



## Basic data

- A population of 10 million inhabitants, 26% under 15 years (average age: 28)
- GDP per capita in 2008: \$US 3,759 (\$US 7,938 in purchasing power parity)
- Main cities: Tunis (2.3 million inhabitants), Sfax (894,200), Gabes (149,000), Sousse (579,000 inhabitants)
- Languages: Arabic, French
- Mediterranean climate in the North and on the coast, semi-arid in the interior and Saharan in the South
- Currency: Tunisian dinar (0.570 €)

## Tunisia in 2008, means

- A pioneering country in terms of its relationship with the European Union: the first MED country to sign the agreement of association (17 July 1995) and the first to integrate the EU industrial free trade area since 1st January 2008
- Despite the degradation of the international economic situation, the Tunisian economy has held its ground. Pushed by exports, subcontracting and tourism, economic growth, far from running out of steam, has remained above the bar of the 5% in 2008.
- Technological advances recognised at world level: Tunisia is in 26th place in the world for innovation and 30th for higher education according to the Davos World Forum
- Large international groups of world renown are present in Tunisia such as Unilever, ST Microelectronics, Valeo, BG Group, Nestlé, Pirelli, Zodiac, Sagem, Benetton, Caterpillar, Aventis, etc.

Sources: MAE, Coface, UbiFrance, IMF, Institut National de la Statistique, CIA World Fact Book, ANIMA-MIPO

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## Useful links

- Tunisian government [www.ministeres.tn](http://www.ministeres.tn)
- Ministry of Finance [www.portail.finances.gov.tn](http://www.portail.finances.gov.tn)
- Investment Promotion Agency FIPA [www.investintunisia.tn](http://www.investintunisia.tn)
- Export Promotion Centre (CEPEX) [www.cepex.nat.tn](http://www.cepex.nat.tn)
- Business portals [www.africanmanager.com](http://www.africanmanager.com)  
[www.goodmorning.tunisia.com](http://www.goodmorning.tunisia.com) [www.econostrum.info](http://www.econostrum.info)
- ANIMA, investir en Méditerranée [www.anima.coop](http://www.anima.coop)
- Marseille Provence Chamber of Commerce and Industry [www.marseille-provence.cci.fr](http://www.marseille-provence.cci.fr)
- French Economic Mission in Tunisia [www.missioneco.org/Tunisie](http://www.missioneco.org/Tunisie)



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# Tunisia

## Foreign investments : priority to industry!

The "Made in Tunisia" is making a name for itself in aerospace sub-contracting

- The Italian Avionav started a civil helicopter production unit in 2005
- The French group Zodiac has opened a plant for aeronautical systems and equipment employing 150 people (2006)

Automobile sub-contracting is making space for itself in Tunisia

- The Japanese Sumitomo has invested 5 million Tunisian dinars in an automobile wiring factory in the region of le Kef which will employ up to 2,500 workers in time
- The German Draxlmaier is opening an automobile and electric cabling plant
- Sewon Ecs, the Korean manufacturer of automobile wiring looms is locating in Kairouan

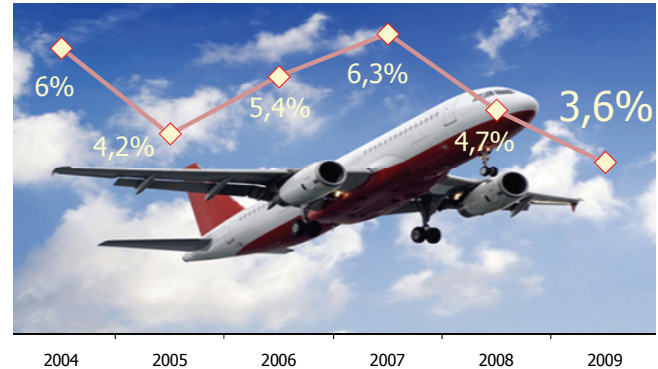
## Exports are strongly rising since 2002

In billion of US dollars (Source: Coface)



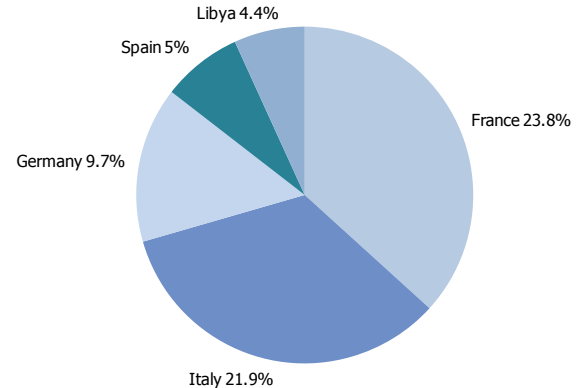
## An economic growth above 3% in 2009 despite the global crisis

Growth of GDP in % (Source: Coface)



## Main partners of Tunisia

Imports in 2007 : US\$18 bn (Source : CIA World Fact Book, Coface)



## An attractive business climate

Source: *Doing Business 2009, World Bank*

Doing Business Ranking  
2009 : 73rd

		Tunisia	Region	OECD
<b>Starting a Business</b>	Numbers of procedures to start a business	10	8.4	5.8
	Number of days to create a business	11	23.5	13.4
<b>Dealing With Licenses</b>	Number of procedures to obtain a permit	20	19.3	15.4
	Number of days to obtain a permit	84	186.6	161.5
<b>Employing Workers</b>	Difficulty of firing index	80	31.6	26.3
	Firing costs (weeks of wages)	17	53.6	25.8
<b>Registering Property</b>	Procedures (number)	4	6.4	4.7
	Duration (days)	39	37.4	30.3
	Cost (% of property value)	6.1	5.9	4.7
<b>Trading Across Borders</b>	Documents for export (number)	5	6.5	4.5
	Time for export (days)	17	23.3	10.7
	Cost to export (US\$ per container)	733	1,024	1,069
	Cost to import (US\$ per container)	858	1,20	1,132
<b>Enforcing Contrats</b>	Procedures (number)	39	43.7	30.8
	Duration (days)	565	688.8	462.7

### Focus: Tunisia glorified as *the* destination by the United States!

American tourists are in the process of discovering the formidable potential of Tunisia. In February 2008, the daily "New York Times" crowned Tunisia as the 3rd most beautiful tourist destination in the world, while the holiday guide, "Trip Advisor" recommended the island of Djerba as being the best site to visit in 2008...

### Coface rating = A4

[www.coface.fr](http://www.coface.fr)

«A number of economic and financial uncertainties and an occasionally difficult business environment are likely to affect payment behaviour. The average company default probability is rather high. »

## Tourism, textiles, *ICT*: a winning trio to boost the economy!

### Tourism, Tunisia's blue gold

6.7 million tourists came to Tunisia in 2007. To attract more than 11 million tourists in 2011 the government is counting on foreign investments in tourist and real estate infrastructure. Some mega-projects financed by investors from the Gulf:

- The group Bukhatir plans to invest \$US 5 billion in the project "Tunis Sports City" in the lake region North of Tunis;
- Emaar Properties envisages investing \$US 1.9 billion in a tourist resort situated North of Sousse, called "Marina Al Qussor";
- Sama Dubai is laying the foundations of Century City & Mediterranean Gate at the lake South of Tunis (14 billion dollars over 15 years).

### Tunisian textiles resist the Asian shock

Face with the flood of Chinese textiles towards the EU, Tunisia is playing the top of the range game and complementarity with the European designer labels. Sign of renewed vitality, exports of textile products to the EU increased by 8.3% in 2007.

- Success story: Italian Benetton is increasing its presence in Tunisia creating a new weaving plant for 22 billion Euros and plans to create 7,000 extra jobs.

### *ICT*: towards the Finnish model!

A study carried out by Ernst&Young has incited Tunisia to set its sights on the innovating industries and bank on the knowledge economy:

- In 2008, the country had a surplus of ICT graduate students;
- Introduction of systems to finance innovating SMES through the Banque Tunisienne de Financement des PME (BFPME);
- Technological clusters are breaking out throughout the country: Sidi Thabet (Pharmacy), Sfax (Computing), Monastir, Sousse, Bordj Cedria, etc.
- The American Microsoft is installing an academy of innovation called "School Technology Innovation Center".



# Tunisia

## Numerous business opportunities in 2008-2009

- Hydrocarbons: the State is to issue 44 exploration licences between now and 2011
- Tunisia is on the lookout of a large international operator to develop the international casino market
- Launch of a call for tenders for the construction of a deep water port at Enfidha
- The State is selling several concessions for tourist projects (Medicalised tourism complex at Al-Khabayat, tourist area of Lella Hadhria at Djerba, tourist area of Hergla, etc.)
- The State is seeking investors to introduce and manage a landline telephone network

### Examples of French SMEs in Tunisia *(Source: ANIMA-MIPO)*

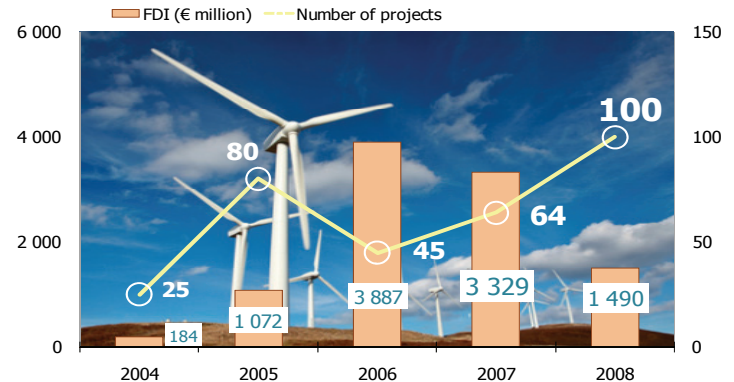
- The Toulouse manufacturer Actielec Technologies is investing million Euros in its 2nd Tunisian plant (2008)
- The software editor Codix is transforming its sales office into a development centre (2007)
- The SSII Triton has created a local subsidiary based in Tunis (2007)
- Procidec has created a Tunisian subsidiary for 500,000 Euros (2007)
- Coty's Consulting has set up in Tunisia (2006)
- The enterprise Keyrus has bought the Tunisian computer services group Equinoxes (2006)

### France in Tunisia means...

- 1 180 companies established on the ground .
- French companies have exported nearly €3.2bn of products in 2007 : electronics, railways, drugs, etc.
- In 2008, the French were the leading investors in software and business services (a total of 15 projects). In insurance, it is worth noting the acquisition of 35% of the STAR by the French Groupama for 72 million euros.
- 91 French investment projects towards Tunisia (including several dozens of SMEs) have been detected between 2003 and 2007 by the ANIMA-MIPO observatory.

## FDI : Tunisia consolidates its strengths

Sources: ANIMA-MIPO



## Significant FDI<sup>1</sup> since 2005 Source : [www.anima.coop](http://www.anima.coop)

Companies	Amount	Project
Dubai International Properties	€3.2bn	Real estate projects in Istanbul (2005)
Citigroup (US)	€2.5bn	Acquisition of a 20 % stake in Akbank (2006)
National Bank of Greece	€2.3bn	Acquisition of a 46% stake in Finansbank (2006)
ING (Netherlands)	€1.9bn	Acquisition of Oyak Bank (2007)
Dexia (France)	€1.9bn	Acquisition of a 75% stake in DenizBank (2006)
Malaysia Airports Holdings	€1.3bn	Management of Sabiha Gokcen airport (2007)
British American Tobacco (UK)	€1.1bn	Acquisition of public tobacco monopoly Tekel (2008)

<sup>1</sup> FDI= Foreign Direct Investment



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