

# TUNISIA INVESTMENT SEMINAR

JULY 2023 - JAPAN

## BUSINESS OPPORTUNITIES IN **TUNISIA**

Presented by Mr. Jalel TEBIB

General Manager – Invest In Tunisia Agency « FIPA »

# 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

**+ 3,750**

**Foreign Companies**

*Almost 75% of foreign companies  
are wholly exporting*

**+ 40.2 BTND  
(USD 13.1 billion)**

**+ 433,000 jobs**

*Source: FIPA-Tunisia*



**In 2021**

**502** Investment Operations  
**+ 1.3 BTND (USD 424 million)**  
**+ 11,200** Direct Jobs

**In 2022**

FDI inflows to Tunisia  
recorded an increase of  
**18.4%** to reach an amount  
of **2.2 BTND**  
(USD 717 million)

**First quarter of 2023**

The flow of international  
investments posted an  
increase of **15.2%**

# FDI in Tunisia : Country Profile – JAPAN

19 Japanese Companies

+ 525 MTND  
(USD 171 million)

Around 14,000 Jobs

Source: FIPA-Tunisia

## Examples of Japanese Companies implemented in TUNISIA



**YKK**<sup>®</sup>

**SARAYA**



**'TORAY'**

 **Sumitomo**

**VS** VOSSLOH  
SCHWABE

 **YAMAICHI**  
ELECTRONICS

 **SUMITOMO ELECTRIC**  
WIRING SYSTEMS

# JAPAN is among TOP 10 of Leading issuing Countries of FDIs in 2022

- 1- FRANCE (618.24 MTND/USD 199 million)
- 2- QATAR (291.23 MTND/USD 94 million)
- 3- ITALY (232.9 MTND/USD 75 million)
- 4- GERMANY (219.64 MTND/USD 71 million)
- 5- SWITZERLAND (55.12 MTND/USD 18 million)
- 6- JAPAN (47.31 MTND/USD 15.4 million)**
- 7- EMIRATS ARABES UNIS (37.73 MTND/USD 12 million)
- 8- HOLLAND (34.20 MTND/USD 11 million)
- 9- USA (26.9 MTND/USD 8 million)
- 10- AUSTRIA (20.69 MTND/USD 6 million)

Source: FIPA-Tunisia



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# TUNISIA: The Access Point to the African Market

- ✓ 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

Triangular Cooperation  
**Japan-Tunisia-Africa**  
offers itself to the  
Japanese companies targeting the  
African market through **TUNISIA**

- ✓ A regional and international Integration including
- ✓ **52** agreements on double taxation and
- ✓ **54** bilateral agreements to promote and protect investments



# TUNISIA, A Pool of International Level Talents ...

+ 70,000  
new  
graduates  
per year

About 1,200  
vocational  
training  
institutions

20,000  
Rank A  
researchers

1<sup>st</sup>

In North Africa for Scientific & Technical Articles – 13th Worldwide  
(Source : Indice Mondial de l'Innovation 2020)

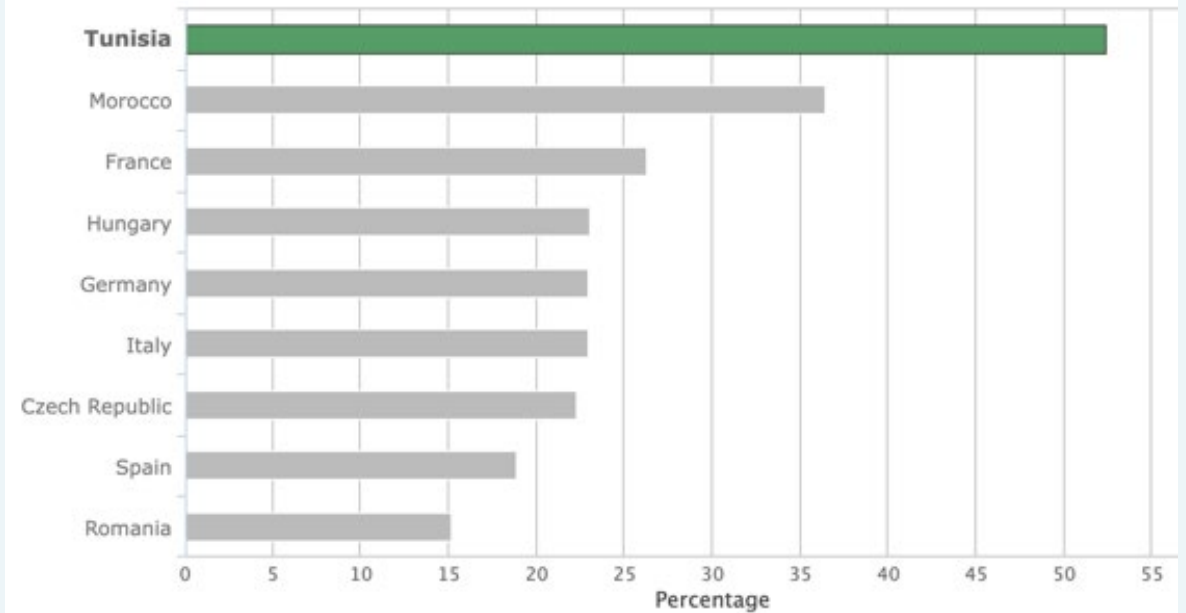
2<sup>nd</sup>

Number of Graduates in Science and Engineering Worldwide  
(Source : Global Innovation Index, 2020)

One of the best-ranked States in the Middle East and North Africa (MENA) region **in the field of innovation** (Source : Global Innovation Index, 2021, WIPO), and is 1st in the Maghreb region.

Expenditure per student, secondary (% of GDP per capita)

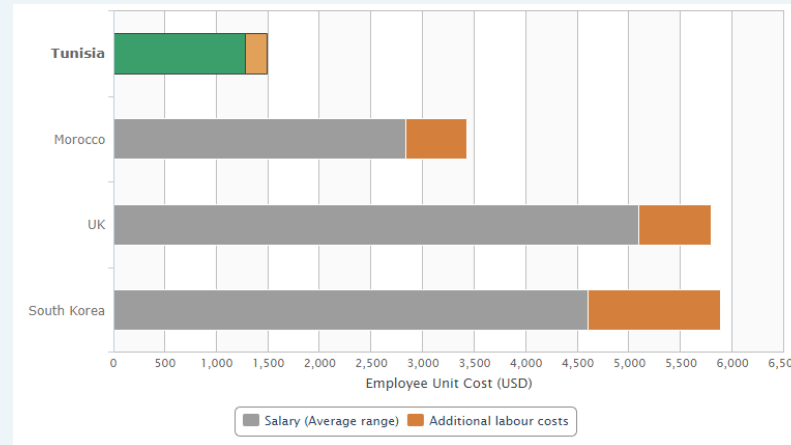
Source: World Bank World Development Indicators (fDi Benchmark 2021)



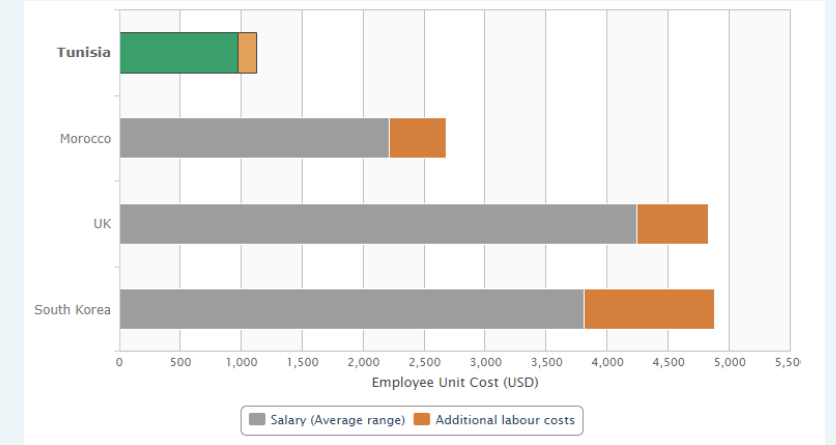


# Pool of International Level Talent at Competitive Costs

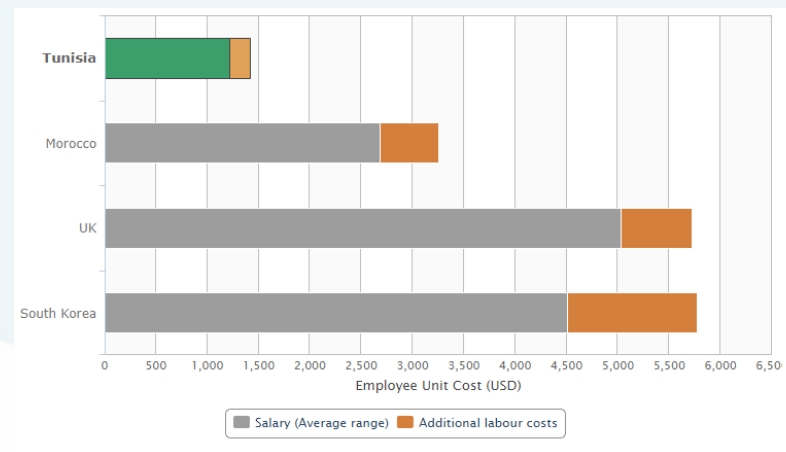
## Software Development Engineer – monthly unit costs



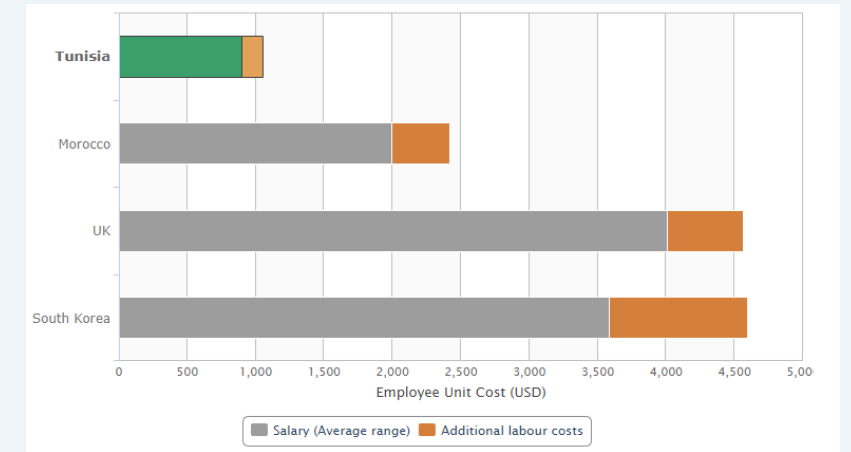
## Programmer – monthly unit costs



## R&D Team Leader – monthly unit costs



## Web Developer – monthly unit costs



# 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**

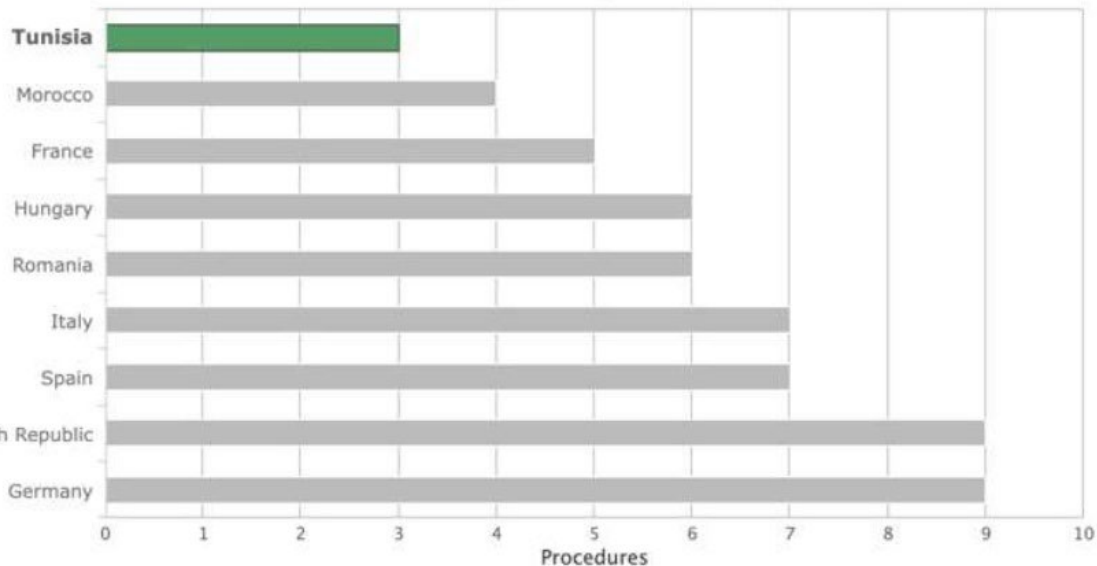
# A Friendly Business Environment

## 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
- Reduced corporate tax of 15% for **wholly exporting** regime
- 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.

# A Friendly Business Environment

A 100 M € Start-up Fund aims to make **TUNISIA** a Startup-Nation at the crossroads of the southern shore of the Mediterranean, the MENA region and Africa.

➤ **22** measures designed to simplify administrative procedures and facilitate access to funding for start-up companies.

Winner of :



The most innovative and high-impact project  
Category: Enabling Environment

World Summit on the Information Society Forum (WSIS) – 2020

Ranked :

**23<sup>rd</sup>** best worldwide Visa Program to attract Start-ups

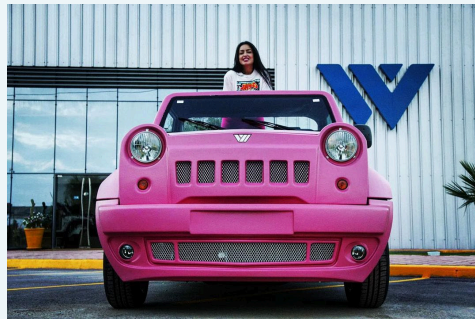
**1<sup>st</sup>** in North Africa and Middle East

Startups Without Borders (SWIBO) - 2020



# Examples of High Tech Products Made in TUNISIA

Startup: **WALLYSCAR**  
A Car Made in **Tunisia**

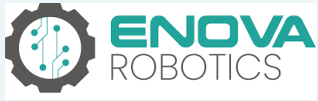


Startup: **AVIONAV**  
A **Tunisian** Aircraft Manufacturer



**AVIONAV** is a Tunisian company founded in 2007 specializing in the manufacture of light aircraft from two to four seats

# Examples of High Tech Products Made in TUNISIA



Enova Robotics is an advanced security technology company that uses software and hardware to provide its customers with advanced anomaly detection capabilities.



## AGV

AGV is an autonomous mobile cart designed to carry a payload from warehouses to production lines in a wide range of industries. The AGV is used by manufacturers to automate their in-house transportation and logistics. Depending on customer's activity demand, customized top modules can be mounted on the AGV to support different type of payloads.

## Veasense

It is the answer to a predicted shortage of caregivers to serve our rapidly aging population. Veasense provides telepresence, continuous monitoring and tele-vigilance. Doctors could connect if necessary and make preliminary diagnostics. It allows interaction with people in remote location and in a synchronous way.



# Examples of High Tech Products Made in TUNISIA



**Bako Motors** is a German-Tunisian startup that develops and manufactures solar electric vehicles.



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# Aeronautical Sector

01



## AEROSPACE

- Contributes to almost **3.8%** of national GDP
- **+ 80** national and international companies operating across the entire value chain
- **+ 17,000** jobs created
- A Parc dedicated exclusively to the aeronautical industry at El Mghira

The major part of the fuselage of the plane is a **MADE IN TUNISIA**

By the highly skilled and talented people of Airbus Atlantic Tunisia.





# Digital Sector

02

# TUNISIA, A Pioneer in Digital

**3 Billion €**  
ICT turnover

**Over 1,800**  
Companies

**52%**  
Share of Innovative Exporting  
Companies

**+ 7%**

Average annual growth rate and  
7.5% of the National GDP

**12% of which have**  
**100% Foreign**  
**Capitalization**

Nearly **80,000**  
Direct jobs

# The **TUNISIAN** Digital Industry is fully engaged in Emerging Technologies

A.I	    
IoT	      
AR/VR	   
Blockchain	  



# Mechanical and Electrical Industries

03

# MEE Industries in **TUNISIA**: Key Figures

**+ 1,000 Companies**

**1<sup>st</sup>** Exporting Sector

**+ 600 companies**  
with foreign  
participation

**7<sup>th</sup>** supplier of EU  
for Electrical Machinery

**+ 440**  
Totally Exporting Companies

**TOP 3** Producer of  
Automotive Components in  
Africa

FLUX



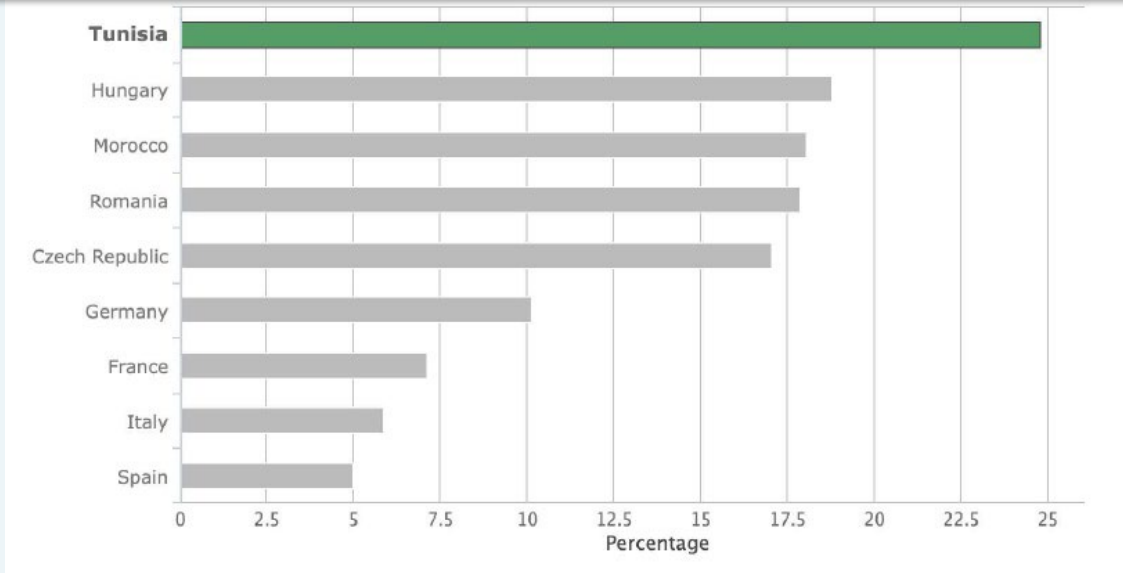
**5 Investment Projects**  
**+ 1,340 Jobs**

*At the End of 2022*

# TUNISIA, A Reference Site for Automotive Components

## Exports of Electric Components Manufacturing (% of total goods exports)

Source: FDI Intelligence from the Financial Time (FDI Benchmark 2021)



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





# Agribusiness Sector

04

# TUNISIA is ranked **1<sup>st</sup>** in Africa as an Exporter of Organic Products

**1<sup>st</sup>** Country with  
recognition of the BIO  
EU equivalence

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

**80%**  
Share of Tunisian BIO  
production for export

**+ 1,080**  
Companies  
**+120 Foreign Participation**

**370K ha**  
Organic surfaces in  
Tunisia

**+75,000**  
Direct jobs

# Strength of the Sector

**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**

## Promising Niches

- Organic Products
- Packaging and Olive Oil Bottling
- Packaging and semi-preserves of fruits and vegetables
- Processed seafood products and development of blue fish products
- Frozen Products
- Cooked and Semi-cooked Dishes
- Canned Products and semi-preserves
- Fish and shellfish Farming
- Dried tomatoes
- Essential Oils etc...





# Textile & Apparel Industry

05

# Textile Sector in **TUNISIA** : Key Figures

**+ 1,690 Companies**  
83% are totally exporting

**45%** are in partnership

**+ 175,000 jobs**

**+1,200 Foreign Companies with + 125,000 Jobs**

## Exports

Nearly **6,000 MTDN** to export on average in a year

## Imports

(Mainly related to Fabrics sourced from Italy, France, Turkey, China and Germany)

# Sector Advantages

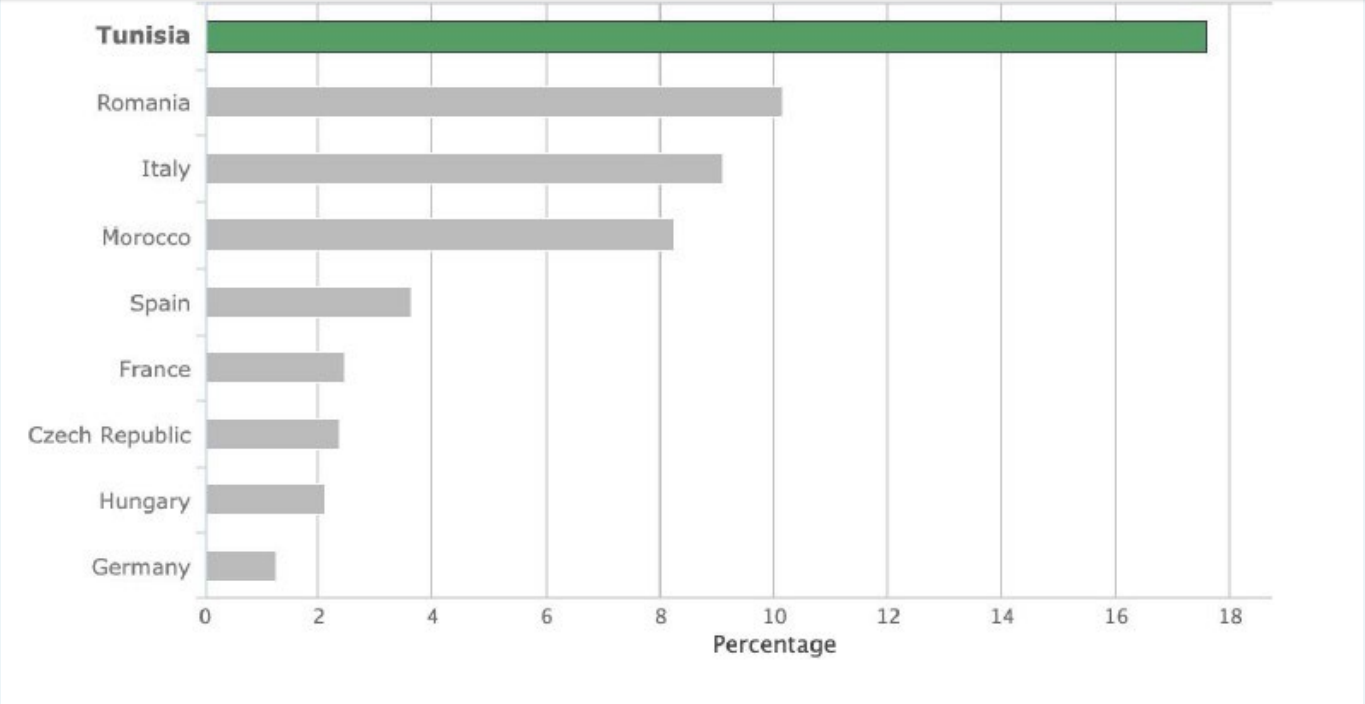


Largest supplier of Europe



Supplier of France in this field

**Textiles and Clothing(% of value added in manufacturing)**  
 Source: World Bank World Development Indicators (FDI Benchmark 2021)



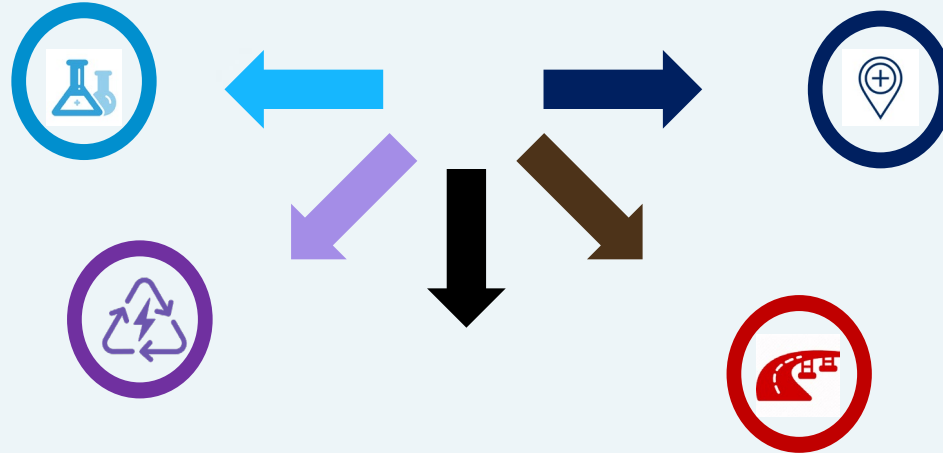
# Other Opportunities in High Value Activities

## PHARMACEUTICAL

- 164 Millions € of exports
- + 120 Companies (+ 33 in the production of medicines)
- + 5,000 graduates annually
- 18 training institutions dedicated to the sector needs

## RENEWABLE ENERGY

- Tunisia focuses its production on wind energy, solar energy, bioenergy, geothermal energy
- Represents **6.6%** of total electricity generation capacity in Tunisia;
- The share of RE in Tunisia is **3%**, and is expected to rise to **30%** by 2030



## MEDICAL TOURISM

Highly developed medical services in terms of medical skills and healthcare infrastructures with international standards

## INFRASTRUCTURE PROJECTS

- + **130** National Projects are underway across Tunisia (including 64 new road infrastructure projects)
- **1** deep water Port under construction

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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

# THANK YOU!

## FOR YOUR ATTENTION



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