

INVEST IN RESILIENCE

INVEST IN TUNISIA




« Tunisia Business Seminar » (Online)

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July 9th, 2020

- 
- 1** How **TUNISIA** responded to the pandemic of COVID -19 ?
 - 2** What are the Specific Promising Sectors for Investment and Business in **TUNISIA** ?

1

The Covid-19 Crisis,

How TUNISIA responded to the pandemic ...

FIPA TUNISIA is taking emergency actions to sustain and retain existing investment ...

Aftercare represents
70% of the activities of
FIPA TUNISIA

Setting up a **CRISIS UNIT** which Commitments:

Available
7/7

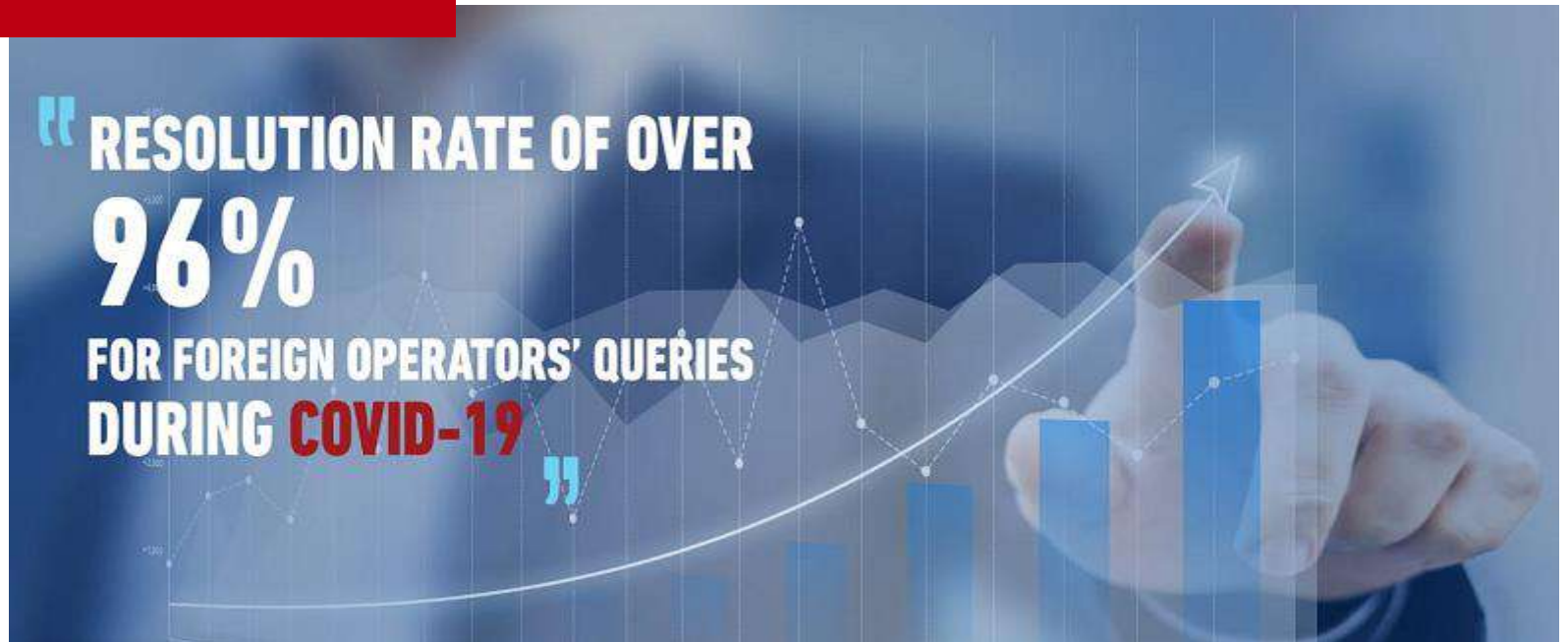


- 1** Be engaged with existing Foreign companies **to support them, secure their activities and exports and keep their business going;**
- 2** Be available to meet challenges and **solve punctual problems** and issues that Foreign operators are facing during the exceptional period;
- 3** Work with its partners throughout supporting Institutions to answer to Foreign companies needs ;
- 4** **Provide updates and comprehensive information** on Health conditions in Tunisia and on new COVID-19 related measures enacted by the Government.

... Actions with greater speed and efficiency by **FIPA TUNISIA's** Team ...



More than **500**
direct contacts



Foreign Businesses in **TUNISIA** were fully engaged in the Fight against Covid -19 ...

van Laack

D
DRÄXLMAIER



**FRESENIUS
KABI**

orange **Fondation**

**KROSCHU
& SCHUBERT**



With contribution in terms of Donations, Face Masks, face shields, Disinfection Products, Medical Devices or redirection of their production lines to supply the health care industry with Essential Medical Equipment.



Building on this Great Value of Collaboration , **TUNISIA**
has been lauded for its investments in high-value
segments, many of which have supported the Fight
against Covid-19

TUNISIA: Innovation in the time of Corona

IN MEDICAL AND
SCIENTIFIC RESEARCH

Discovering of the genetic sequencing of the coronavirus in Tunisia

A major
breakthrough in the
fight against the
pandemic and a
VICTORY for the world
of research in **TUNISIA**



The **Institut Pasteur in Tunis** is currently working on finding a **vaccine** in the event that a vaccine discovered elsewhere is slow to be available. It is also developing a **mathematical model** to assess the effectiveness of pandemic control measures.

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The TUNISIA Way: Use of Artificial Intelligence to combat Covid-19

1 PGuard, a robot ground vehicle



2 Veasense, a Telemedicine robot



3 **Other remote-controlled robot** that disinfects hospital rooms and corridors and distributes food and medicine to patients infected with Covid-19 in medical facilities, avoiding the risk of contamination to staff.

TUNISIA: Innovation in the time of Corona

IN MECATRONICS

Thermal Camera-Equipped DRONES “Made in TUNISIA”



INVEST IN TUNISIA

TUNISIA: Innovation in the time of Corona

USING 3D AND AI

TUNISIA's 3D- Printed Medical Masks



A simplified respirator
made with 3-D printed parts

Online Coronavirus Detection Scanning Tool



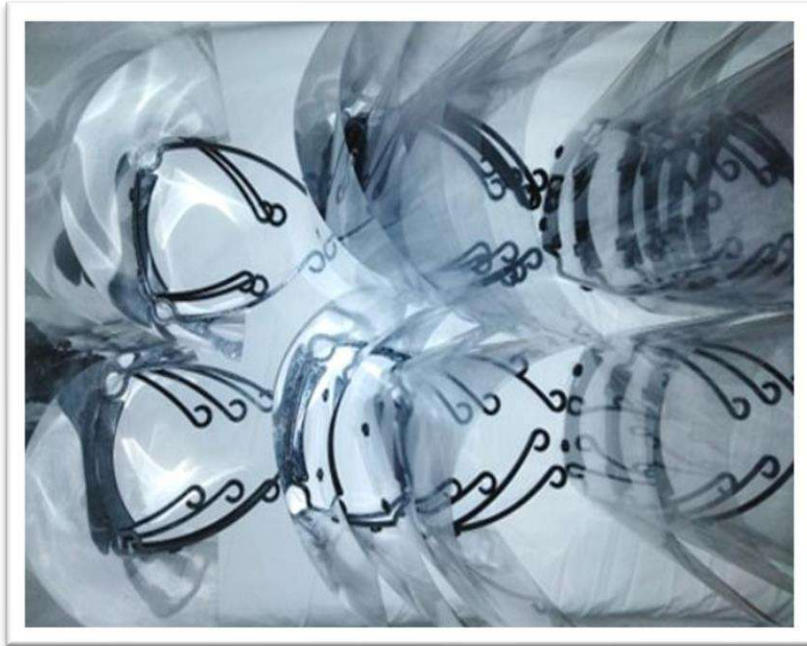
An artificial intelligence programme to
evaluate the probability of infection
based on an X-ray of the lungs

INVEST IN TUNISIA

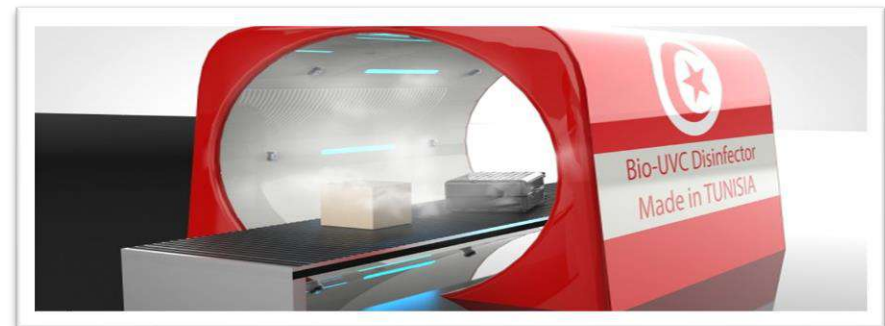
TUNISIA: Innovation in the time of Corona

IN HEALTHCARE
SYSTEM

Protective visors from plastic water pipes



Ultraviolet-powered disinfection tunnels



The wealth of innovations is demonstrating what Tunisian ingenuity is capable of in the face of the Covid Crisis

INVEST IN TUNISIA

... **TUNISIAN** innovations that have quickly reached the front page of international Media

BBC
ONLINE

“Tunisian factory in self-isolation to produce COVID-19 protective gear”

OXFORD
BUSINESS
GROUP

“Innovation at the heart of COVID-19 crisis in Tunisia”

NEW YORK POST

“Tunisian engineers develop online coronavirus scanning tool”

CNN

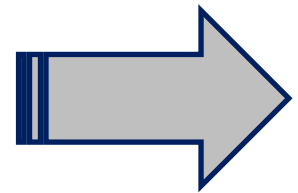
“3 African leaders: the smart step to fight the virus”

Le Monde

“Tunisian researchers designed a respirator to be printed in 3D”

**These successes allow TUNISIA to align with
the Post Covid-19 takeover and to augur a
Resilient Future**

Thanks to its Undeniable Assets



Its Proximity & Free Access To Major Markets ... An opportunity for companies who seek to **NEARSHORING** ...

✓ 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
Deep and Comprehensive Free Trade Agreement (DCFTA) in Progress

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

✓ Member of COMESA
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



... Its Reliable Logistics ...

Sailings to Marseille 3 times a week

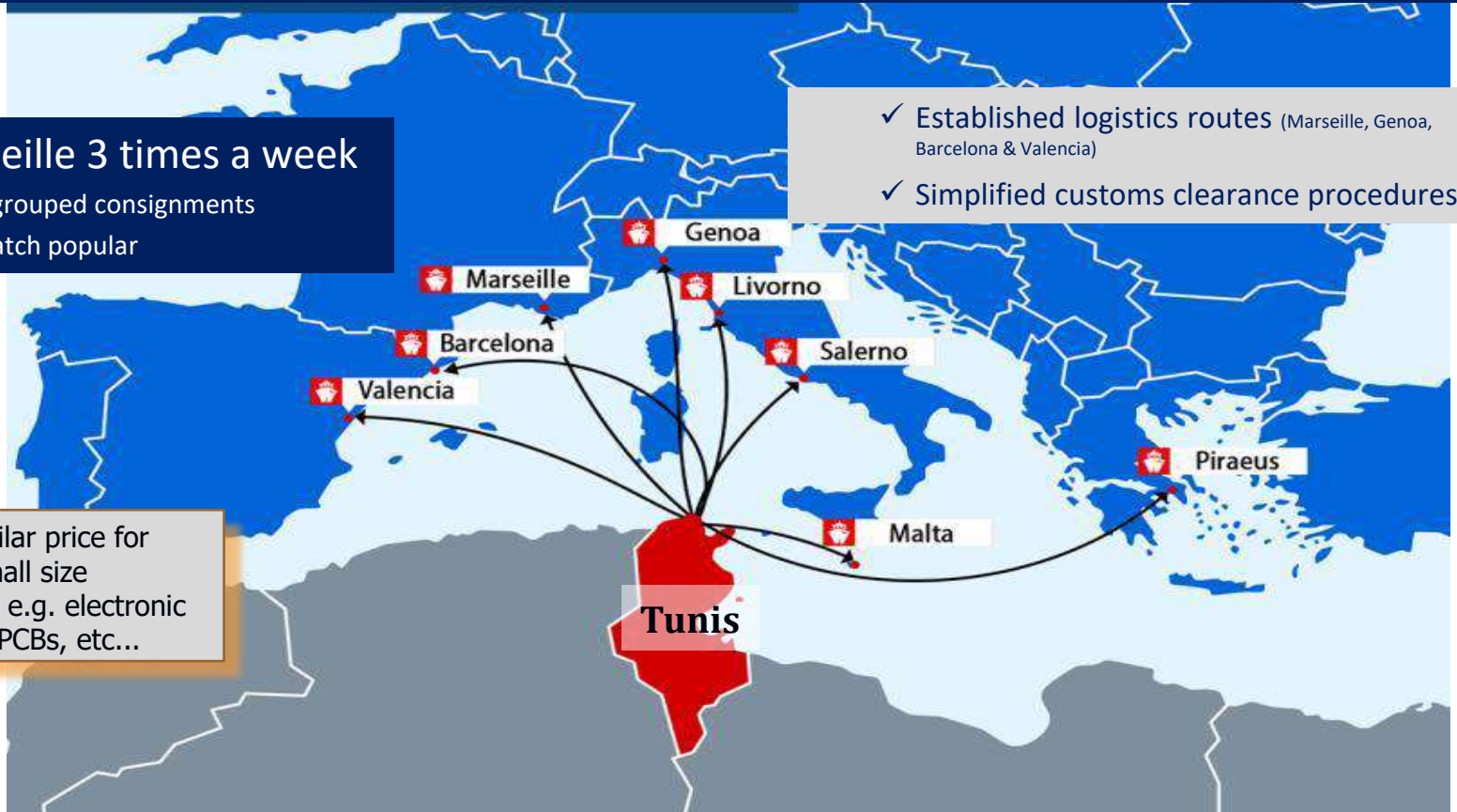
- Containers or grouped consignments
- Saturday despatch popular

✓ Established logistics routes (Marseille, Genoa, Barcelona & Valencia)

✓ Simplified customs clearance procedures

Flights similar price for high value/small size consignments e.g. electronic components, PCBs, etc...

Shipping Time to Mainland Europe 4/5 days



...Its Innovative Ecosystem with a Pool of International Level Talent at Competitive Costs



+ 60 000 new graduate per year



35 % of graduates are in **engineering and ICT** fields



High levels of **multilingualism**

Tunisia is ranked **2nd** country in the world in terms of **Graduates in Science and Engineering** (% of total tertiary graduates) *SOURCE: Global Innovation Index 2019*

A confirmed expertise

Tunisia is ranked **1st** in North Africa in terms of **“General Expertise”** (59/119) according to “Global Talent Competitiveness Index” (2018)

A strong R&D Activity

Tunisia holds the **greatest concentration of researchers** among Arab and African countries with 50% of scientific publications in North Africa

... Its Competitiveness Globally...



TUNISIA is ranked **1st** in Africa in terms of Competitive Industrial Performance according to “Competitive Industrial Performance Index 2018”- **UNIDO**

TUNISIA is ranked **2nd** innovative economy in Africa (70/129) according to « **Global Innovation Index** » (2019)- WIPO

Tunisia’s health system is the **2nd** most efficient in Africa according to “**Bloomberg 2019 Healthiest Country Index**”

TUNISIA is ranked **3rd** in Africa (52/60) according to « **Annual Bloomberg Innovation Index 2020** »

... Allowing **TUNISIA** to be a Favorable Destination for FDIs ...

FDI key figures

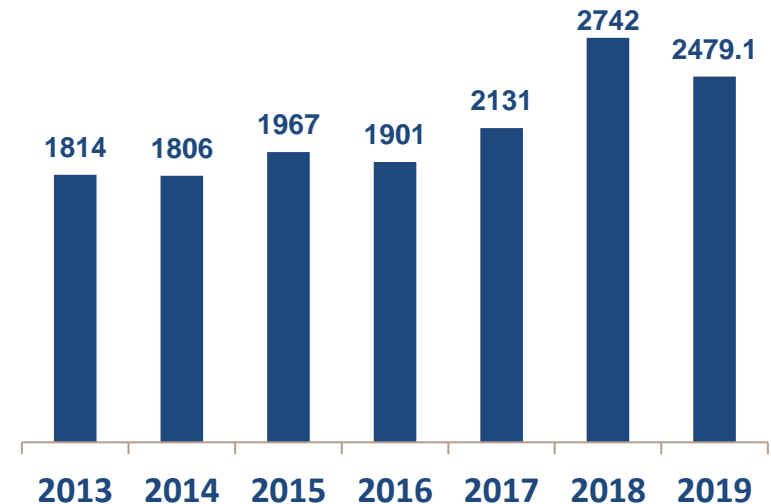
Stock of FDI

3 486
Foreign companies

25 408 MTND

386 312 jobs

Growing FDI flows



1 TND = 0,313 € (June 2020)

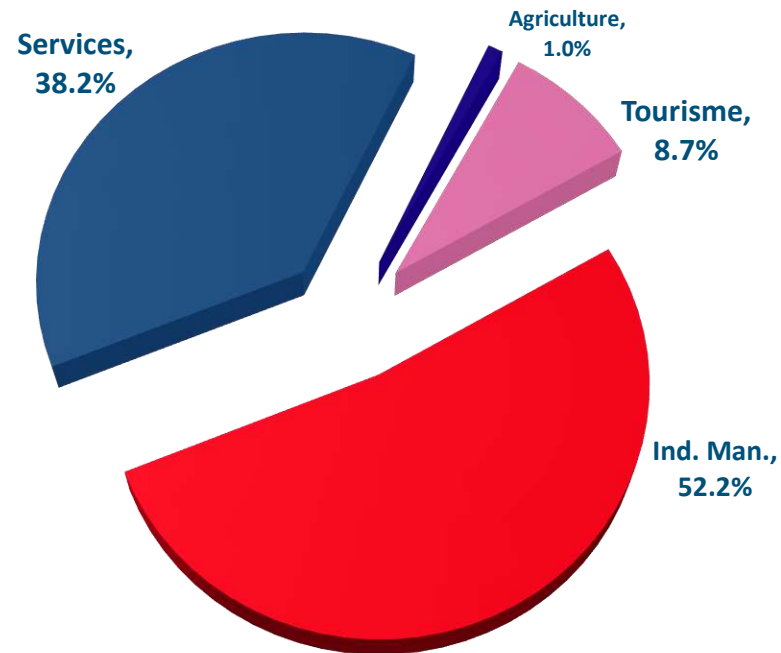
Almost 75% of foreign companies are wholly exporting

FDI constant increase for **expansions** (about 85% as average annual flow)

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... Operating in Strategic Sectors...

FDI key figures



The evolution of FDI in the manufacturing sector is driven by the mechanical, electrical and electronics industry and automotive components

... FDIs that englobe TOP Japanese Companies...



Country Profile- JAPAN

13
Japanese companies

345,163 MTND

+ 5 200 jobs



Official establishment of **SUMITOMO ELECTRIC Tunisia** through its new subsidy Sumitomo Electric Wiring Systems Europe with a strong commitment of **"FIPA TUNISIA"**, which reinforces the already flourishing automotive components industry ecosystem.

INVEST IN **TUNISIA**

... And International Actors ...



...Encouraged by a New Specific and Attractive Legal Framework ...

1 TND = 0,313 € (June 2020)

- Freedom to hold 100% of the Company's capital
- Freedom to own properties as part of investment projects
- Freedom to transfer profits and assets abroad in foreign currency
- Grant equal to 70% of employee training expenditures leading to certification of skills in accordance with international standards with a maximum annual amount of 20.000 Dinar per enterprise
- Hiring foreign managerial staff within a limit of 30% of the total number of managerial staff until the end of the third year.

... Offering a Substantial Investment Grant ...

Priority Sectors

- Investment grant up to 15% of the investment cost with a maximum ceiling of 1MDT.
- Subsidy of employer's contribution for the first 3 years

Projects of National Interest

- Deduction of profits from the corporate tax base within ten years
- Investment grant within one third of the investment cost and with a ceiling of 30 million MD
- Contribution to the expenses resulting from infrastructure works

Regional Development

- Investment grant between 15% (area 1) and 30% (area 2) with a maximum amount of 1.5M TND (area 1) and 3M TND (area 2)
- Total payment of employers' social contribution by the state for the first 5 years (area 1) and 10 years (area 2)
- Total deduction of corporate tax for the first 5 years (area 1) and 10 years (area 2)

Taxes

- Reduced corporate tax of **13,5%** for wholly exporting regime

2

The Specific Promising Sectors for Investment and Business in **TUNISIA** ...

1 TUNISIA

**An attractive Destination
For Automotive Industry**



Key Figures

> 2 Billions €

Exports of automotive spare parts

40 %

Integration rate

11 %

average growth in value of exports (2010 -2016)

+ 260 Companies

Of which 65 % are wholly exporting

5.5 %

Contribution to GDP

+ 80 000 jobs

A Reference Site for Automotive Components

Rank	Country	Companies	Employees
1	Germany	29	29948
2	France	25	16668
3	Japan	4	6178
4	USA	5	2757
5	Italy	5	1313



Activity Mapping

70% of active companies are established in the North-Eastern region

- Automotive wiring harness & connectors
- Vehicle assembly
- Electronic components, Software, engineering
- Mechanical components
- Plastics processing
- Manufacturing of trailers and cabs
- Leather & textile

Tunisia is:
Top 3 producer of Automotive Components In Africa
Among the 10 main suppliers of wire harnesses to the EU

2 TUNISIA

Your ICT Destination



Key Figures

3 Billions €
ICT turnover

+ 500
Innovative companies in 2017 in
addition to international groups
positioned in new tech

52%
Share of innovative exporting
companies

7%
Average annual growth rate ICT
2014/2018 and 9% of GDP in
2017

1 800
Companies

34 000
Direct jobs

A Confirmed IT Destination

The Tunisian digital industry is fully engaged in emerging technologies

A.I	
IoT	
AR/VR	
Blockchain	
BIG DATA	

3 TUNISIA

Agribusiness Sector



Key Figures

1st Country with
recognition of the BIO
EU equivalence

80%
Share of Tunisian BIO
production for export

370K ha
Organic surfaces in
Tunisia

**95% Potential for
converting hectares of
olive groves into
organic farming**

+ 1 088
Companies
+120 Foreign Participation

+75 000
Direct jobs

Strengths of the Sector

2nd

World exporter of Dates



World exporter of Olive Oil



A synergy between Research centers and companies

Competitive labour costs

Specific investment incentive scheme

Diversified and cross-sector investment incentive system for all domains of the economy

Allowing the emergence of Global Champions

Among the major groups that trusted TUNISIA:



4 TUNISIA

Energy and Renewable energy: An Evolving Sector

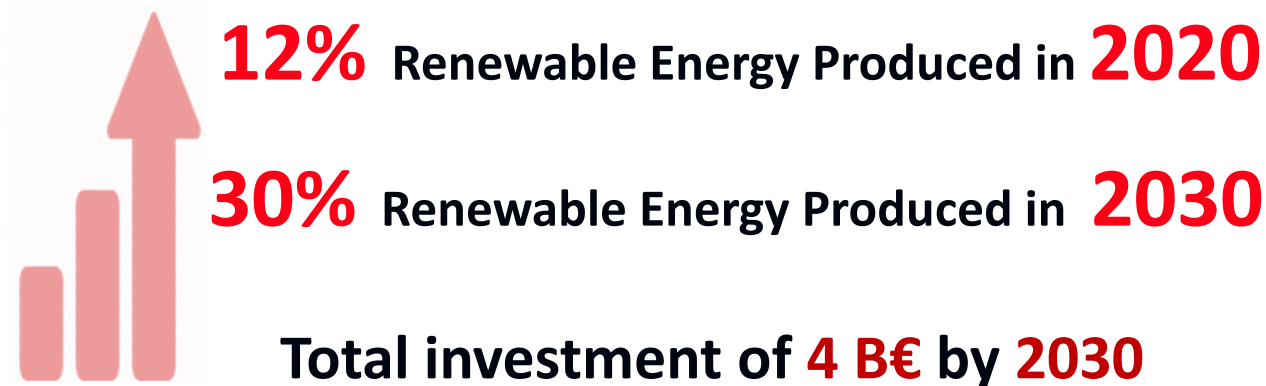


TUNISIA's 2030 New Energy Vision

The National Energy Balance is characterized by:

- 1- A structural energy deficit
- 2- A strong dependence on gas supplies from Algeria
- 3- An electricity mix based 97% on Gas

➔ 2015: A National Development Strategy of Renewable Energy



Business Climate

In 2018, Tunisia ranked **20th** in the World Bank's ranking of public policies in the field of sustainable energy (out of 133 countries).

Tunisia is one of the only African and Middle Eastern countries in **high-yield energy efficiency countries**.

Adoption of a **Law on Investment Incentives and Improvement of the Business Climate** on **April 23, 2019**.

The law has made important changes to some fifteen existing laws, including among others **the law n ° 2015-12 related to the production of electricity from Renewable Energy**

Other Investment Opportunities



AEROSPACE



FINANCIAL SERVICES



TEXTILE AND APPAREL



MEDICAL TOURISM



INFRASTRUCTURE PROJECTS



ENVIRONMENT: WASTE TREATMENT

TUNISIA.. A Pleasant living Environment



Internationally reputed **educational system**

- 10 French education institutions
- 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

FIPA TUNISIA's PERSPECTIVES ...

Rethinking on its Promotion Strategy by focusing on **3** core roles:

- 1 Retention** with a view towards increasing the embeddedness of existing investment within Tunisian economy and thus expanding their projects;
- 2 Investment generation** by re-prioritization of target sectors;
- 3 Digital transformation** to remain competitive and to optimize its performance.

THANK YOU!
FOR YOUR ATTENTION



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