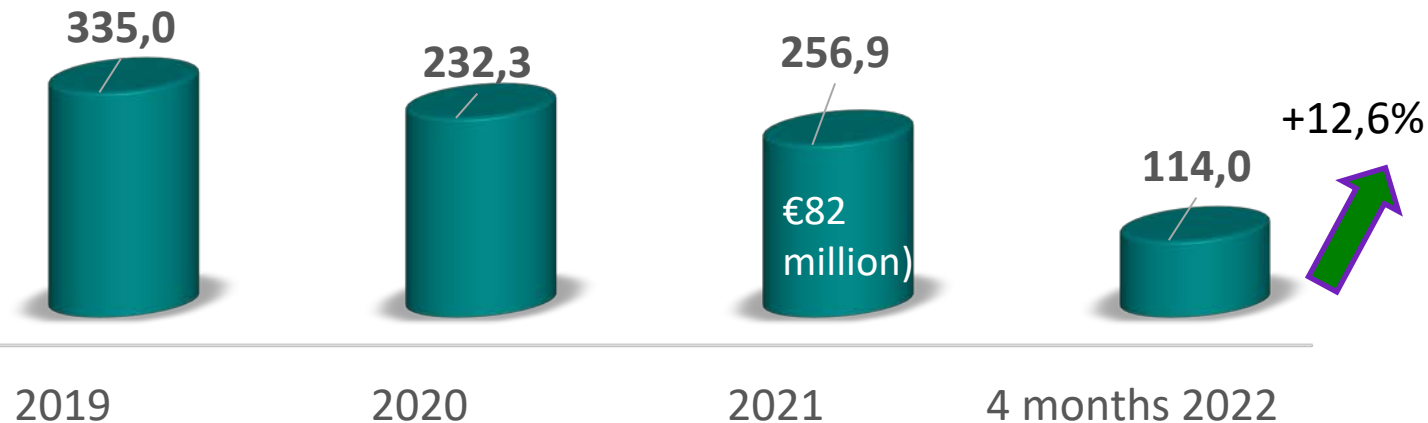
297,4 million Dinars (+18,5%)

 **(€90million)**

Imports from Austria

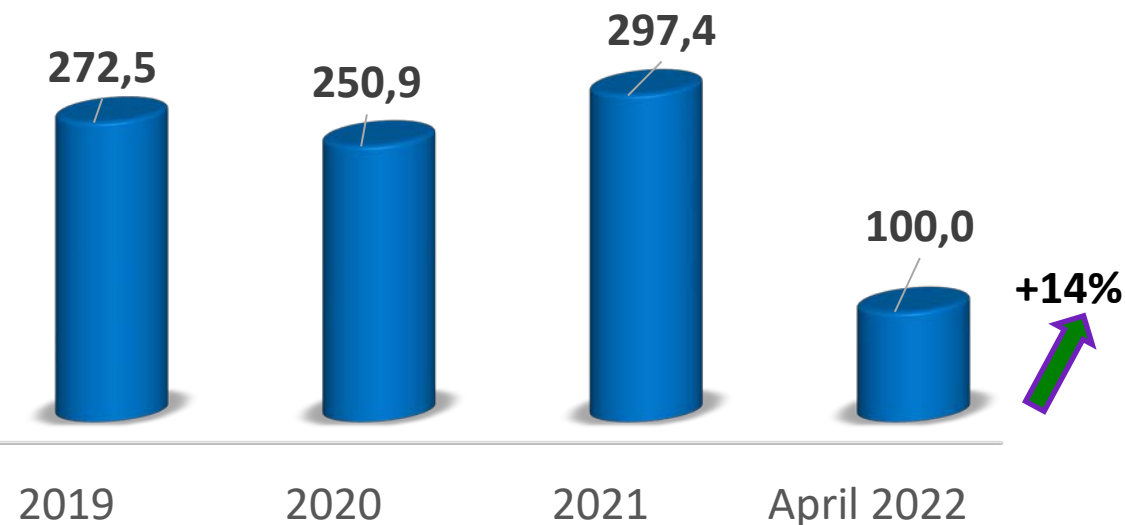
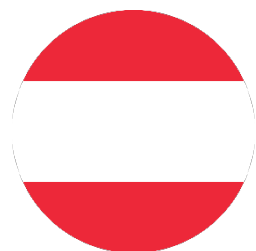
Evolution of bilateral trade 2019-2022

Export to Austria



Value: Million dinars

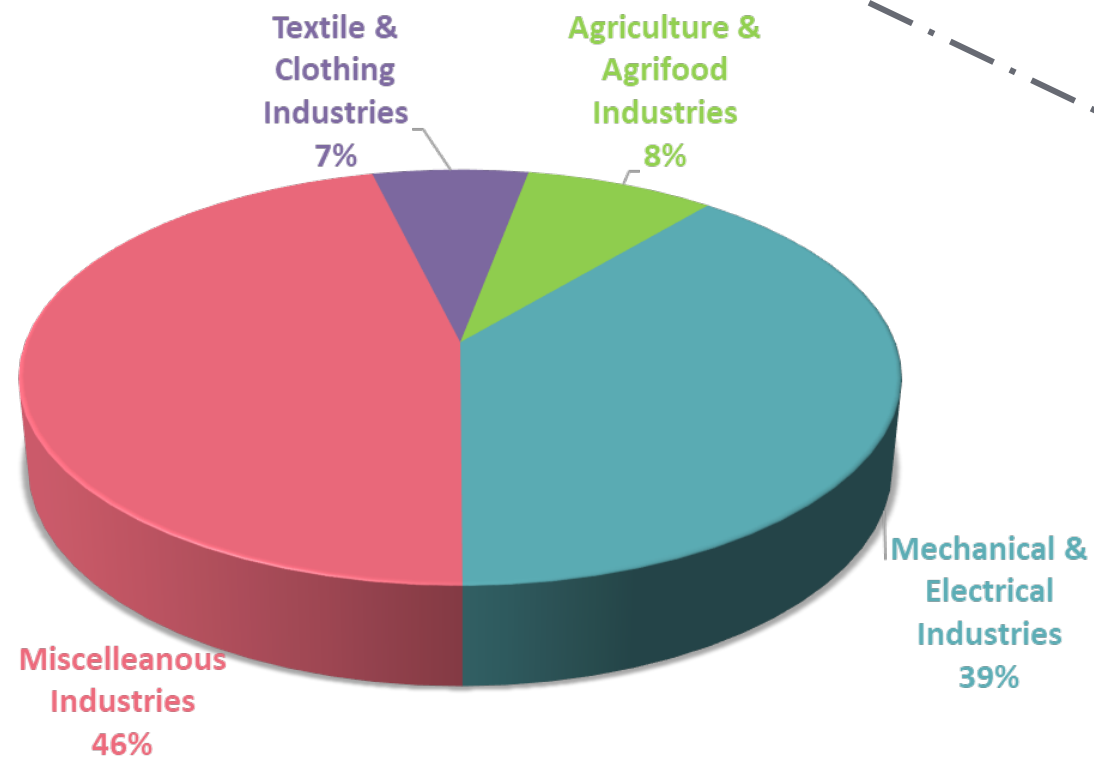
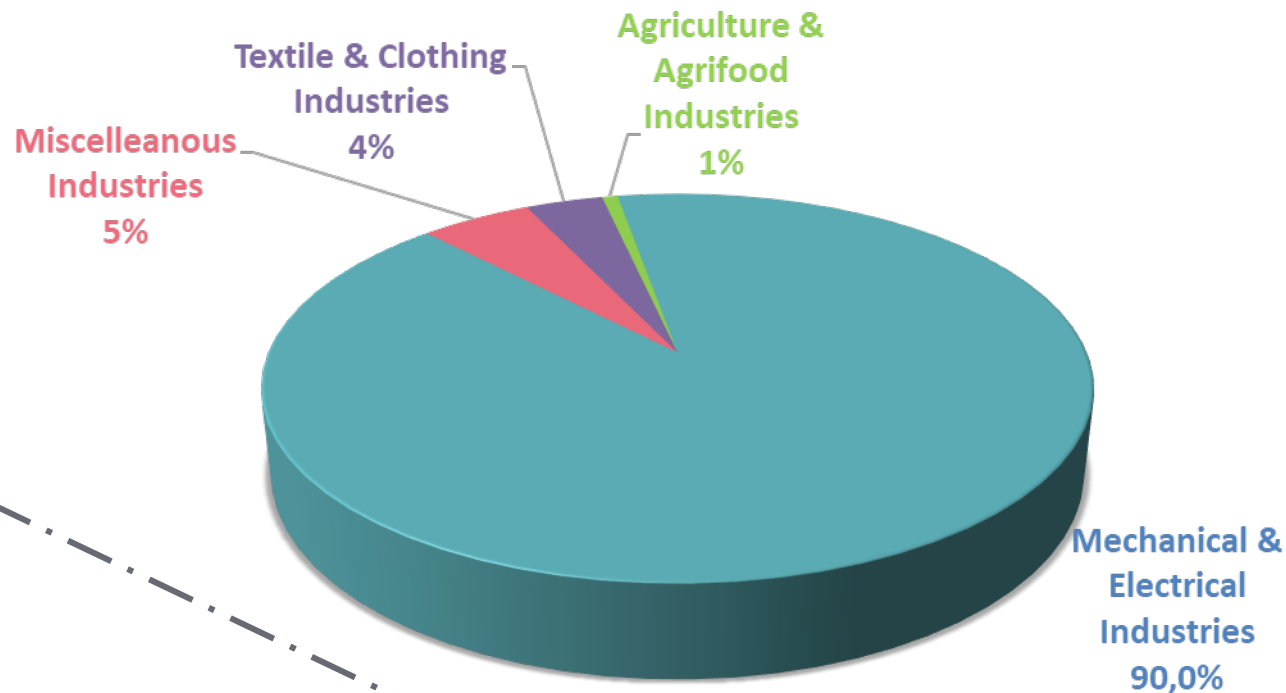
Import from Austria





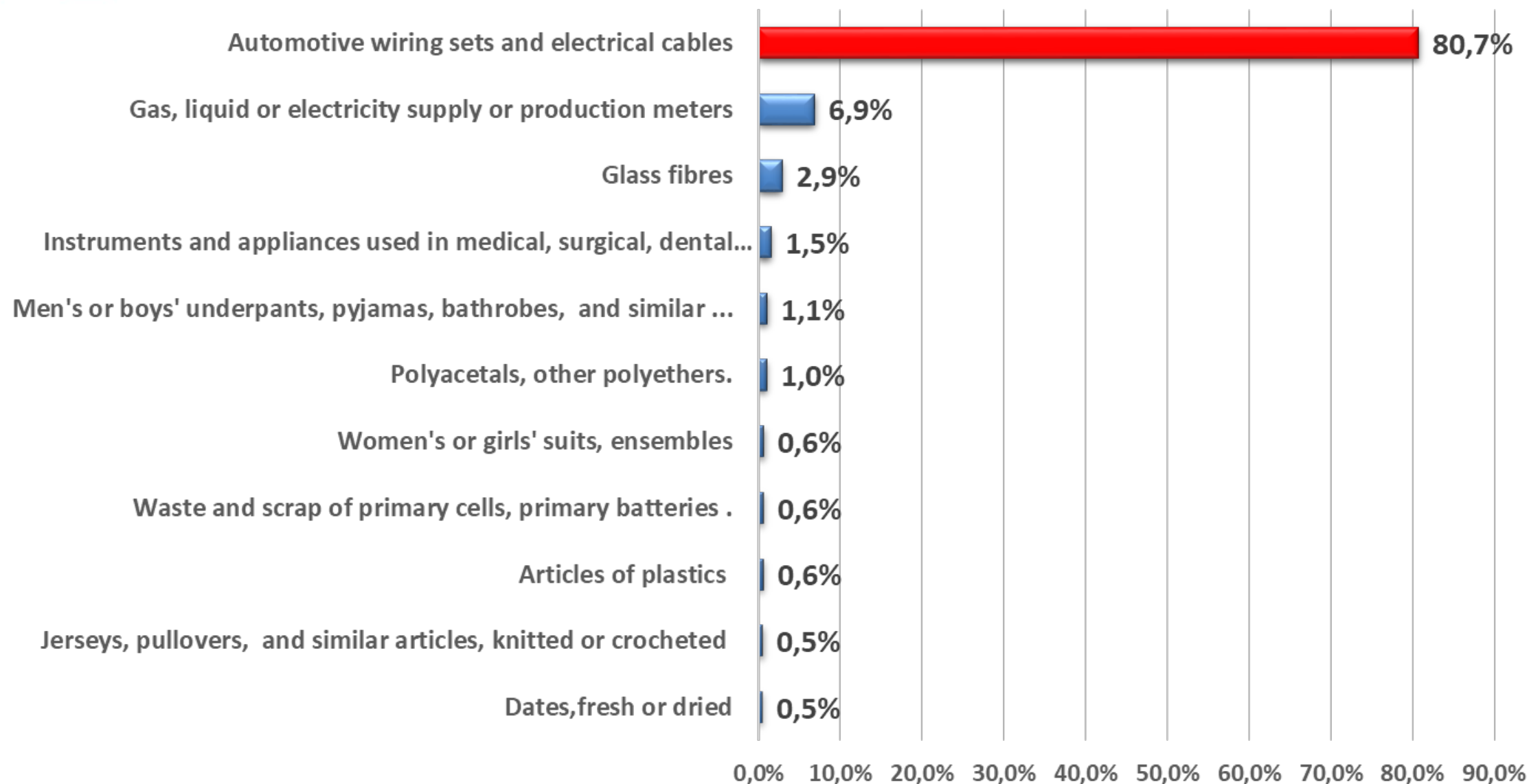
Bilateral trade by sectors

Exports to Austria

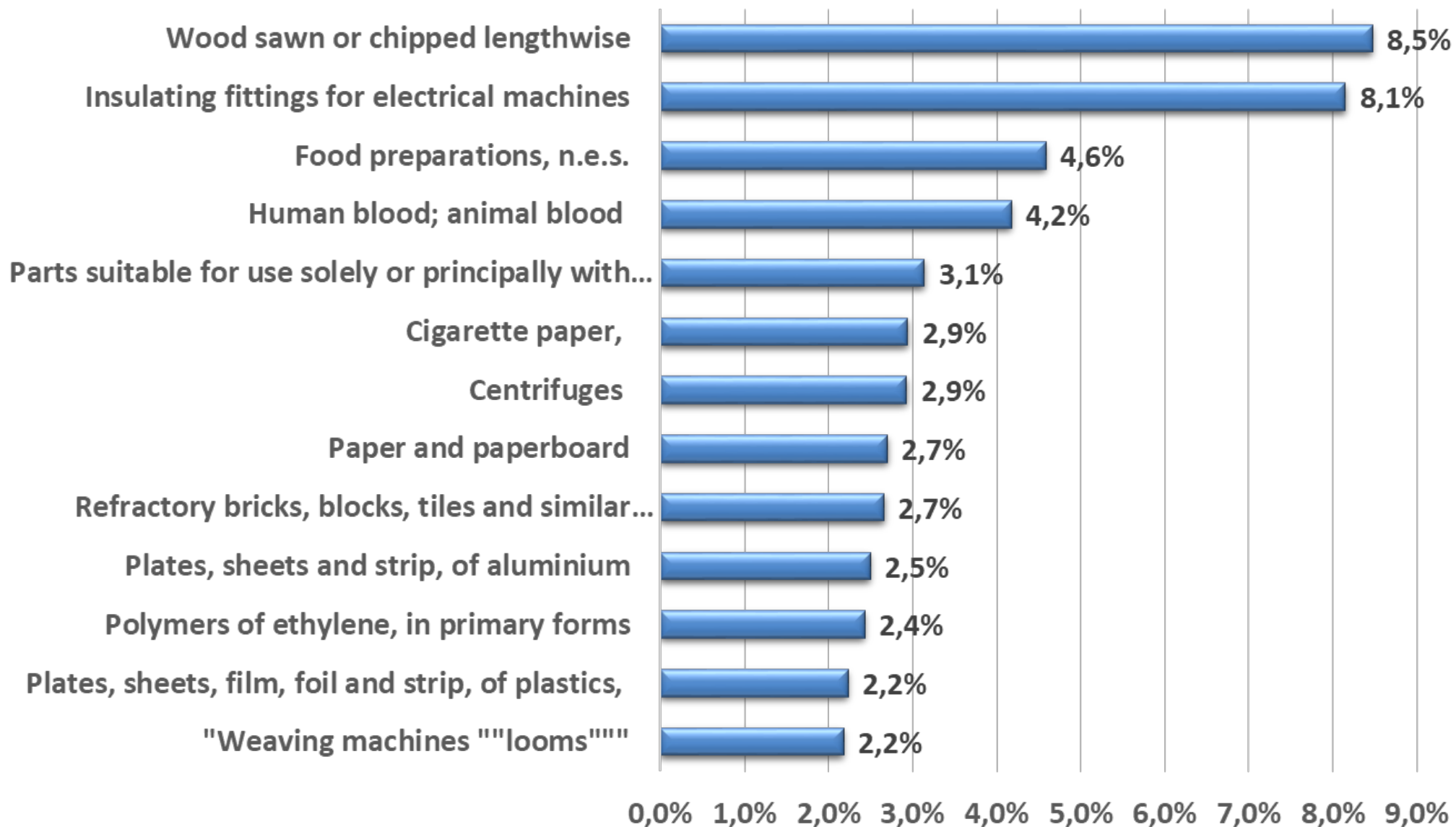


Imports from Austria

Main Tunisian Exported products to Austria



Main imported products from Austria



Business opportunities

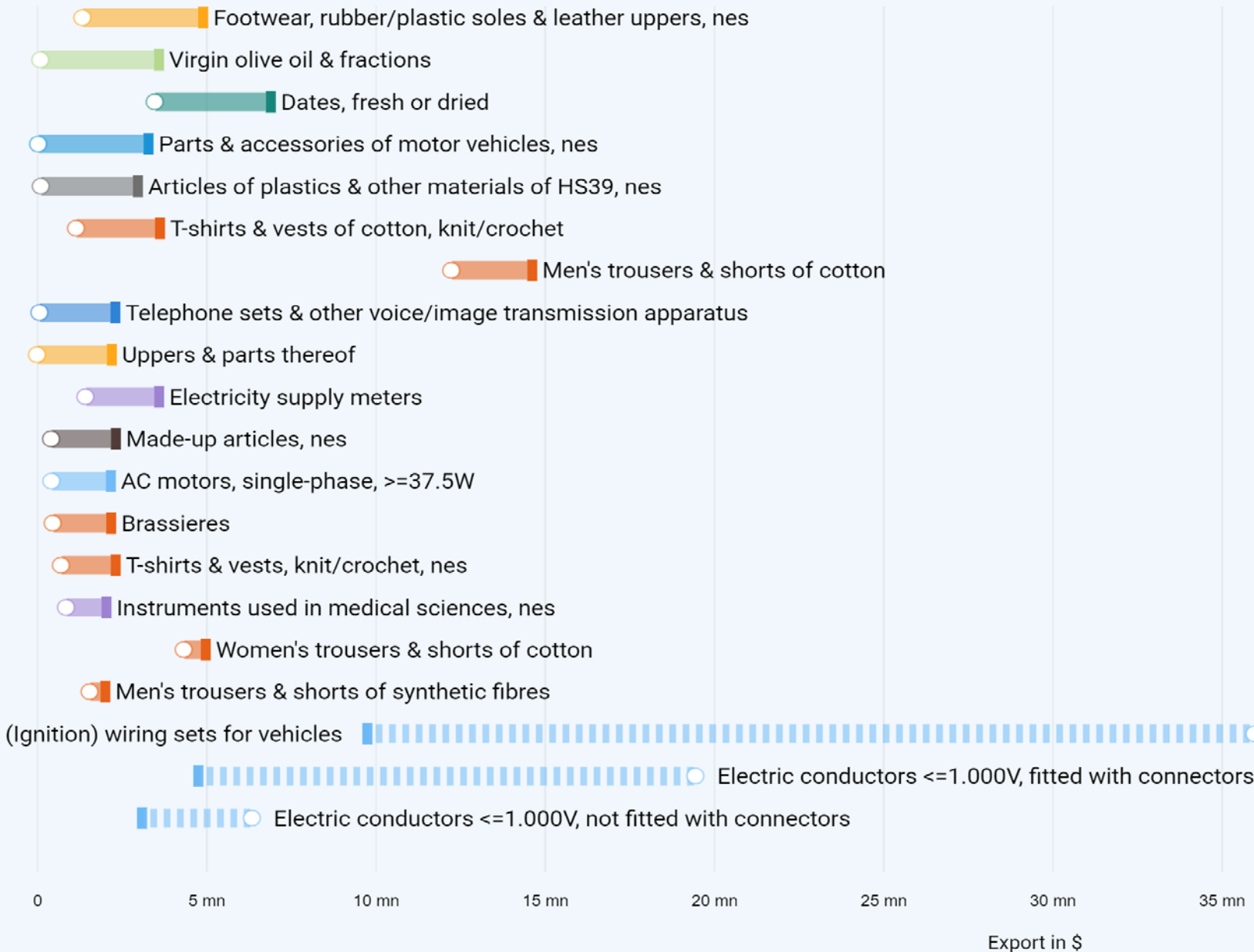


**About €150 million Untapped
Trade potential**



**According to the analysis of the supply and demand
potential of our two countries, we can easily boost
our trade to more than €300 million**

NEW TRADE OPPORTUNITIES TO BE DEVELOPED



Tunisia's products with potential to Austria

Legend

- Export potential
 - Actual exports
 - Potential to actual exports gap
- Apparel
 - Machinery, electricity
 - Fruits
 - Footwear
 - Optical products, watches & medical instruments
 - Vegetable oils & fats
 - Motor vehicles & parts
 - Plastics & rubber
 - Textile products n.e.s.
 - Electronic equipment

TUNISIA : African HUB for Austrian companies

**Bilateral & Multilateral
Free Trade Agreements**



**Free access to
+70 markets**



**+ 1300 million
consumers**

**Generalized System of Preferences
with Australia, USA, Japan and
Russia.**



**EFTA (European Free trade
Association)**
Iceland, Liechtenstein,
Norway and Switzerland



**Tunisia – EU Association
Agreement (FTA)**



Turkey FTA



Agadir Agreement (FTA)
Jordan, Tunisia, Egypt &
Morocco



**Greater Arab Free Trade
Agreement (GAFTA):**
Algeria, Bahrain, Jordan, Libya,
Palestine, Sudan, UAE, Égypt,
Kuwait, Morocco, Qatar, Syria,
Yemen, Iraq, Lebanon, Oman,
KSA, Tunisia

**Bilateral FTA with Libya,
Morocco, Egypt & Syria**



Tunisia – Austria : Win - Win strategic Partnership

Strengthen the triangular partnership towards sub-Saharan Africa and Libya

Tunisia's accession in 2020 to the Common Market for Eastern and Southern Africa - COMESA (nearly 600 million consumers); represents a great opportunity for Austria to consider Tunisia as a hub and gateway to Africa. By investing or co-producing in our country



**For example : if an Austrian Company operating in Electrical wires & cables exports directly to Kenya, it will pay between 25% and 35% of custom Duties,*

INDUSTRIAL SUBCONTRACTING IN TUNISIA

➡ Tunisian companies propose skills, know how and competitiveness for subcontracting for the Austrian partners in many fields :

- ❑ Electronic assemblies: boards and final products integration
- ❑ Mechanic subsets assemblies, Harnesses and cables assemblies
- ❑ Plastic parts, raw wires/cables and raw PCB can be provided within Tunisian companies
- ❑ Technical plastic injection

About Tunisia Export Promotion Center



- A **State-owned** institution operating under the Tunisian Commerce Ministry. Created in **April 1973**.
- **Objectives:** **Promoting** the expansion of Tunisia exports and increasing international visibility of Tunisia export potential.
- **Missions:** Supporting Tunisian exporters on international markets, **assisting foreign importers**, organizing **trade promotional events** and **arranging meetings** between potential partners and buyers.

Tunisia Export Promotion Center

CEPEX core activities :

Information

Promotion

Assistance

Thank you for your attention

www.tunisiaexport.tn

