



THINK
INNOVATION,
INVEST IN TUNISIA



www.investintunisia.tn



KEY FEATURES



Currency
Tunisian Dinar (TND)



Population
11.708,370 million inhabitants
(January 2020)



Average exchange rate
1TND = 0.311 Euro = 0.355 USD



Urban population
68.9% (2018)



Time
GMT+1



Human Development Index
(HDI Arab States = 0.703)*
0.740



Weather
Mediterranean climate, 12° C in winter, 30° C in summer (on average)

Source: Central Bank of Tunisia, 2021
National Institute of Statistics, 2021
*United Nations Development Programme 2020



ECONOMIC AGGREGATES

113,845 MTND
Gross Domestic Product (at current prices)

18.49
Gross Fixed Capital Formation (% of GDP)

Source: Central Bank of Tunisia, 2021



TRADE FLOWS

38,705.9 MTND
Exports 2020 (at current prices)

51,463.7 MTND
Imports 2020 (at current prices)

75.2%
Foreign Trade Coverage ratio

Source: Central Bank of Tunisia, 2021
National Institute of Statistics, 2021

Main clients

France
Italy
Germany
Spain and
Algeria

Main suppliers

Italy
France
Germany
Spain and
Turkey



WAGE

365.732 TND
(40 hour-scheme) ≈ 113,742 €
Guaranteed Minimum
Inter-professional Wage (SMIG)*

16.512 TND
(daily wage) ≈ 5,135 €
Guaranteed Minimum Agricultural
Wage (SMAG)**

Source: * Government Decree No. 2020-1069 dated 30 December 2020
**Government Decree No. 2020-1070 dated 30 December 2020

Source: National Institute of Statistics, 2021

RECOGNISED

REGIONAL INTEGRATION

FREE TRADE AGREEMENTS

Tunisia is a signatory to 52 double taxation agreements and 54 bilateral agreements for the promotion and protection of investments. These agreements include:

- A bilateral free trade area agreement with Turkey,
- A free trade area agreement with the European Free Trade Association countries,
- The Agadir free trade agreement between Jordan, Egypt, Morocco and Tunisia,
- Bilateral free trade area agreements with Libya, Egypt, Morocco, Jordan and Iraq,
- An agreement establishing the Pan Arab Free Trade Area with 18 countries of the League of Arab States.
- **Tunisia is the 20th member of the COMESA trade agreement.**

ADVANCED PARTNER WITH EUROPE

- **Tunisia is the first country in the southern Mediterranean** that signed an Association and Free Trade Agreement with the European Union.
- Tunisia also has the status of **Advanced Partner** with the European Union. This status has the potential to strengthen Tunisia's trade liberalisation and economic integration.
- The signing of a **Deep and Comprehensive Free Trade Agreement (DCFTA)** is underway to ensure the progressive integration of Tunisia into the EU internal market and the construction of a Common Economic Space.

CONVENTION ON THE AfCFTA

In July 2020, Tunisia ratified the African Continental Free Trade Area (AfCFTA).

Tunisia joined the **Organisation for Economic Co-operation and Development (OECD)** Declaration on International Investment and Multinational Enterprises in 2012.

MASSIVE FOREIGN PRESENCE

- ADP
- AKZONOBEL
- ALCATEL-LUCENT
- ALTRAN
- ASTEELFLASH
- AUTOLIV
- BENETTON
- BG GROUP
- BIC
- BNP
- CLOUD TEMPLE
- CONVERGYS
- CORK
- COROPLAST
- DANONE
- DRÄXLMAIER
- ELECTROLUX
- ENOVA ROBOTICS
- EXPENSYA
- FAURECIA
- FRAM
- GATTEFOSSE
- GENERAL ELECTRIC
- GROUPE 3SI
- GROUPE BPCE
- HAIER
- HAMELIN
- HEINEKEN
- HENKEL
- HUAWAI
- HUTCHINSON
- IBM
- INSTADEEP
- KASCHKE KG
- KBE
- ELEKTROTECHNIK
- KROMBERG & SCHUBERT
- LACROIX
- ELECTRONICS
- LATECOERE
- LEONI
- LINEDATA
- MIROGLIO
- NESTLE
- ODDO BHF
- ORANGE
- PFIZER
- PHILIPS
- PHOENIX
- PROXYM
- RIEKER
- SAGEMCOM
- SAFRAN
- SANOFI
- SCANIA
- SIEMENS
- SIOEN
- SOCIETE GENERALE
- SOFRECOM
- SOMFY
- SOPRA HR SOFTWARE
- ST
- MICROELECTRONICS
- STELIA AEROSPACE
- SUMITOMO
- TALAN
- TELEPERFORMANCE
- TOTAL
- UNILEVER
- VALEO
- VAN DE VELDE
- VAN LAACK
- VISTEON
- WEVIOO
- YAMAICHI
- ELECTRONICS
- YAZAKI
- YURA CORPORATION

LEADING POSITIONING

TUNISIA RANKS

1ST

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**IN NORTH AFRICA IN
TERMS OF:**

attractiveness of talents

Global Talent Competitiveness Index 2020, INSEAD

entrepreneurial ecosystem

Global Entrepreneurship Index 2019, GEDI

innovation

Global Innovation Index 2020, INSEAD & WIPO

role of digital technologies in driving innovation

Network Readiness Index 2020, Portulans Institute

transition to e-commerce

B2C E-commerce Index 2019, CNUCED

ON AN AFRICAN SCALE, TUNISIA RANKS:

2nd in the achievement of the
Sustainable Development Goals

Source: International Forum on Sustainable
Development Goals, 2020

2nd in setting up an online business

Source: Best Accounting Software, 2020

3rd in government artificial intelligence
readiness

Source: Government AI Readiness Index, 2020

4th in ease of doing business

Source: Doing Business, 2020

5th best start-up ecosystem

Source: StartupBlink, 2020

TUNISIA is the :



1st
world exporter of
dates (2019-2020).



2nd
world producer of
olive oil (ONAGRI, 2020)



2nd
exporter of organic
products in Africa



2nd
exporter of healthcare
services in Africa



3rd
African supplier of
automotive components

SUSTAINABLE ATTRACTIVENESS

2020 FDI STOCK



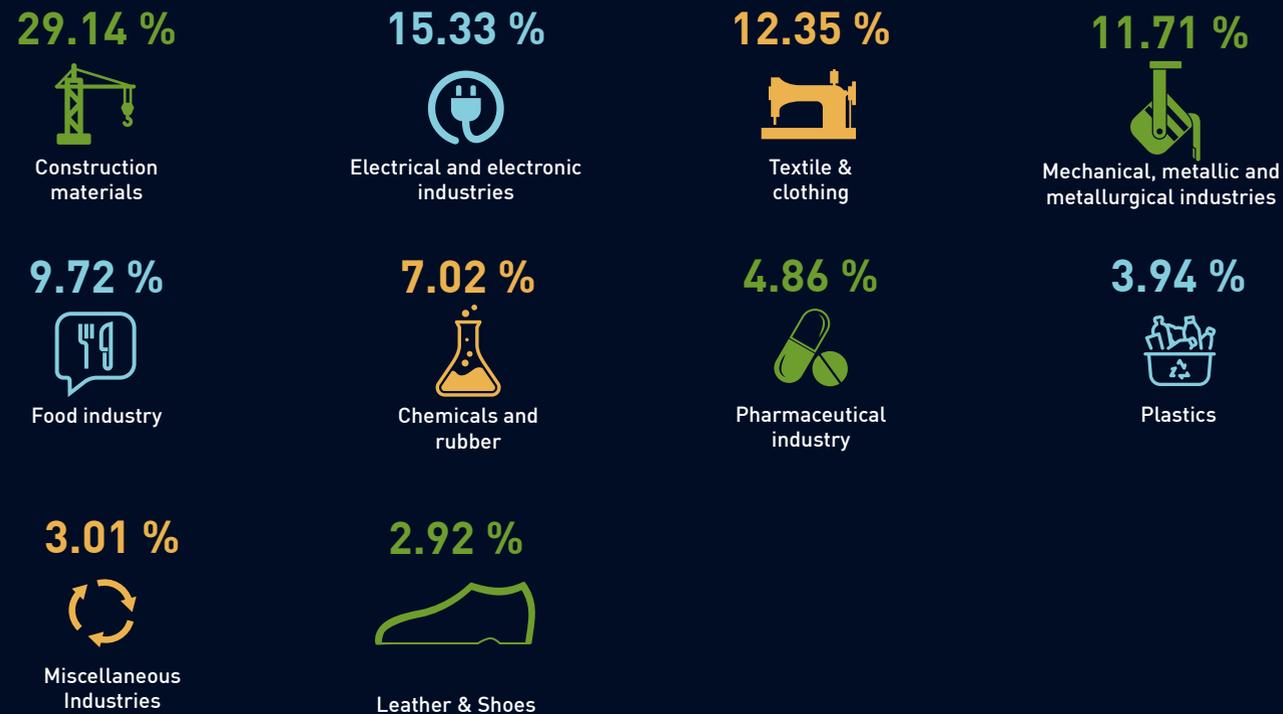
Source: FIPA-Tunisia, 2021

FDI DISTRIBUTION BY SECTOR (EXCLUDING ENERGY)



Source: FIPA-Tunisia, 2021

FDI DISTRIBUTION BY INDUSTRIAL SECTOR



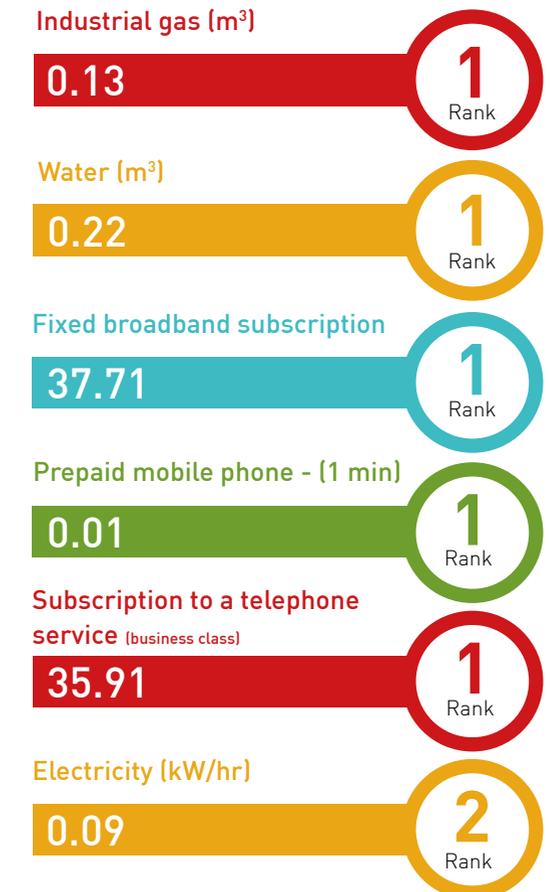
Source: FIPA-Tunisia, 2021

HIGH QUALITY AT COMPETITIVE COSTS

Tunisia ranks 53rd in the world in terms of Global Knowledge Skills

Source: Global Talent Competitiveness Index 2020

UTILITY COSTS



All costs are expressed in Euro. Benchmark with 7 countries: France, Germany, Italy, Morocco, Romania, Spain and Turkey
Source: fDi Benchmark, the Financial Times Limited 2021. All rights reserved.

A CONTINUOUSLY IMPROVING INFRASTRUCTURE

TRANSPORT INFRASTRUCTURE

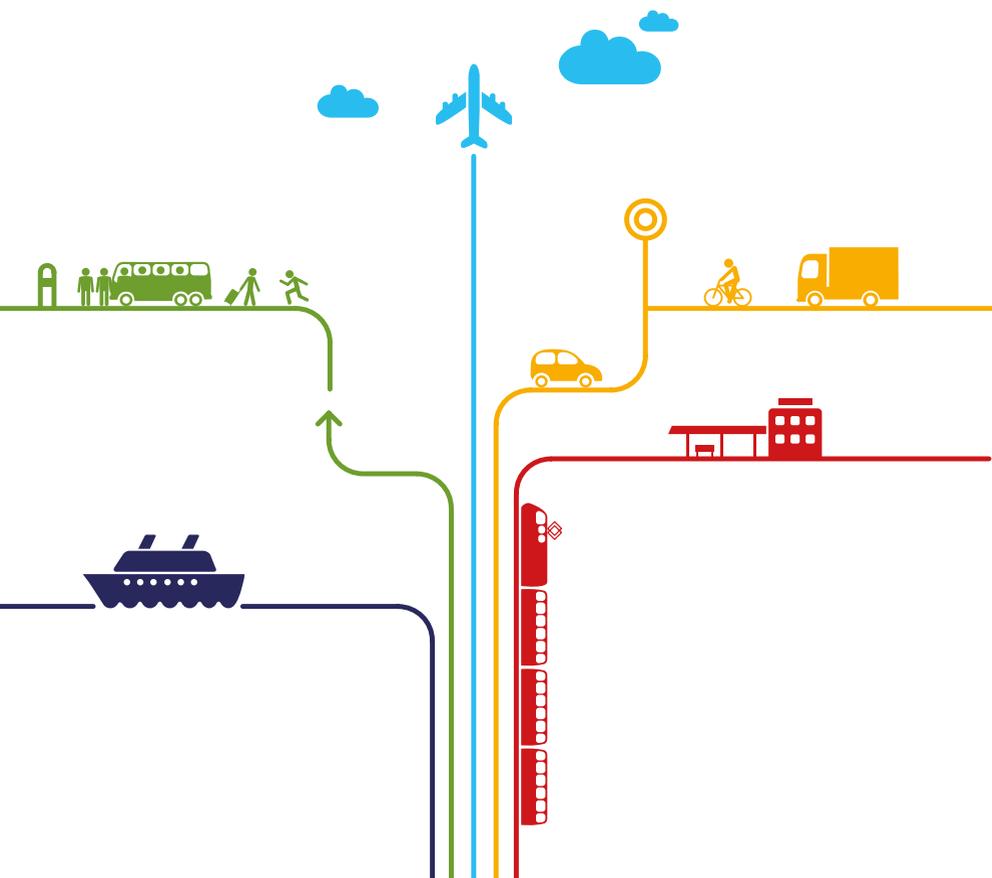
9 INTERNATIONAL AIRPORTS operating more than **2 000 weekly flights** serving about **50 foreign cities**.

7 COMMERCIAL PORTS and **1** oil terminal with a monthly frequency of **62 regular lines**.

A ROAD NETWORK of about **20 000 Km** of roads and more than 500 km of motorways connecting all Tunisian cities.

1 DEEPWATER PORT under construction.

A RAILWAY NETWORK covering the entire country.



TECHNOLOGY INFRASTRUCTURE

- **+ 10 sector specific technoparks** across the country
- **19 cyber parks** dedicated to communication technologies
- **2 business parks** in Bizerte and Zarzis
- A **park exclusively dedicated** to aeronautics in El Mghira
- **+150 developed industrial zones** across the country
- Class A office areas and facilities.

The results of this proactive policy are remarkable in the creation of several technology parks, the realisation of numerous submarine connections, particularly with Europe, the creation of call centres and the installation of regional and national offices of major international groups.

DIGITAL INFRASTRUCTURE

Tunisia has placed ICT as a national priority. The sector has recorded major achievements over the last few years, particularly in the field of digital infrastructure.

- Number of companies established in cyberparks: **176**

Source: Ministry of Communication Technologies, March 2021

TUNISIA RANKS **44th** IN THE WORLD IN TERMS OF E-GOVERNMENT SERVICES.

Source: The Global Innovation Index, 2020

TUNISIA RANKS **42nd** IN THE WORLD IN TERMS OF INTERNET ACCESS IN SCHOOLS.

Source: The Network Readiness Index, 2020

ENERGY INFRASTRUCTURE

Tunisia offers **easy access** to electricity consumed mainly by **the industrial sector** (29%). Tunisia focuses its renewable energy production on wind energy, solar energy, bioenergy and geothermal energy.

Tunisia ranks **89th** in the world in terms of **energy system performance**.

Source: Energy Transition Index, 2020

DIVERSE TALENT POOL



81.8 %
literacy rate



+260
universities, 65 of which are private



+6,650
educational institutions



+1,000
vocational training centres

Tunisia is ranked **2nd** worldwide in terms of the **number of graduates in science and engineering**.

Source: The Global Innovation Index, 2021

Tunisia is one of the first countries in North Africa and the Arab region to adopt **e-Learning**.

Tunisia is considered as a **pool of talents** in the Mediterranean area with:

- **about 65,000** new graduates
- **over 30 %** of new graduates trained in engineering, computer science, multimedia and technical curricula,
- **more than 300,000** enrolled university students.

Tunisia ranks **18th** worldwide in terms of **published scientific and technical papers**.

Source: The Global Innovation Index, 2021



INVESTMENT FRIENDLY FRAMEWORK

- **Full freedom** of foreign equity participation for offshore companies,
- **Reduction** in the number of **authorisations** and **review of specifications**,
- Free access to **land ownership** for investment purposes,
- **Guarantees** of **fair and equitable treatment** and protection of **industrial and intellectual property** for investors,
- **Freedom** to transfer funds (profits, dividends and assets) abroad.

New provision in the **2021 Finance Law**: corporate tax rate reduction from 25% to 15% (including profits from exports), starting with the (local or export) profits of fiscal year 2021, to be reported in 2022.

Specific regulations and procedures govern intellectual property rights. They are consolidated by the law on the protection of personal data.

Tunisia is a member of **ICSID** (International Centre for Settlement of Investment Disputes).

• Tax and financial incentives:

- **Total exemption** from VAT and customs duties on the inputs of the products to be re-exported,
- **Total exemption of profits** for up to 10 years for companies located in regional development zones, followed by a reduced rate of 10% after the exemption period,
- **Premium** of up to **30% of the investment cost**, capped at TND 3 million for companies located in regional development zones,
- **Premium** for intangible investment and research & development expenditure of up to **50% of costs**, capped at TND 500,000 and TND 300,000 respectively,
- **Investment premium** of **15% of the costs**, capped at 1 MTND, granted for priority sectors and economic sectors,
- **Subsidy** of the employer's contribution during the first 3 years of effective activity for employees of Tunisian nationality recruited for a first permanent job,
- **Subsidy** of the cost of training programmes leading to certification representing **up to 70%** of the cost of the initial training and capped at 20,000 TND.

Tunisia ranks **61st** in the world in terms of minority investor protection.

Source: Doing Business Report, 2020

A PLEASANT LIVING ENVIRONMENT

As a land combining history and modern culture, Tunisia naturally offers a harmonious urban and rural environment as well as respect for the common good and daily wellbeing.

8 sites inscribed on the UNESCO World Heritage List

4 practices inscribed in the intangible cultural heritage concerning **4 skills linked to economic activities** specific to Tunisia

Modern, high standard **residential areas** at competitive costs,

Numerous **shopping centres** and malls with international brands,

Foreign schools: French, American, Canadian, Russian, English, Italian...

A varied and developed **infrastructure** in tourism, leisure and sports.

Highly developed **medical services** in terms of medical skills and health infrastructure to international standards.

TUNISIA IS RANKED AS THE CHEAPEST COUNTRY FOR EXPATRIATES IN 2020.

Source: Mercer 2020 Cost of Living Ranking





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