



TUNISIA,

An attractive destination for Automotive Industries

**Foreign Investment Promotion Agency
« FIPA- TUNISIA »**

Tunisia in a nutshell

Population (As of July 1st 2013 in thousands)	10 886,5
GDP 2013 (in Millions of US \$)	48 505
Inflation rate (2013)	6,1%

Indicative exchange rate of CBT ^{29/02/14}	Buying rates
1 Euro	2.23
1 US \$	1.62

**Growth rate of GDP
for 2013 3 %**

**Growth rate of GDP expected
for 2014 3,8 %**

A real resumption of FDI (for the first 11 months)

in M TND

1 Euro **2.23 TND**

	2010	2011	2012	2013
FDI	1 992,2	1 360,6	1 469,6	1 652,7
PORTFOLIO	235,1	89,9	77,6	124,0
TOTAL	2227,3	1450,5	1547,2	1776,7

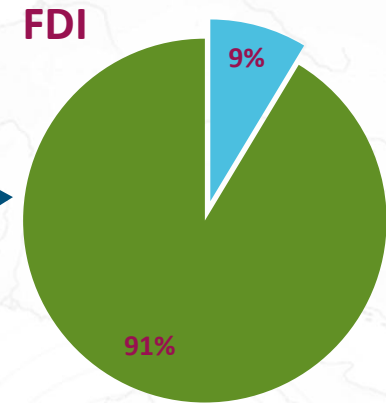
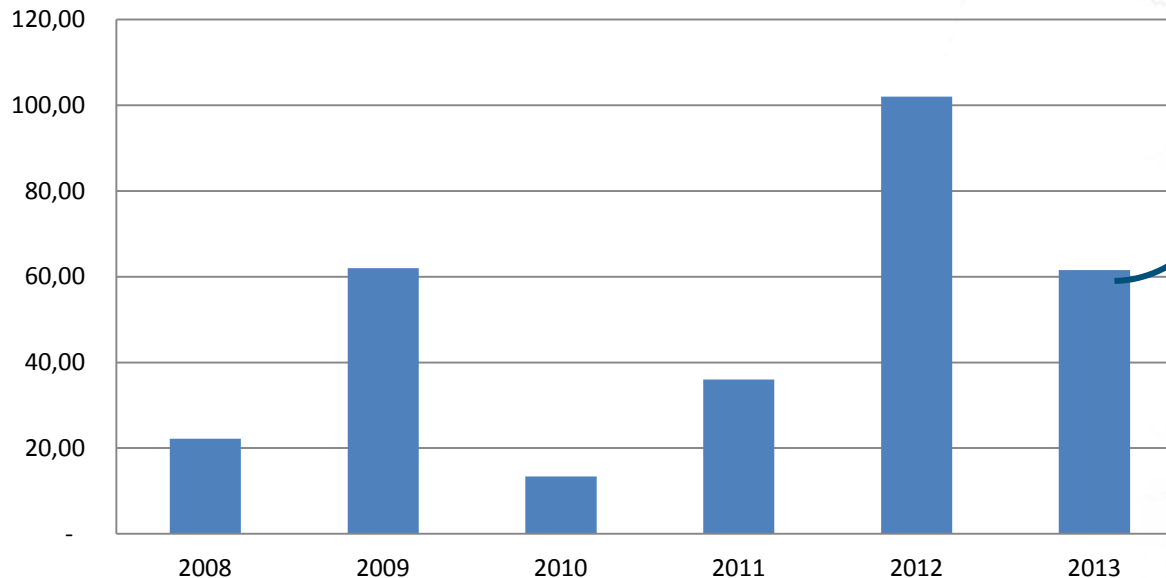
3113 companies

13 850 M TND

331 080 jobs

FDI Distribution of the 3rd best European partner of foreign investment in Tunisia

German FDI flows in Tunisia during the last 6 years in MTND



Creation ■ **Expansion**

Expansion :
17 projects 56,22 MTND

Creation :
15 projects 5,31 MTND

The importance of expansion projects shows the confidence of German companies in Tunisia investment site



WHAT MAKES **TUNISIA** ATTRACTIVE FOR FDI ?

TUNISIA'S HISTORICAL & NEW ASSETS

A natural advantage... Strategic position in the Mediterranean

Arab-Mediterranean Agreement
AGADIR



Free Trade Agreement with EU



Access to a pool of more than 800 million consumers

Free Trade Agreement with Turkey



Tunisia became a "privileged partner" of the European Union

- Land connections with our immediate neighbors
- Free trade area between the border regions with Algeria and Libya
- Daily air connections to European capitals
- Daily shipping links with the main European ports

A Highly educated population

97% of youth enrollment

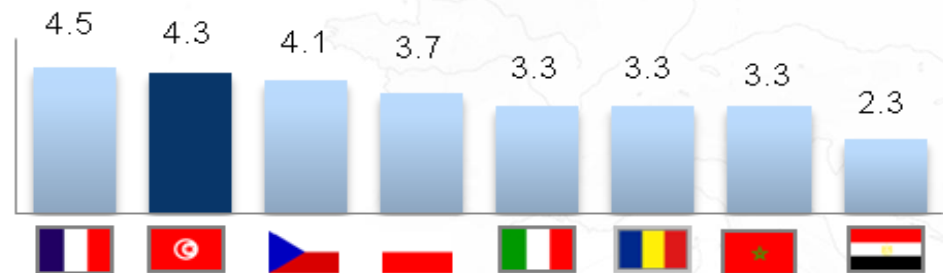
365 000 students, 61% of whom are girls

70000 new graduates /year

33% of students are oriented towards computer science.

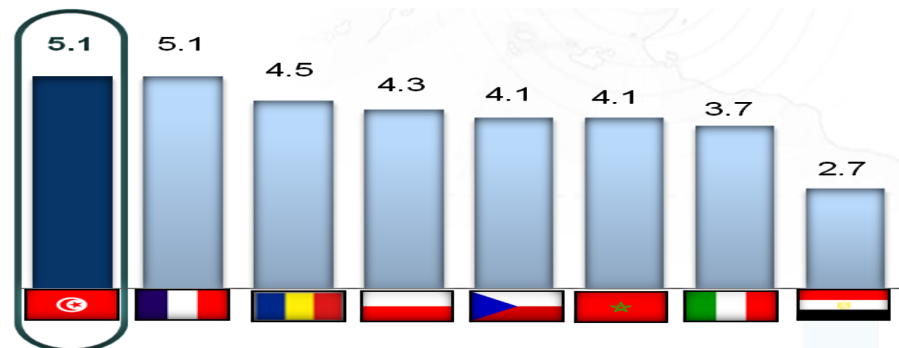
30 R&D centers and 28 000 researchers

Quality of the Education System 1 = very weak – 7= very strong



SOURCE : Global Information Technology Report, 2012

Quality of Mathematics and Science 1 = very weak – 7= Excellent *- Among the best in the world



SOURCE : The Global Information Technology Report, 2012

A favorable investment climate

An Infrastructure in Full Expansion

10 existing poles of competitiveness and 14 planned

13 cyberparks spread over several areas covering various fields of expertise

About one hundred industrial zones throughout the Tunisian territory and two operational business parks

9 airports and 7 commercial seaports

Service infrastructure at competitive rental costs

Support & incentives

Intellectual property protection

Freedom to Invest

Flexibility in recruitment procedures

Free transfer of profits, capital and capital gains

Advantages for import and export

Supporting
Agencies to Serve
Investors



NEW TUNISIA
NEW OPPORTUNITIES

Tunisia is a still confirmed...

40th /142

Competitive Economy

(Global Competitiveness Report 2011-2012 – WEF)

Leading position in Africa and the Southern rim of the Mediterranean

A serene macroeconomic environment with a manageable debt level and a low budget deficit maintained

50th /185

Easy site for doing business

(Doing Business 2013 Report)

Ranked with regard to *ease of doing business*

Ranked 30th in *trading across borders* and 39th in terms of *resolving insolvency*

The reform in investment governance currently being implemented will further improve Tunisia ranking



WHAT MAKES **TUNISIA** MORE AND MORE ATTRACTIVE ?

STRUCTURAL REFORMS

A new democracy in action

REFORMS TOP PRIORITY: MAIN OBJECTIVES

Objective
1

Regional development and social protection

Objective
2

Governance

Transparency & rule of law

Objective
3

Economic growth and job creation

New PPP Law & Investment Code

WHAT HAS CHANGED

From political submission to dynamic politics

From one-party state to multiparty (currently 119)

Free and transparent elections, the unique way of access to power

Diplomatic opening towards new countries

From the worst performer in terms of democracy to the first Arab democracy (The Economist democracy index, 2011)



PROCESS RUNNING

**Adoption of the new constitution as
One of final steps towards democracy**



Government of National Reconciliation appointed

Election of Tunisia's Elections Board (ISIE)



Statement by World Bank Group on Tunisia's New Constitution

WASHINGTON, January 27, 2013—World Bank Group President Jim Yong Kim issued the following statement on the announcement of Tunisia's new constitution:

"We congratulate the Tunisian people for the milestone their country has reached with the adoption and signing of the new constitution. The perseverance by both the Tunisian leadership across the political spectrum and civil society to choose the path of dialogue and compromise serves as an inspiration for countries around the world.

The new constitution, based on the principles of respect for human rights, equity, and accountability, will serve as the basis for Tunisian law and for continuing reforms that will ensure that Tunisian development is inclusive of and accountable to all Tunisians. The constitution is the first step that will provide the foundation for Tunisia to continue to advance towards a more equitable and inclusive society.

The World Bank remains a committed partner with the Tunisian people and we stand ready to support Tunisia through the final stage of its transition in the months and years to come."



AUTOMOTIVE COMPONENTS INDUSTRY AND INVESTMENT OPPORTUNITIES IN TUNISIA

The automotive components industry in Tunisia is...

More than 230 companies providing more than 60 000 jobs

134 companies with foreign participation

145 totally exporting companies employing more than 38 000 persons

Production in 2012 : 20 50 Mo. €

9 Assembling Units

Main partners : France, Italy and Germany

Exports in 2012 : 1760 Mo. €

Tunisia is the only African country having international companies operating, worldwide recognized, such as : Coficab, Cofat, MISFAT, Telnet...

The automotive components industry in Tunisia is...

Main products manufactured in Tunisia

Wire and cables for cars

Exhausts

Chassis and bodywork

Engines and engines components

Painting and others

Pneumatic tires and rubber articles

Suspensions and brakes

Other electrical components for cars

Transmissions

The automotive components industry in Tunisia is...

A competitive wage costs in manufacturing industries (in Euro/month)

Operator	300
Qualified worker	500
Higher technician	700
Engineer	1 200

Rapid delivery time thanks to Tunisia's central position

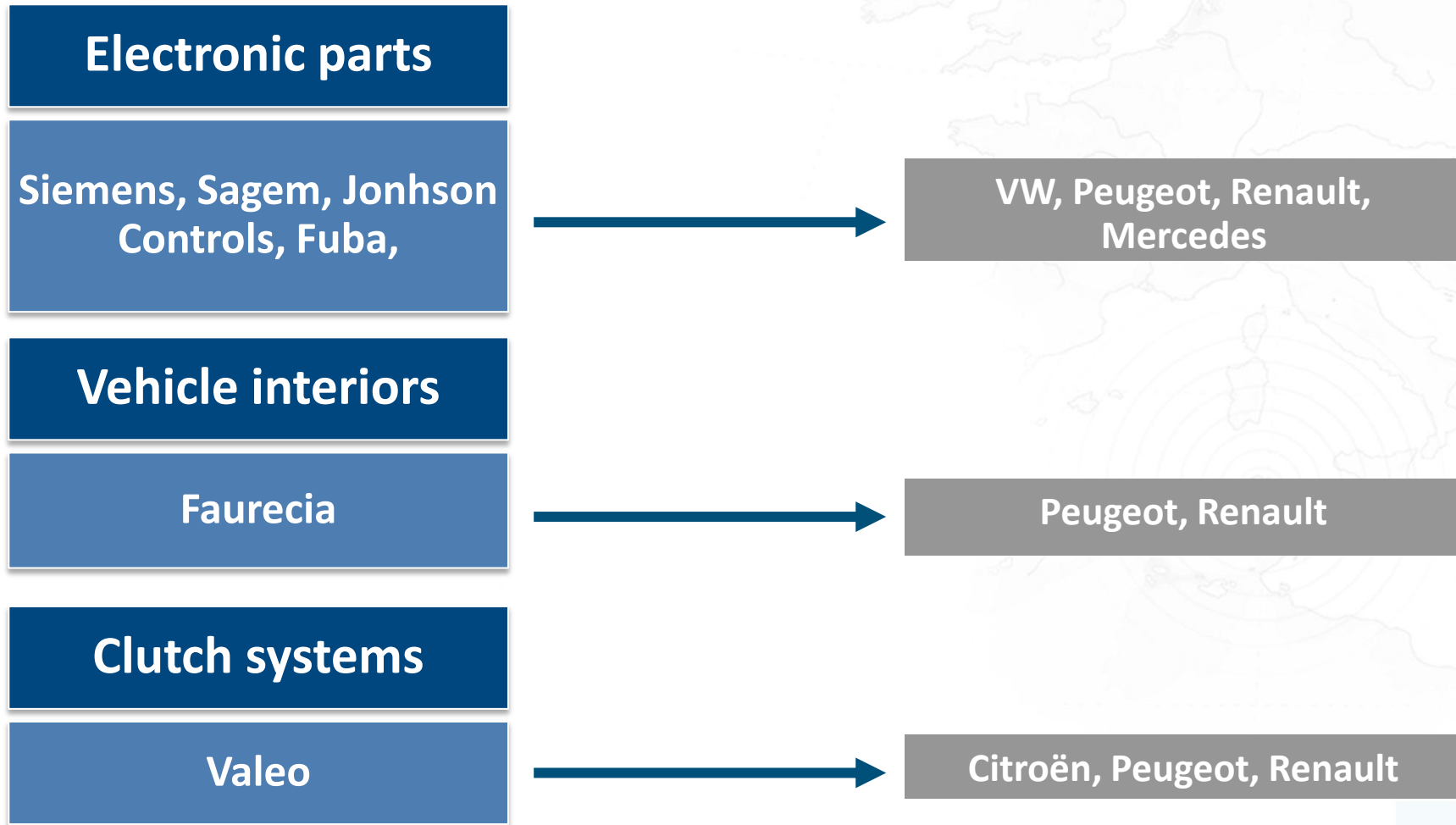
Short lead times (shipping time to mainland Europe: 2 to 3

The automotive components salaries in Tunisia Vs Morocco

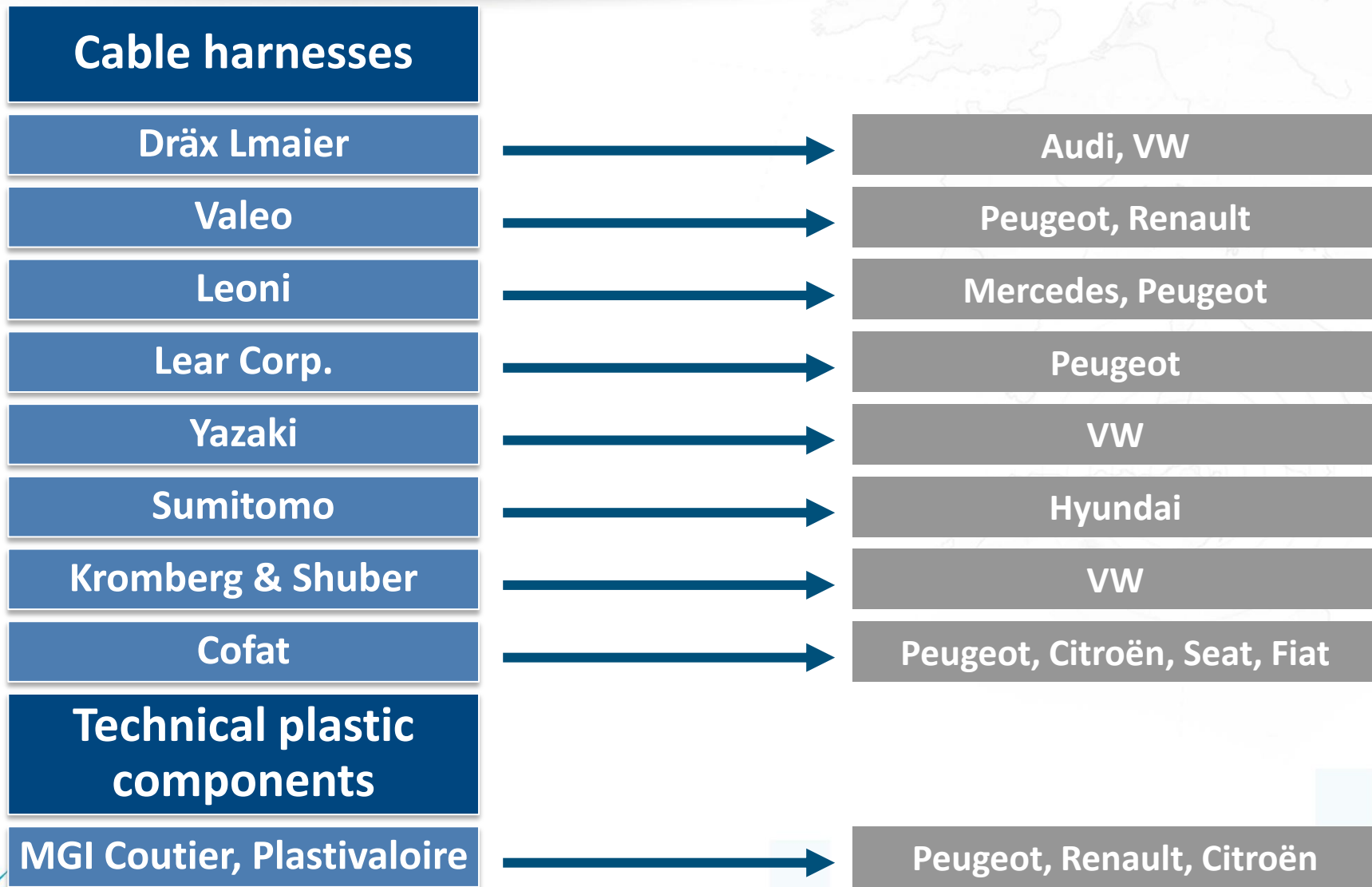
Wages costs in manufacturing industries in Morocco (in Euro/ month)

Starting Operator	255
Qualified worker	450
Higher technician	2000
Engineer 7 years experience	3300

The major European car manufacturers sourcing from Tunisia



The major European car manufacturers sourcing from Tunisia



New Tunisia, new opportunities...

How Tunisia would be suitable to abroad implementation of German automaker ?

Committed Government & convenient laws & regulations

Fully integrated site & developed infrastructure

Availability of skilled & competitive labor

Geographic position & proximity to markets

A country you would like to live

Already implemented in Tunisia...



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L'ENTREPRISE PARTENAIRE

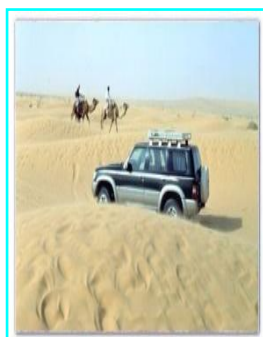
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KBE



NEW TUNISIA
NEW OPPORTUNITIES



**DANKE...
THANK YOU FOR
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