THE BRANCH OF AUTOMOTIVE COMPONENTS IN TUNISIA

Plan

1. Tunisian Industry
2. The branch of Automotive Components in Tunisia
3. The branch of Electrical Automotive Components (EEI)
4. The branch of Mechanical Automotive Components(MMI)
5. The branch of Chemical Automotive Components(CHI)
6. The branch of Textile Automotive Components(TI)
7. The export rates of Automotive Components

Plan

1. **Industrial Tunisian**
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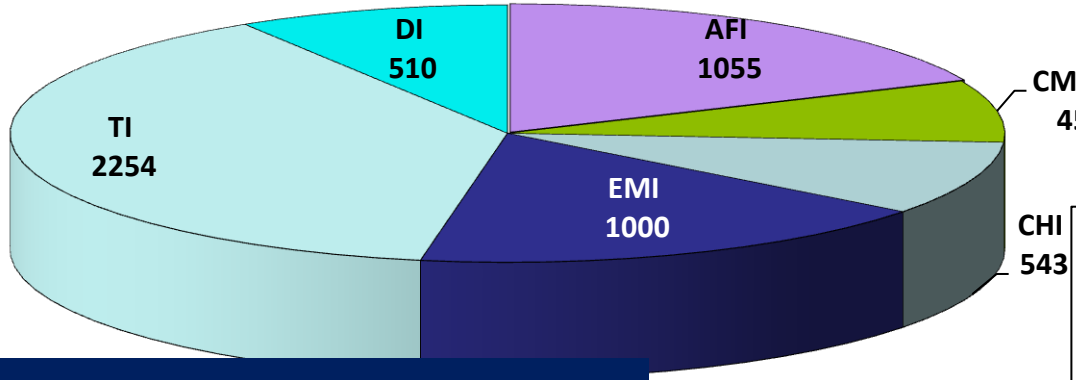
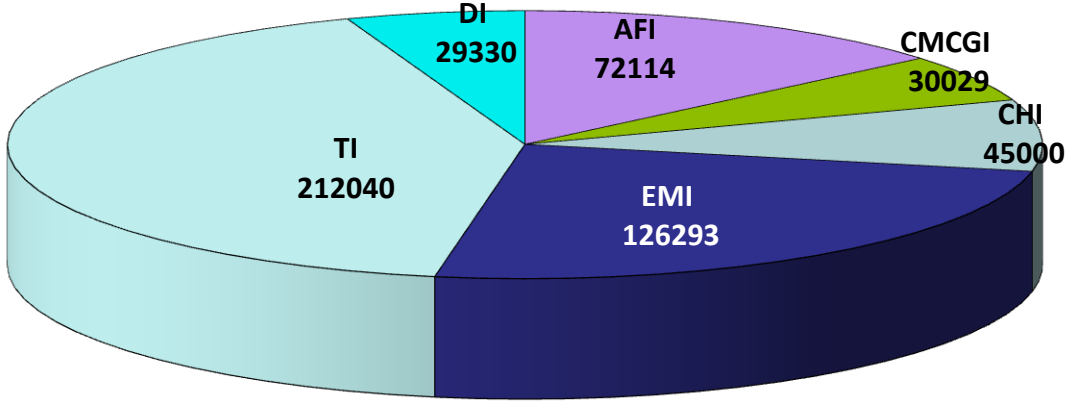
-1- Tunisian Industry

Number of Companies : 5714



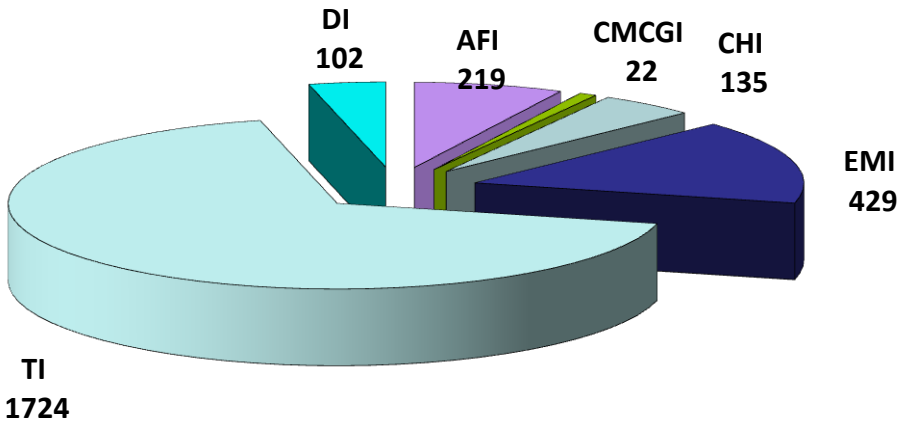
Employment : 514816



The Mechanical, Electrical & Electronical sector represents 17.5% of total industry in terms of company's number and 24.5% in terms of employment

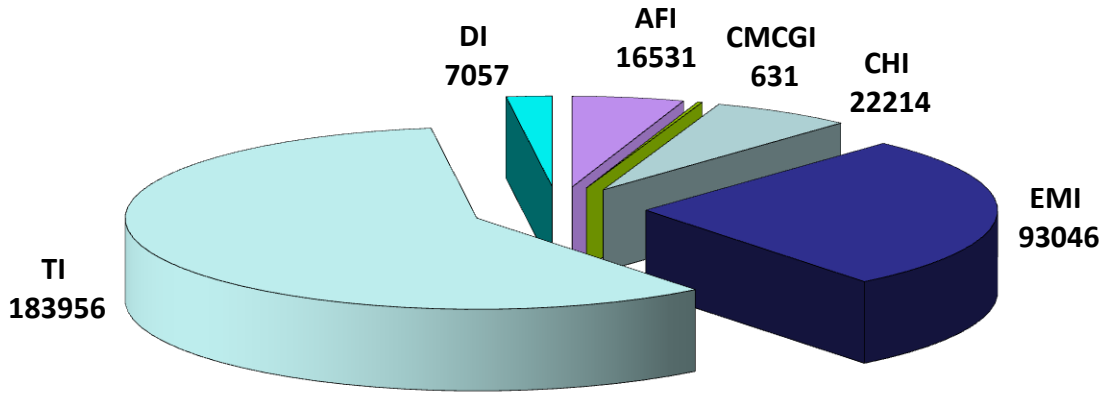
-1- Tunisian Industry

Number of Companies: 2 614



On the 5714 industrial Companies, 2614 are totally exporting, 45.7% of total

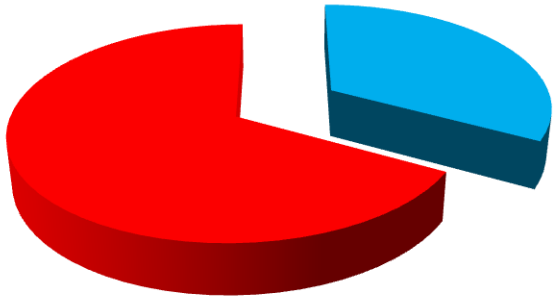
Employment : 323262



16.4% of totally exporting companies are in The Mechanical, Electrical & Electronical sector and they contribute to 28.7% in terms of employment

-1- Tunisian Industry

Distribution of 5714 Industrial Companies :

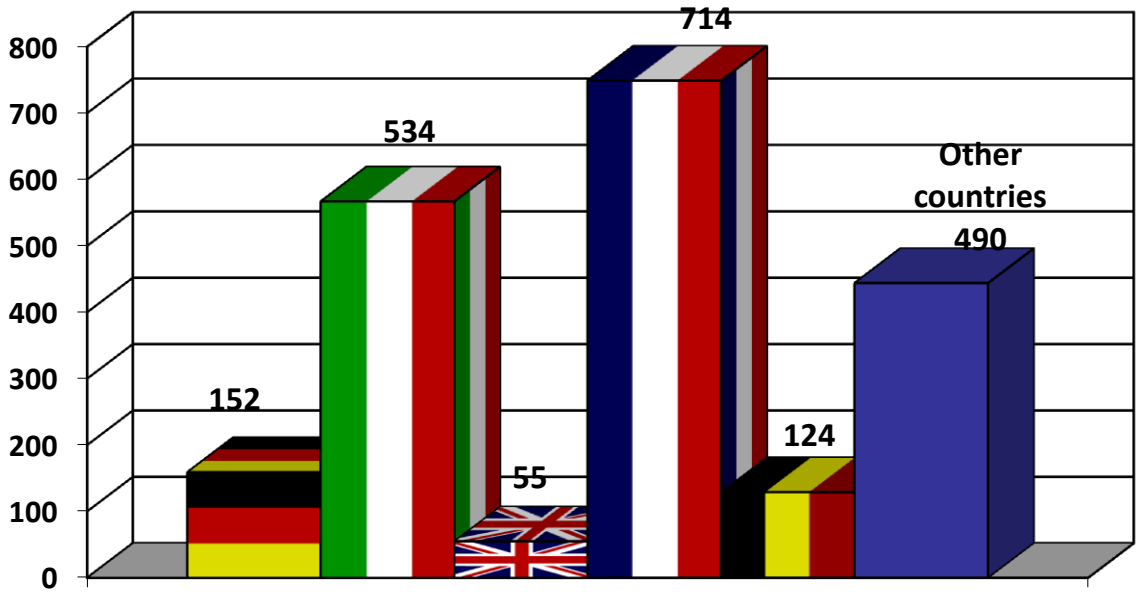


3695

Tunisian Companies

2019
Foreign
Companies

Countries of The Foreign Companies

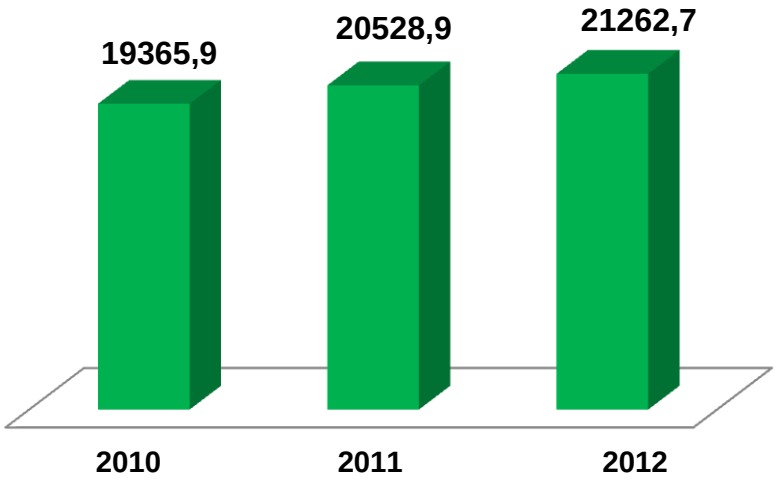


The EU is The First industrial partner in Tunisia

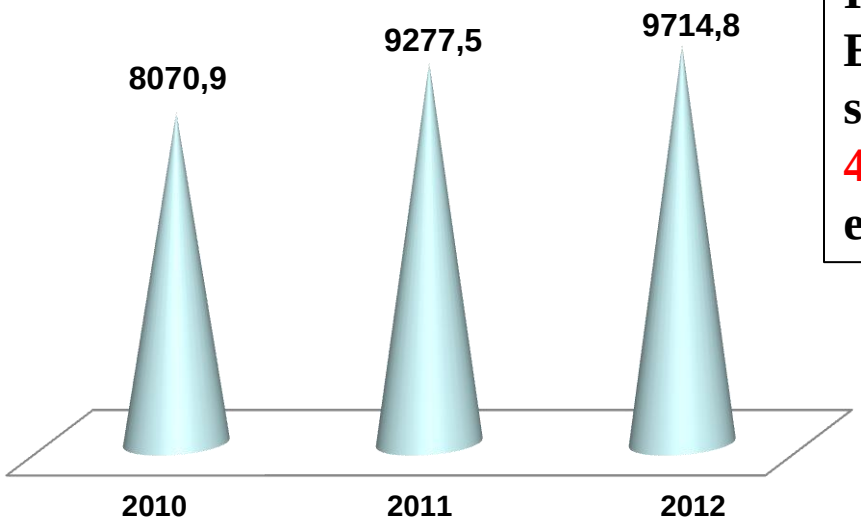
-1- Tunisian Industry

Exports (Millions dinars)

Industrial Export



EMI Export



In 2012, Mechanical, Electrical & Electronical sector exports accounted 46.5% of total industrial exports

Plan

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7. The export rates of Automotive Components

-2- The Branch of AUTOMOTIVE COMPONENTS in Tunisia

The Branch "AUTOMOTIVE COMPONENTS" has experienced strong growth since 2000. The Employment has doubled over the period 2000-2013. The branch of automotive components includes **267** companies divided into several industries, employing about **77.000** people. About **65%** of these companies are totally exporting.

-2- The branch of AUTOMOTIVE COMPONENTS in Tunisia

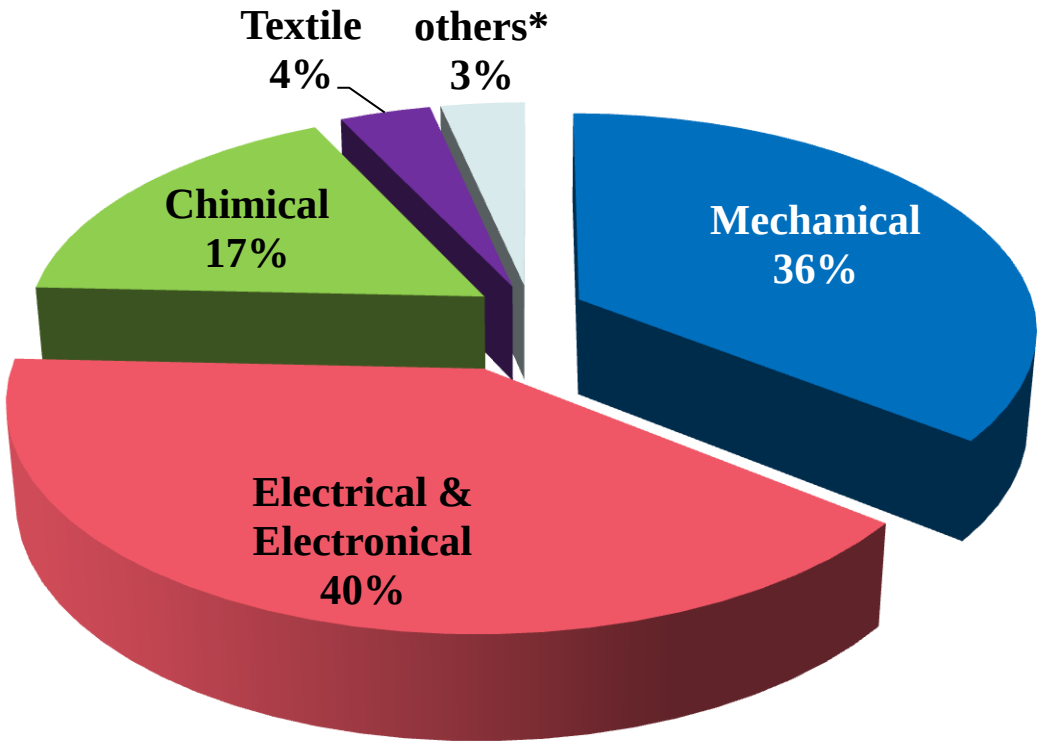
2-1-Summary of operating businesses in The Automotive Sector in Tunisia

	Companies		Market Type		Employment	
	Number	%	Totally Exporting	Not T. E	Effective	Rate of technical supervision
Mechanical	95	35,6%	38	57	11 283	10%
Electrical, Electronic	107	40,1%	102	5	55 056	8,30%
Chimical	46	17,2%	25	21	5 497	11,70%
Textile	10	3,7%	8	2	2 487	4,20%
Others *	9	3,4%	7	2	2 064	2,20%
TOTAL	**267**	**100%**	**180**	**87**	**76 387**	**8,50%**

* : eather / glass / frame seat

-2- The branch of AUTOMOTIVE COMPONENTS in Tunisia

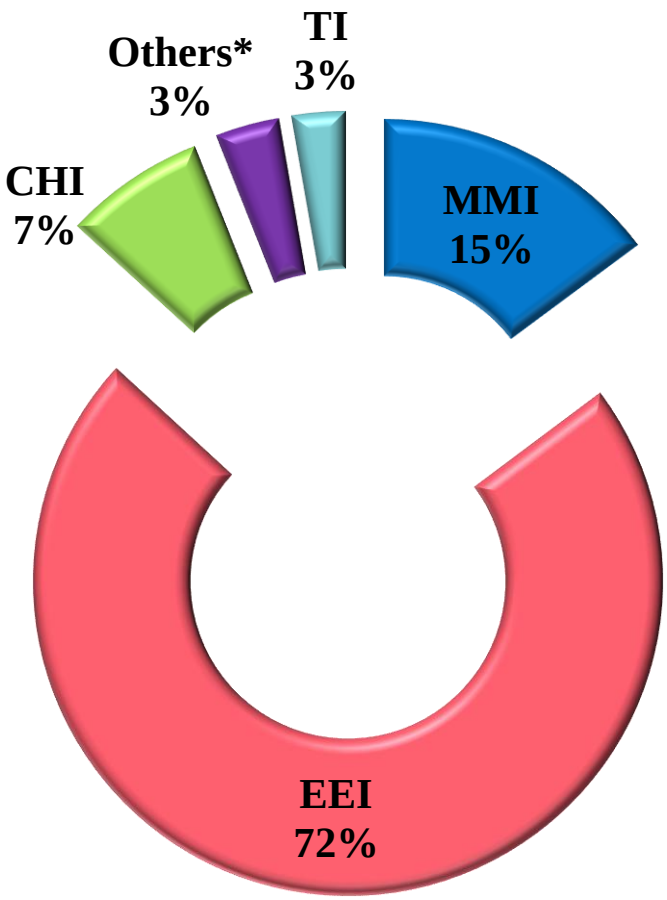
2-1-1- Distribution by Activity



* : eather / glass / frame seat

-2- The branch of AUTOMOTIVE COMPONENTS in Tunisia

2-1-2- The Employment Distribution

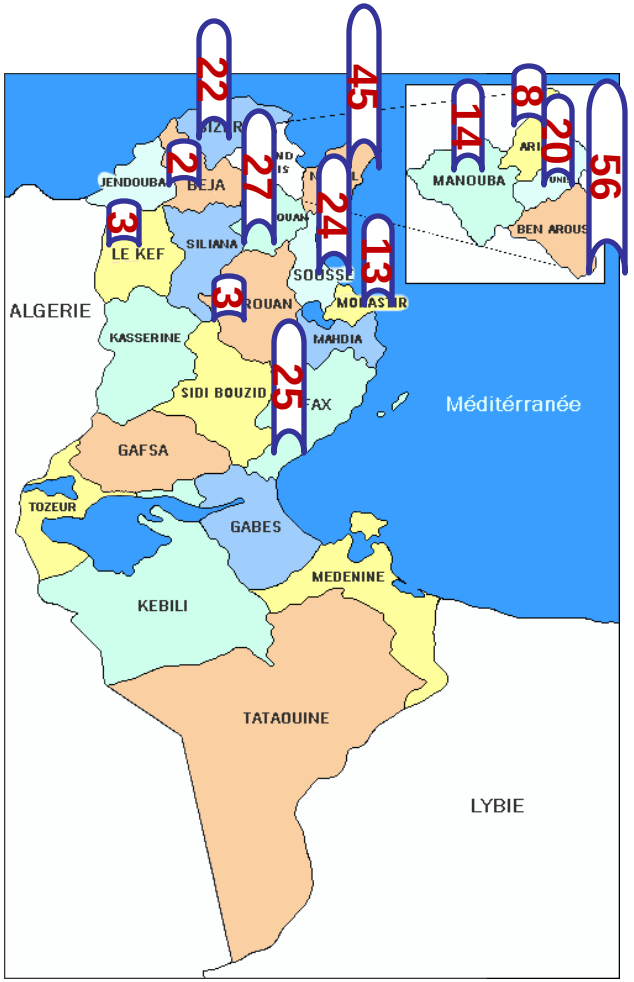


* : eather / glass / frame seat

2-2- Distribution by Region:

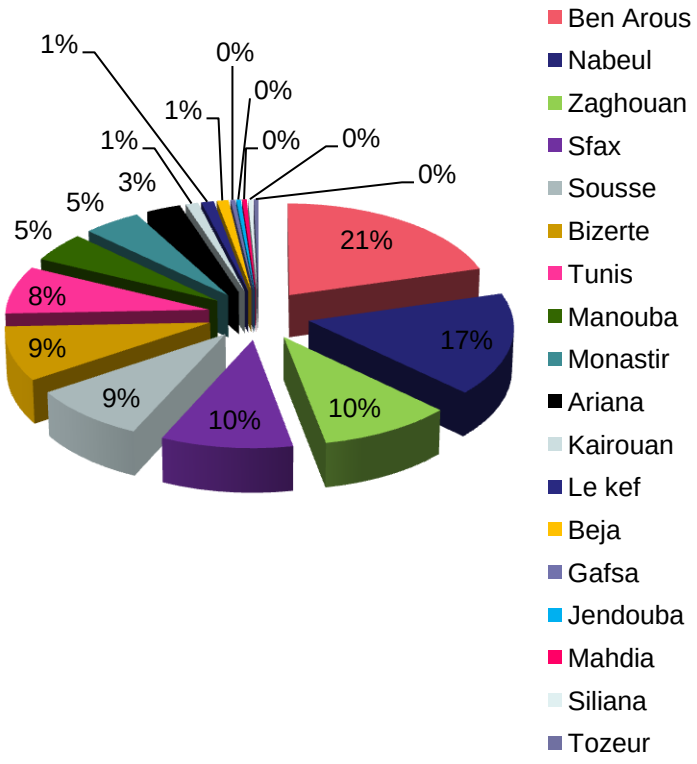
2-2-1- Geographical location of companies in The Automotive Components:

In Tunisia, About 70% of companies in the automotive sector are located in the North East and 18% in areas of "Sousse" and "Sfax".



-2- The branch of AUTOMOTIVE COMPONENTS in Tunisia

2-2-2- Distribution by Region



	Company's Number	%
Ben Arous	56	21,0%
Nabeul	45	16,9%
Zaghouan	27	10,1%
Sfax	25	9,4%
Sousse	24	9,0%
Bizerte	22	8,2%
Tunis	20	7,5%
Manouba	14	5,2%
Monastir	13	4,9%
Ariana	8	3,0%
Kairouan	3	1,1%
kef	3	1,1%
Beja	2	0,7%
Gafsa	1	0,4%
Jendouba	1	0,4%
Mahdia	1	0,4%
Siliana	1	0,4%
Tozeur	1	0,4%
	267	**100%**

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-3- The branch of Electrical Automotive Components (EEI)

The branch of « Electrical and Electronic automotive components» and accessories includes **107** companies (More than **40%** of all companies in this branch) , and employing about **55.000** people.

Over **95%** of these companies are totally exporting

The majority of companies in this sector (about **70%**) produce cables , wire and harnesses for cars.

-3- The branch of Electrical Automotive Components (EEI)

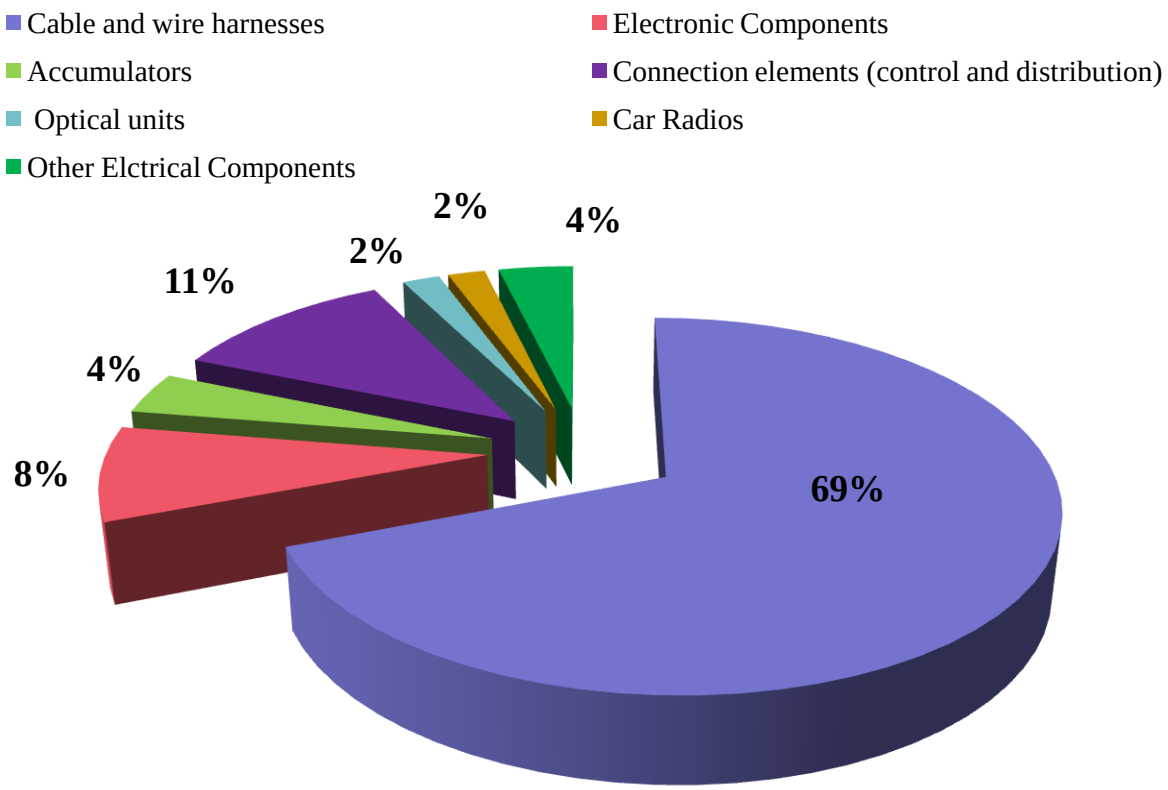
3-1- Distribution by Activity

	Companies		Market		Employment	
	Number	%	TE*	NTE*	Effective	Rate of technical supervision
1) Cable and Wire Harnesses	74	69,2%	74	0	45 514	7,2%
2) Electronic Components	9	8,4%	9	0	2 861	16,9%
3) Accumulators	4	3,7%	0	4	876	16,4%
4) Connection Elements (control and distribution)	12	11,2%	11	1	4 432	9,8%
5) Optical units	2	1,9%	2	0	202	5,4%
6) Car Radios	2	1,9%	2	0	654	30,6%
8) Other Electrical Components	4	3,7%	4	0	517	8,7%
TOTAL	**107**	**100%**	**102**	**5**	**55 056**	**8,3%**

*: TE : Totally exporting,
*: NTE : Not Totally exporting

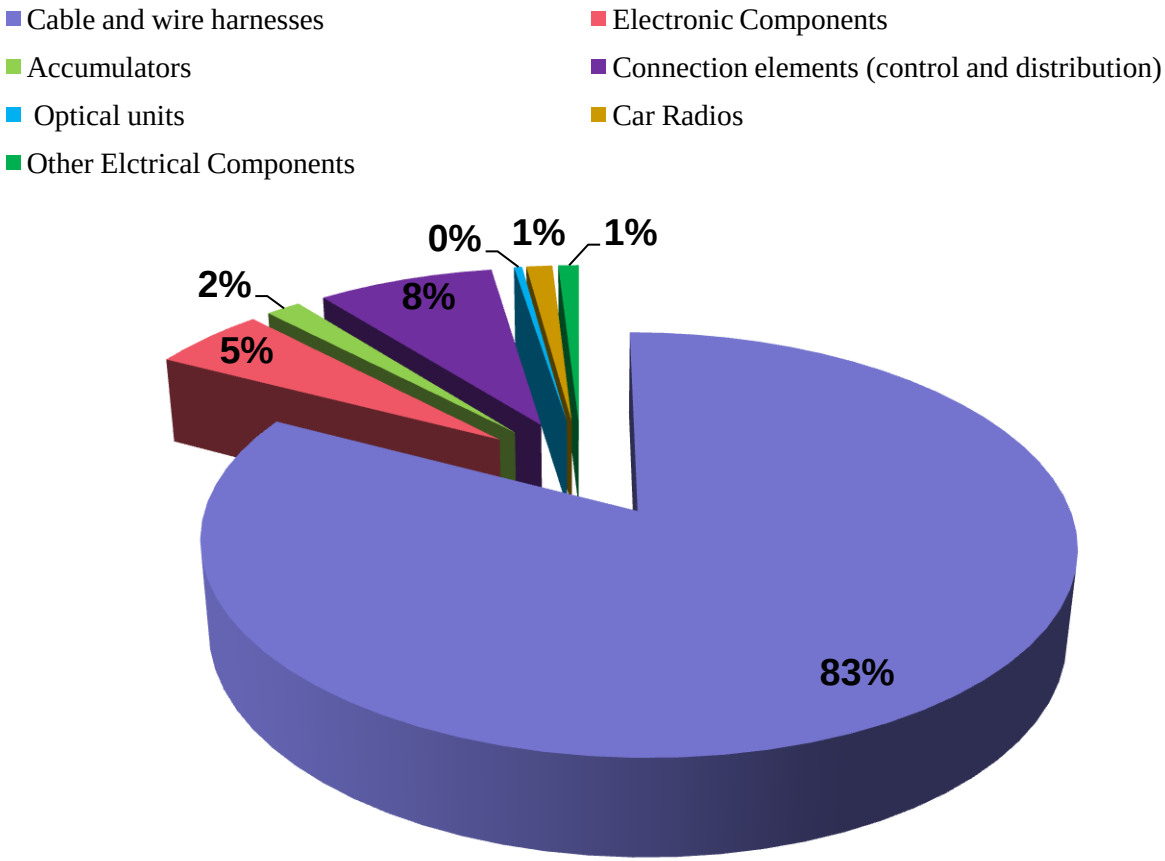
-3- The branch of Electrical Automotive Components (EEI)

3-1-1- Distribution by Product



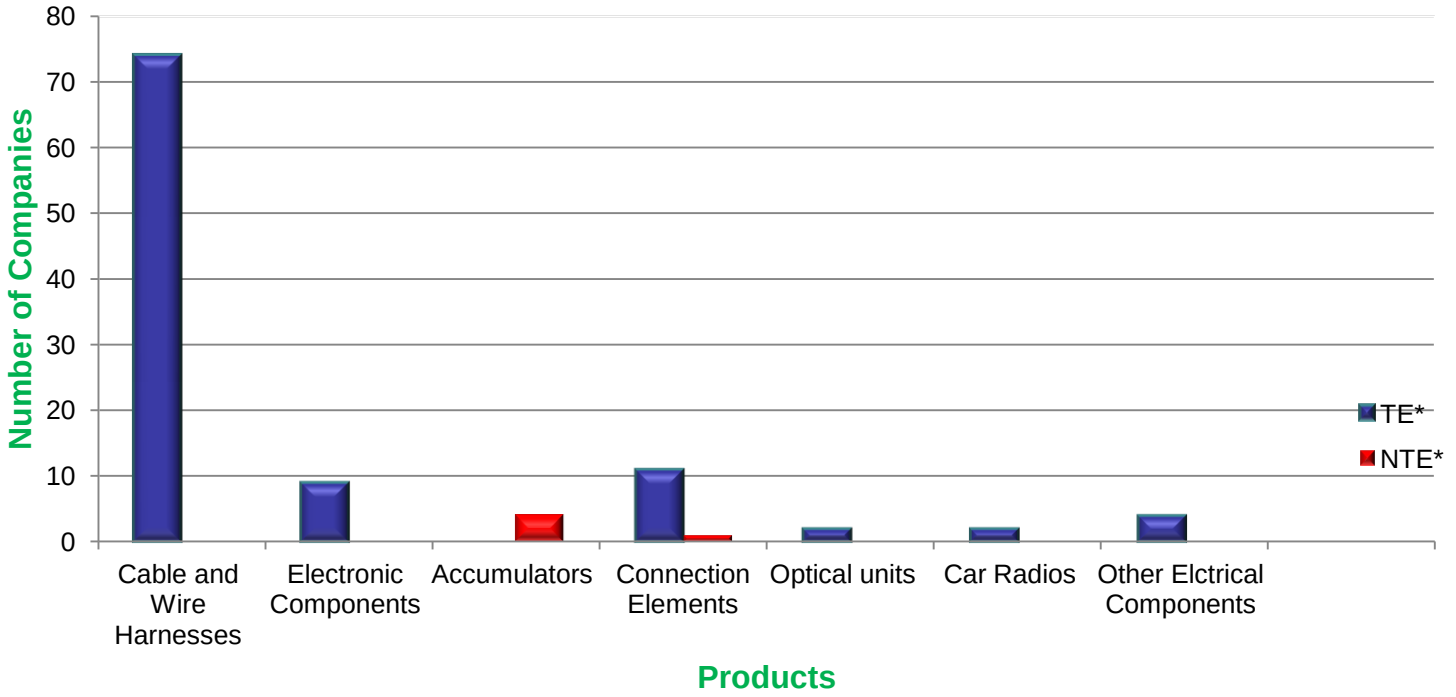
-3- The branch of Electrical Automotive Components (EEI)

3-1-2- The Employment Distribution



3- The branch of Electrical Automotive Components (EEI)

3-1-3-Distribution by Market Type



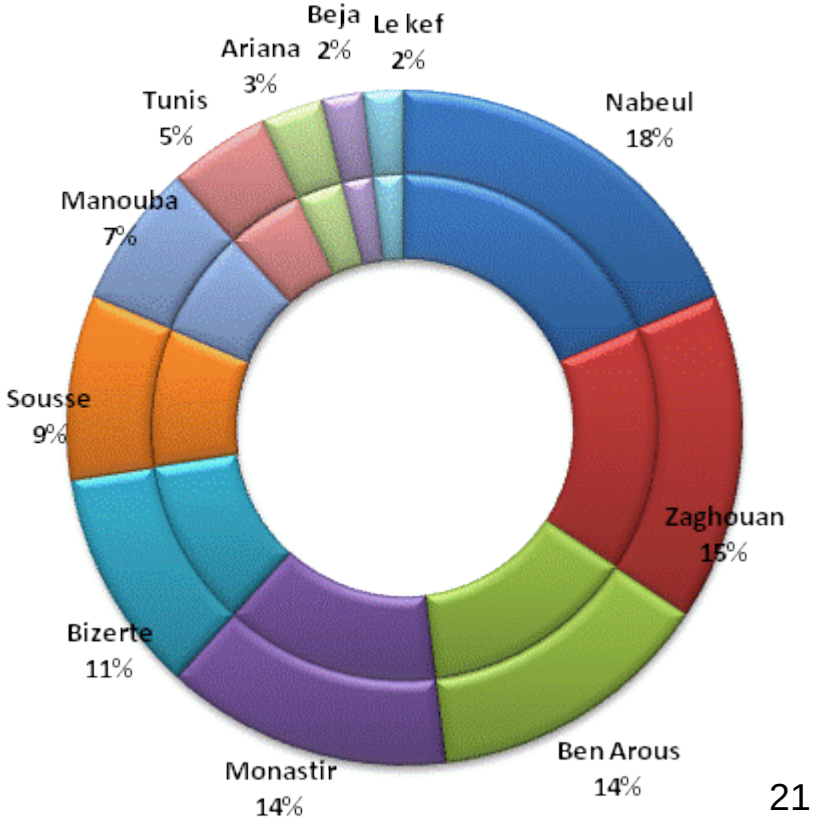
* TE : Totally exporting,
* NTE : Not Totally exporting

3- The branch of Electrical Automotive Components (EEI)

3-2- Distribution by Area

	Companies	%
Nabeul	19	17,8%
Zaghouan	16	15,0%
Ben Arous	14	13,1%
Monastir	14	13,1%
Bizert	11	10,3%
Sousse	9	8,4%
Manouba	7	6,5%
Tunis	5	4,7%
Ariana	3	2,8%
Beja	2	1,9%
kef	2	1,9%
Gafsa	1	0,9%
Jendouba	1	0,9%
Kairouan	1	0,9%
Sfax	1	0,9%
Siliana	1	0,9%
	107	100%

About **70%** of Electrical and Electronic Automotive Components companies are located in area of : Nabeul, Zaghouan, Ben Arous, Monastir and Bizert



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-4-The branch of Mechanical Automotive Components(MMI)

The branch of Mechanical Automotive Components» includes **95** companies (over **35%** of all companies in this branch) , and employing about **11.000** people.

More than **60%** of these companies are not totally exporting

The majority of companies in this sector (about **65%**) produces body and engine equipment

-4-The branch of Mechanical Automotive Components(MMI)

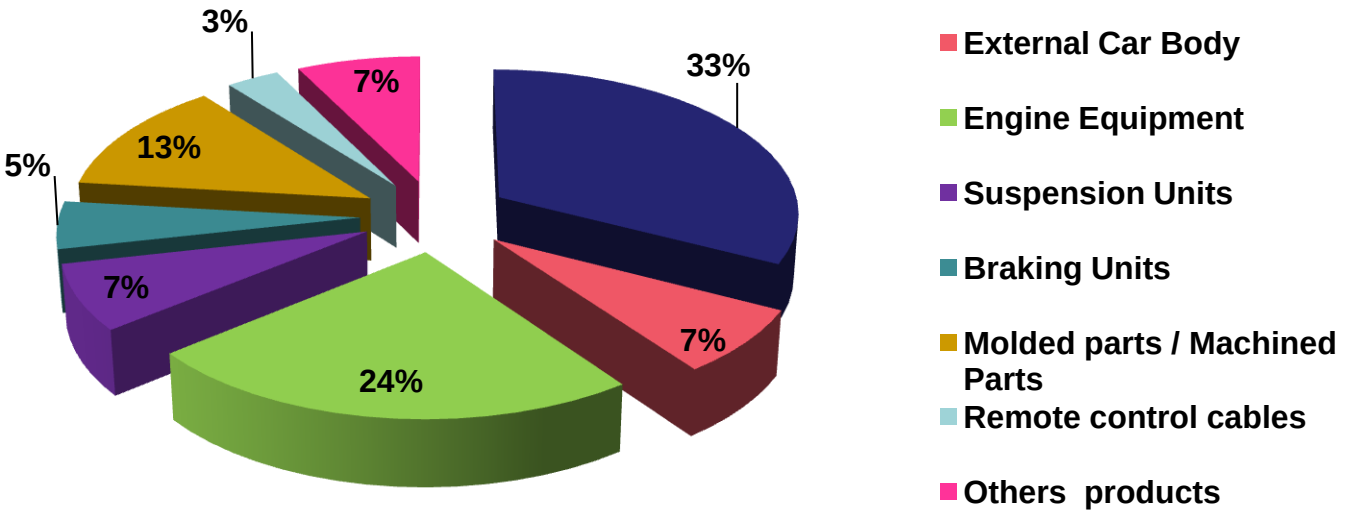
4-1- Distribution by Activity

	Companies		Market Type		Employment	
	Number	%	TE*	NTE*	Effective	Rate of technical supervision .
1) Internal car Body	31	32,6%	6	25	3 515	10,4%
2) External Car Body	7	7,4%	6	1	1 352	12,1%
3) Engine Equipment	23	24,2%	6	7	3 531	9,6%
4) Suspension Units	7	7,4%	0	7	832	8,5%
5) Braking Units	5	5,3%	3	2	1 182	6,9%
6) Molded parts / Machined Parts	12	12,6%	4	8	707	12,3%
7) Remote control cables	3	3,2%	0	3	104	7,7%
8) Other products	7	7,4%	3	4	160	4,4%
TOTAL	**95**	**100%**	**38**	**57**	**11 383**	**10,0%**

*: TE : Totally exporting,
*: NTE : Not Totally exporting

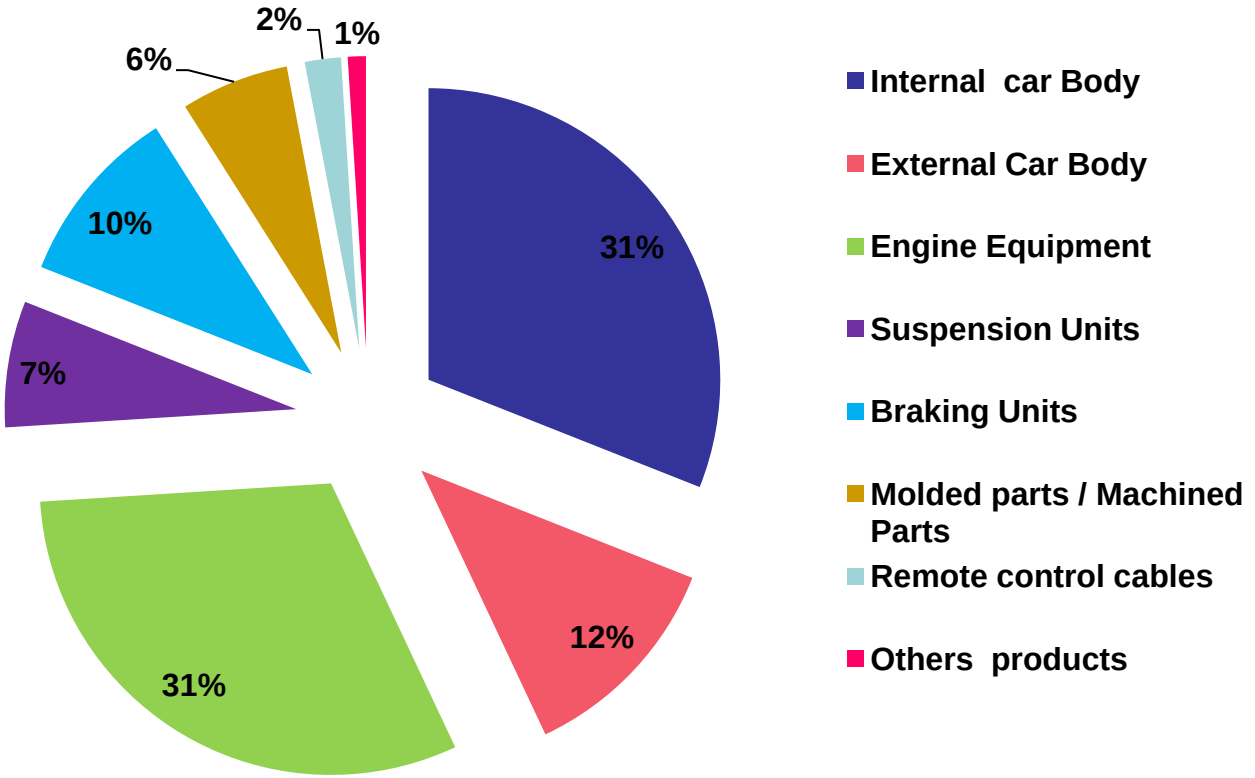
-4-The branch of Mechanical Automotive Components(MMI)

4-1-1- Distribution by Product



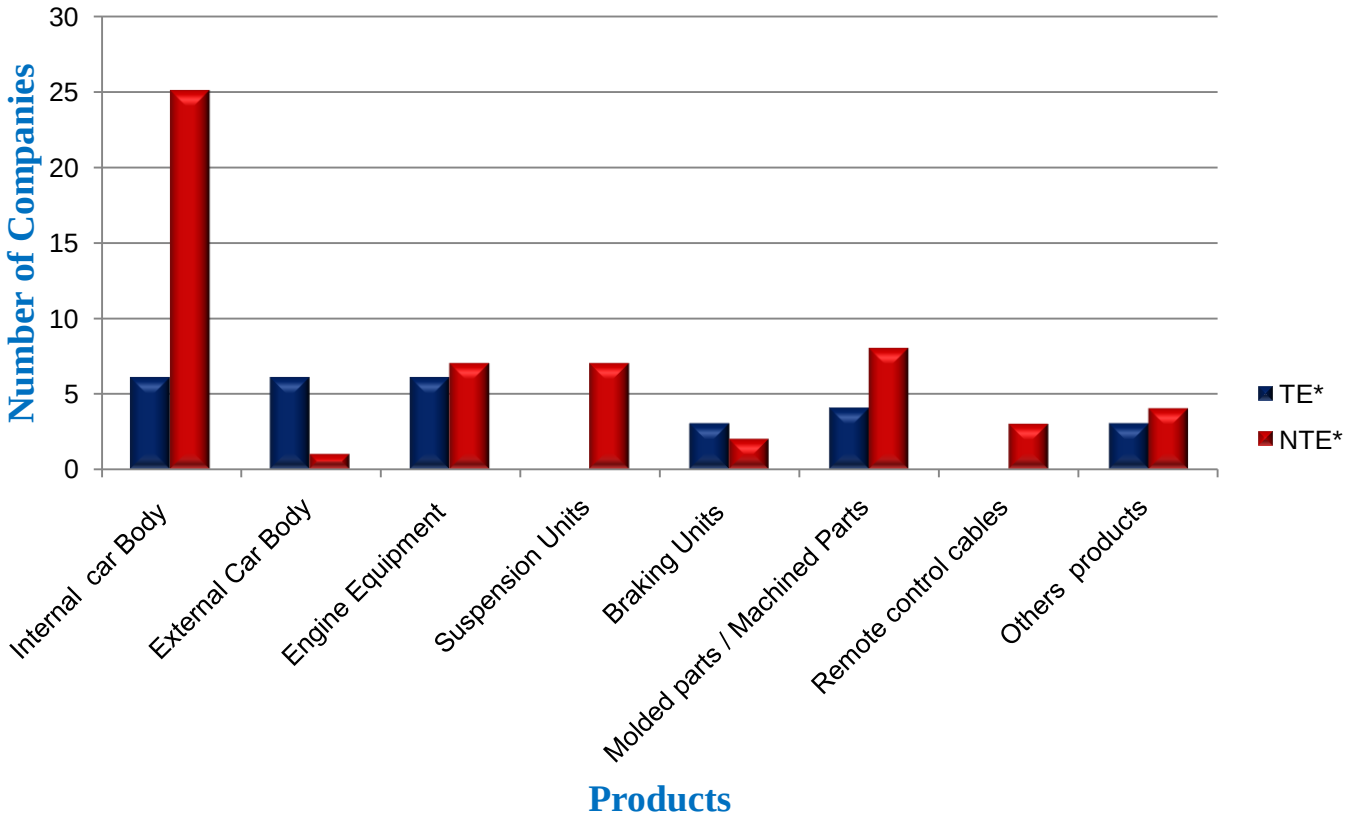
-4-The branch of Mechanical Automotive Components(MMI)

4-1-2- The Employment Distribution



-4-The branch of Mechanical Automotive Components(MMI)

4-1-3- Distribution by Market type

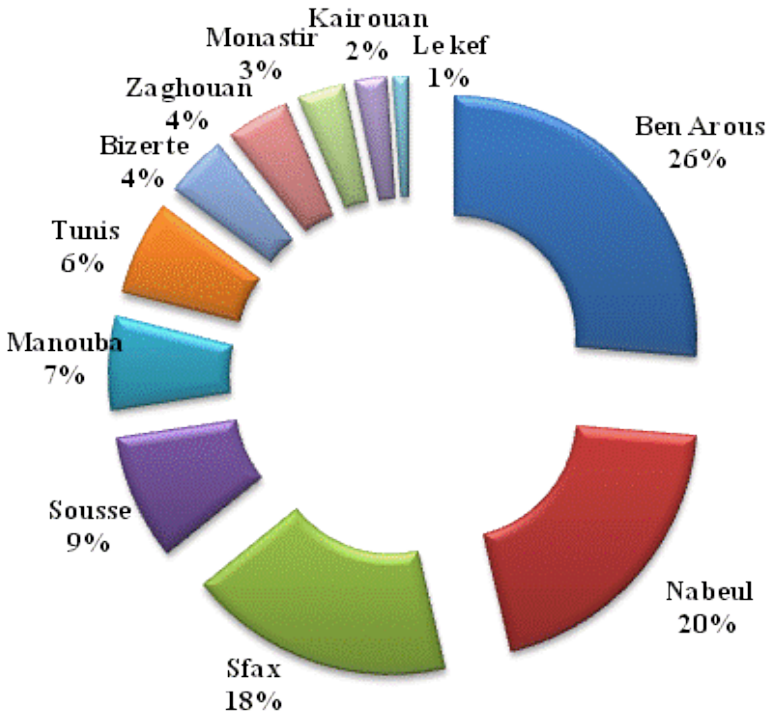


* TE : Totally exporting,
* NTE : Not Totally exporting

-4-The branch of Mechanical Automotive Components(MMI)

-4-2- Distribution by Area

About **70%** of Mechanical Automotive Components companies are located in area of : Ben Arous, Nabeul et Sfax



	Companies	%
Ben Arous	25	26,3%
Nabeul	19	20,0%
Sfax	17	17,9%
Sousse	8	8,4%
Manouba	6	6,3%
Tunis	6	6,3%
Bizerte	4	4,2%
Zaghouan	4	4,2%
Monastir	3	3,2%
Kairouan	2	2,1%
kef	1	1,1%
	95	**100%**

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-5- The branch of Chemical Automotive Components(CHI)

The branch of «CHEMICAL AUTOMOTIVE COMPONENTS» includes **46** companies (About **17%** of all companies in this branch) , and employing about **5.500** people.

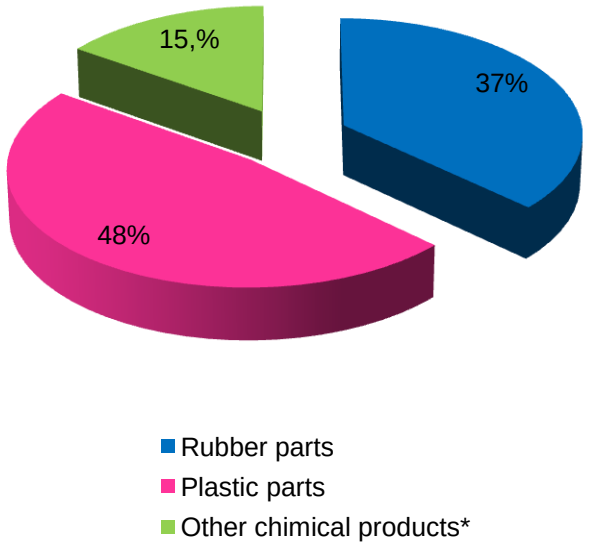
Over **50%** of these companies are not totally exporting

Their basic products are plastic accessories, rubber and other chemical products such as lubricants and paint products.

-5- The branch of Chemical Automotive Components(CHI)

-5-1- Distribution by activity

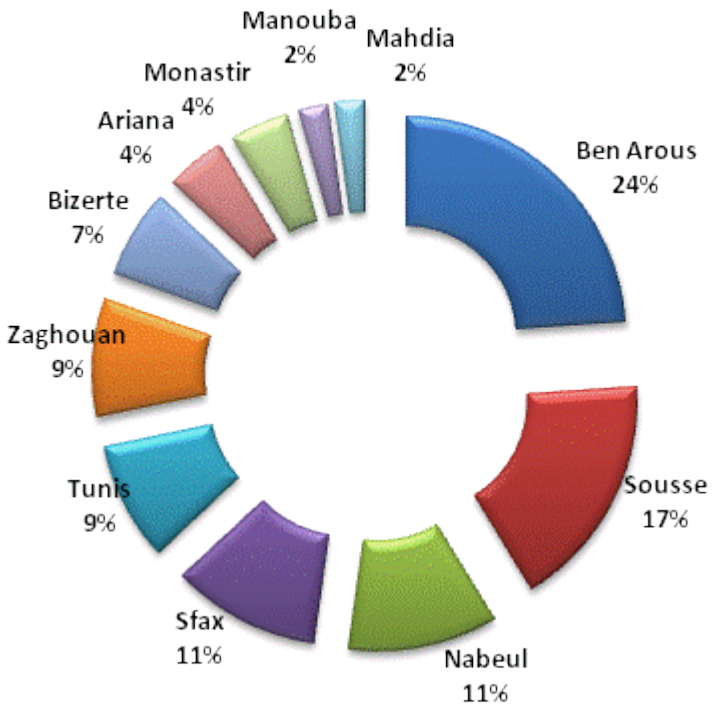
	Companies		Market Type		Employment	
	Number	%	TE*	NTE*	Effective	Rate of technical supervision .
1) Rubber parts	17	37,0%	5	12	1 948	8,4%
2) Plastic parts	22	47,8%	20	2	3 200	13,3%
3) Other chemical products*	7	15,2%	0	7	349	15,2%
TOTAL	**46**	**100%**	**25**	**21**	**5 497**	**11,7%**



*: TE : Totally exporting,
*: NTE : Not Totally exporting
*: Other chemical products : paint / lubricants / cleaning products for cars …

-5- The branch of Chemical Automotive Components(CHI)

-5-2- Distribution by Area



	Companies	%
Ben Arous	11	23,9%
Sousse	8	17,4%
Nabeul	5	10,9%
Sfax	5	10,9%
Tunis	4	8,7%
Zaghouan	4	8,7%
Bizerte	3	6,5%
Ariana	2	4,3%
Monastir	2	4,3%
Mahdia	1	2,2%
Manouba	1	2,2%
	46	**100%**

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-6- The branch of Textile Automotive Components(TI)

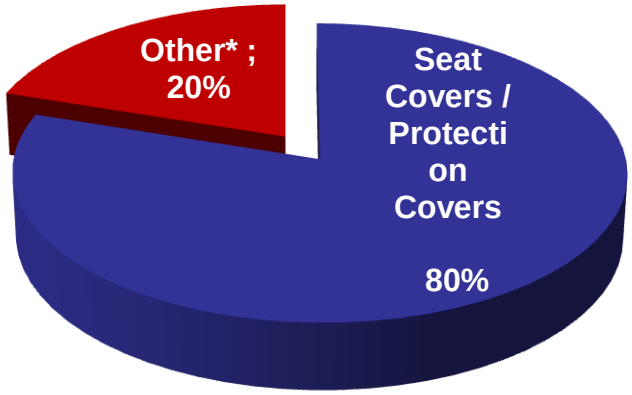
The coating and tapestry inside a car is made of products manufactured by companies in the branch of TEXTILE AUTOMOTIVE COMPONENTS.

In Tunisia, **10** companies (about **4%** of total companies in the sector) are producers of seat covers and other textile articles for cars

These companies employ nearly **2.500** people.

-6- The branch of Textile Automotive Components(TI)

6-1- Distribution by activity



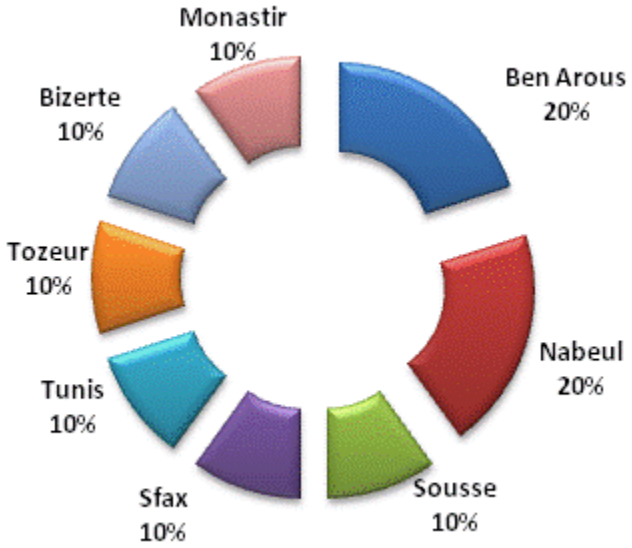
	Companies		Market Type		Employment	
	Number	%	TE*	NTE*	Effective	rate of technical supervisio
1) Seat Covers / Protection Covers	8	80,0%	6	2	1 771	5,4%
2) Other*	2	20,0%	2	0	716	1,3%
TOTAL	10	100%	8	2	2 487	4,2%

*: TE : Totally exporting,
*: NTE : Not Totally exporting
*: Other : airbag / strap

-6- The branch of Textile Automotive Components(TI)

-6-2- Distribution by Region

	Companies	%
Ben Arous	2	20,0%
Nabeul	2	20,0%
Sousse	1	10,0%
Sfax	1	10,0%
Tunis	1	10,0%
Tozeur	1	10,0%
Bizerte	1	10,0%
Monastir	1	10,0%
	10	**100%**



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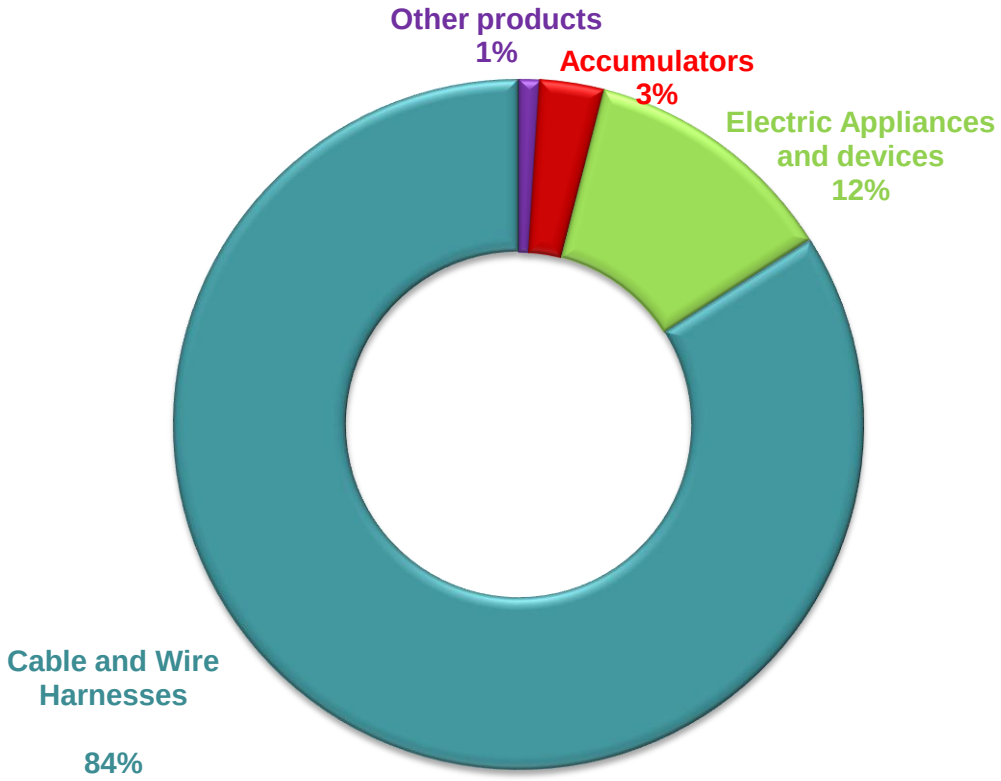
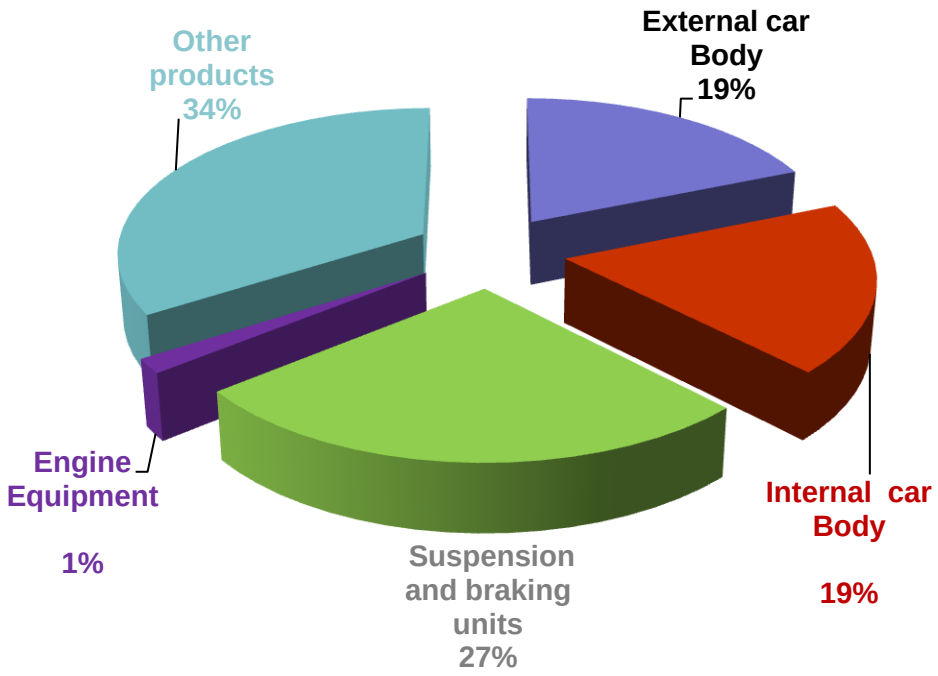
-7- The Export Rates of Automotive Components

7.1. Electrical and Electronic Automotive Components(EEI)



-7- The export rates of Automotive Components

7.2. Mechanical Automotive Components (MMI)



AUTOMOTIVE BODY ASSEMBLY IN TUNISIA

WALLYS CAR : *Automotive Assembly*

ALPHA BUS : *Assembly and Camber bus*

IMM: *Assembly* trucks & vans

ICAR : *Assembly and Camber bus*

SETCAR : *Assembly and Camber bus , autobus*

MAJOR WORDWIDE GROUPS IN TUNISIA

Dräxlmaier

LEONI

BOSCH

KROMBERG & SCHUBERT

Johnson Controls

LEAR CORPORATION

IMTEC

Valeo

GROUPE PLASTIVALOIRE

Autoliv

PIRELLI

Vehicle power and data solutions
YAZAKI
All Systems Go.™

SUMITOMO

YURA
YURA CORPORATION

COTREL كوترال

Cofat
Fournisseur Composants Automobiles

misfat

COFICAB

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