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

**+ 3 740**
Foreign Companies
Almost 75% of foreign companies are wholly exporting

**+ 33 310 MTND**

**+ 435 000 jobs**

**In 2022**
530 Investment Operations
+ 1 723 MTND
+ 13 197 Direct Jobs

**In 2021**
502 Investment Operations
+ 1 300 MTND
+ 11 200 Direct Jobs
FDI in Tunisia: Country Profile – USA

- 71 US Companies
- 659 Million Dinars
- 12,500 Jobs
TOP 10 of Leading issuing Countries of FDIs in 2022

1- FRANCE (618,24 MTND)
2- QATAR (291,23 MTND)
3- ITALY (232,89 MTND)
4- GERMANY (219,64 MTND)
5- SWITZERLAND (55,12 MTND)
6- JAPAN (47,31 MTND)
7- UNITED ARAB EMIRATES (34,73 MTND)
8- NETHERLANDS (34,2 MTND)
9- USA (26,96 MTND)
10- AUSTRIA (20,69 MTND)

Source: FIPA-Tunisia
INTERNATIONAL ACTORS OPERATING IN TUNISIA
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TUNISIA: The Access Point to the European and African Markets

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

Triangular Cooperation USA-Tunisia -Africa offers itself to American companies targeting the African market through TUNISIA
**Major Assets**

- Pool of International Level Talent at Competitive Costs
  - + 60,000 new graduate per year
  - 18% 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 2020

- 200 higher education Institutions
- More than 1,000 vocational training centers
TUNISIA, A Pool of International Level Talents...

- +65,000 new graduates per year
- About 1,200 vocational training institutions
- 20,000 Rank A researchers
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

Source: fDi Benchmark 2022
TUNISIA is the 1st country in Africa for the quality of its information and communication technology infrastructure (Source: Bloomberg Innovation Index, 2020)
World-Class IT Infrastructure

1. 9 International Airport
2. 10 Competitiveness Clusters
3. International Bandwidth: 910 Gb/s
4. Availability of Class A Offices
5. About 200 Industrial Areas
6. 11 Technoparks 18 Cyberparcs

Major Assets

1st In Africa for the quality of ICT infrastructure
(Source: Bloomberg Innovation Index 2020)
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

A Friendly Business Environment

With substantial incentives, mainly:

- Investment grant for 18 priority sectors and for investment in regional development areas: 15% of the approved investment cost and up to 30% for the regional development zones
- 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%
- 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.

» 20 measures 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:

23rd best worldwide Visa Program to attract Start-ups
1st in North Africa and Middle East
Startups Without Borders (SWIBO) - 2020
TUNISIA in the Top 5 African TECH Ecosystems of the Future 2021/22
(fDi Intelligence 2020)

01 In the Cost Effectiveness (Average wage of skilled employers, Firm rents etc)

03 In Human Capital (Level of technological talent across the country)
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Opportunities in High Value Activities

**DIGITAL**
- 3 billion € ICTs Turnover
- +1800 Companies
- +7% average Annual Growth Rate and 7.5% of the national GDP
- 52% Share of Innovative Exporting Companies
- Nearly 80,000 Direct Jobs

**MEE INDUSTRIES**
- +1000 Companies
- +600 companies with foreign participation
- +440 wholly exporting companies

**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

**AGRIBUSINESS**
- 80% share of Tunisian BIO Production for Export
- +1,000 Companies (+120 foreign participation)
- +75,000 Direct Jobs

**FIPA**
INVEST IN TUNISIA
www.investintunisia.tn
FIPA - Tunisia
**National Projects** are underway across Tunisia (including 64 new road infrastructure projects) - 1 deep water port under construction

**INFRASTRUCTURE PROJECTS**

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

**TEXTILE SECTOR**

- 1200 Foreign Companies with
  - +125,000 Jobs
- Nearly 6000 MTDN to export on average in a year

**INFRASTRUCTURE PROJECTS**

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

**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

**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

**MEDICAL TOURISM**

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

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ICT Sector Key figures

- 4.4 Billions €
  Turnover in ICT

- + 2 200 Companies
  12% have 100% foreign capitalization

- + 40 000 jobs

- 52%
  Share of innovative exporting companies

- 10%
  Contribution to GDP

- 8%
  Average annual growth rate (last 5 years)
The Tunisian IT Sector is fully engaged in emerging technologies

A.I
- Expensya
- Dataperformers
- InstaDeep™
- DATAVORA
- Linedata

IoT
- Sofrecom
- Enova ROBOTICS
- chifco
- PROXYM GROUP
- Sagemcom
- FOCUS

AR/VR
- wevico
- NUKED ROACH
- DIGITAL MANIA

Blockchain
- IBM
- PAYPOS Tunisie
- Sofrecom

BIG DATA
- vermeg
- Inetum
- Predictix
- DATAVORA
- sopra hr SOFTWARE
Tunisia : an Internationally recognized destination

1st Orange Lab platform Establishment : 2014
Workforce : 20 in 2011 and 1000 by the end of 2022

Expertise:
- Telecommunication
- Public sector
- IoT, AR/VR, Blockchain

Innovation Factory actively encourages all employees, doctoral and non-doctoral, with the provision of several tools: programs and software under license, printers and 3D scanner, oscilloscopes...

NEXT STEP ? DIVERSIFICATION
- Gaming with Sandstorm
- Market place of energy based on Blockchain technology
- IoT control box for Smart Homes

« Tunisia represents all the attractive characteristics that SOFRECOM Group is looking for, namely: The academic training of very good quality provided by the Engineering Schools and Universities ». 

Mr. Laurent Blain, General Manager of SOFRECOM-Tunisia
100% Tunisian internationally recognized successes

1st company in the MENA zone in robotics establishment in 2014
Workforce: 4 in 2014 and 40 by the end of 2022 (x10)

Expertise:
- Security
- Telepresence
- Education

NEXT STEP? Smart Homes
Enova targets the connected home market in 2020 with the development of a first self-adaptive and conversational security robot thanks to deep learning

Robots and AI at the service of humans


E-touchbot, a telepresence robot designed to serve as home help for seniors to consult a doctor remotely, get closer to their family. Screen, Machine learning, unique location and autonomous navigation algorithm
100% Tunisian internationally recognized successes

Establishment: 2014
Workforce:
2 in 2014 and 155 in 2022 across 6 locations

Major Milestones:
- 2019: Raised $7M funding to expand AI in Africa
- 2020: Announced Strategic Collaboration with BioNTech and Form AI Innovation Lab to Develop Novel Immunotherapies
- 2022: Developed and Successfully Tested Early Warning System to Detect Potential High-Risk SARS-CoV-2 Variants
- 2022: Raised $100M Funding to advance its high-performance computing infrastructure optimized for Decision-Making AI

FINANCIAL TIMES: "BioNTech and AI start-up develop tool to predict high-risk coronavirus variants"
Major Assets

- One of the largest technology parks in Africa
- A surface area of 155 hectares
- Over 100 national and foreign ICT companies
- Higher education institutions, research and development labs, business and project incubators, as well as IT organizations

World-Class IT Infrastructure

- A surface area of 60 hectares
- Over 65 companies
- A Mechatronics cluster since 2012
- The Technopark brings together 3 laboratories: Microelectronic systems, Advanced materials and nanophysics materials, and Microsystems of physical chemical and biological weapons

- A surface area of 10.5 hectares
- A R&D center
- An integrated space intended to host activities of:
  - academic and research training
  - innovation and technology transfer
  - production and development

Technopoles
Why Tunisia for IT & Software?

1. **Strong ICT infrastructure** with large capacity to suit investor business broadband requirements
2. Ideally **located to test new consumer markets** in MENA, Europe and Africa.
3. A location with a **high quality of life** and low costs of living.
4. Access to a **cost competitive** labour force and highly skilled university talent.
5. Strong **competitiveness clusters** in ITO, BO and R&D and industry parks providing assistance and services to foreign investors.
6. A **lucrative incentives** package including specific incentives for start-ups.
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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