



AGRI-FOOD INDUSTRY IN TUNISIA



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AGRI-FOOD INDUSTRY IN FIGURES

+1050

companies

+77 500

direct jobs

+3% of GDP

+250

companies with foreign participation

+16% of FDI flow

+60

of exported organic products

SUCCESS STORIES

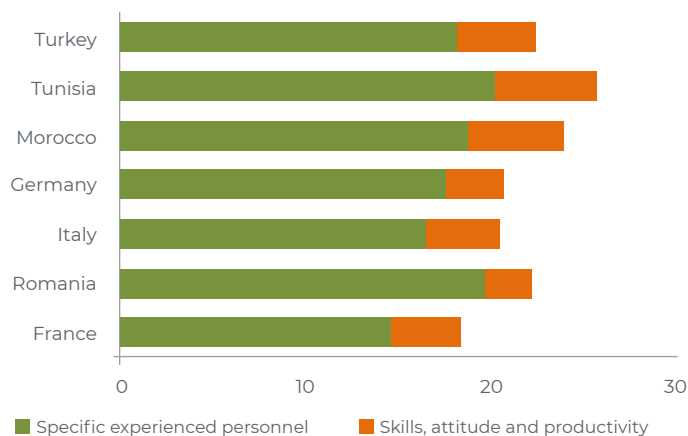
L'APPETISSANTE SA, BORGES, CANDIA, COCA COLA, DANONE, DESERT JOY, DR OETKER, EZZAYRA, HEINEKEN, HEINZ, INDUSTRIES LASSONDE, JUTA, LAND'OR, LESIEUR, MAIZENA, NESTLE, ORANGINA, PRESIDENT, SANLUCAR, SFBT, SNBG, SOTUBI, SUD AQUACULTURE TUNISIA, UNIBRA SA, UNILEVER, VITALAIT...

QUALITY AGRICULTURAL PRODUCTS

- Official **labels of quality and origin** allowing producers to ensure the quality of their products and offering guarantees to consumers on the products' origins and elaboration process: Controlled Designations of Origin (CDO) & Geographical Indication (GI).
- A **Tunisian Ecolabel** granted to products justifying the highest levels of qualification regarding environmental protection and use of clean technologies
- The only country exporting organic olive oil to the EU
- A dozen CDO (Wines, fruit: Djebba figs and Teboursouk olive oil) and Geographical Indication (Sbiba apples, Gabes pomegranates , Tunisian Deglet Ennur...)
- Several **Tunisian olive oil brands awarded** in internationally renowned contests.

SKILLED AND PERFORMING HUMAN CAPITAL

Quality and Availability of Manpower



Tunisia ranks first not only in terms of personnel experience in the sector but also in terms of skills and productivity

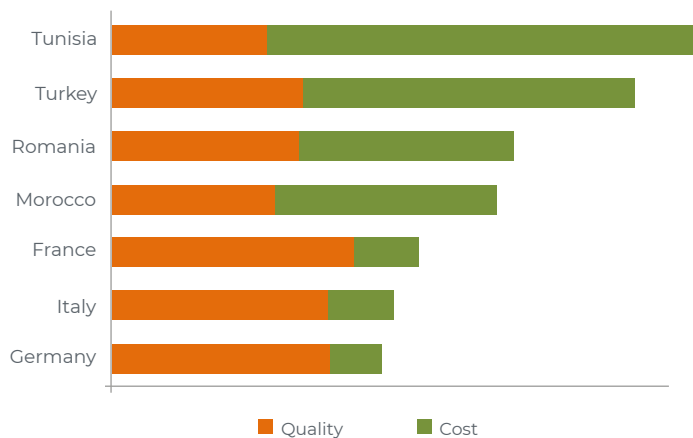
Source: fDi Benchmark, the Financial Times Ltd 2021

Competitive Salaries

- Guaranteed Minimum Inter-professional Wage : 365.732 TND \approx 113.742 € (40-hour scheme)
- Guaranteed Minimum Agricultural Wage : 16.512 TND (daily wage) \approx 5.13 €

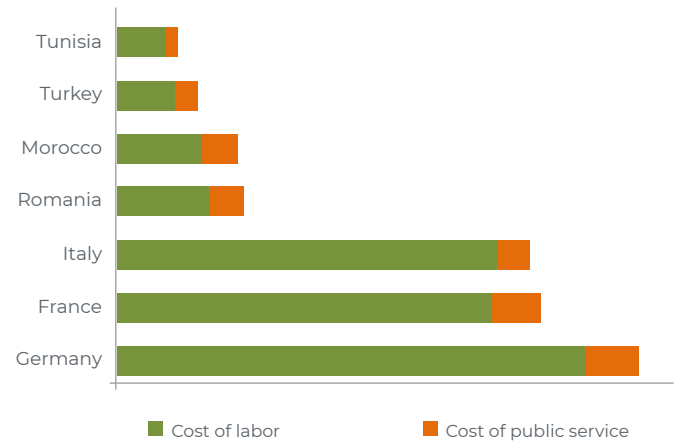
COST-EFFICIENT PRODUCTION

Attractiveness Index



Source: fDi Benchmark, the Financial Times Ltd 2021

Annual Operating Cost (in MTND)



Source: fDi Benchmark, the Financial Times Ltd 2021

COMPLIANCE WITH STANDARDS



Private **certification and control organisations:** ECOCERT, IMC, LACON, Demeter



64 research laboratories



270 dedicated research units

LEGISLATIVE AND REGULATORY FRAMEWORKS

- **Tax exemption** on profits from investments during the first ten years from the date of effective entry into operation (Agriculture)
- **A range of incentives** aiming at boosting investment in agriculture and food industry
- **Coverage** of employer's social contributions and infrastructure expenses in regional development zones
- Possibility for foreign investors to hold up to **100% of the capital** of projects in food industry
- **Grants** to support regional development up to 30% of the approved investment cost
- **Possibility for foreigners to invest** in the agricultural sector within the framework of farming activities through agricultural land lease
- **Preferential tax and customs regime** for the acquisition of equipment
- **Simplified** declaration procedures.

INVESTMENT OPPORTUNITIES

• Olive growing • Date palm cultivation • Organic production • Frozen food • Prepared and semi-prepared dishes • Preserves (tomatoes, sardines, harissa, fruit) and semi-preserves • Seafood processing and blue fish enhancement • Fish and shellfish farming • Essential oils • Medicinal plants...

FIPA-TUNISIA
AWARD OF
EXCELLENCE
2020

AIM
INVESTMENT
AWARDS

TUNISIA RANKED:

1st

- **World exporter of dates in 2019**
Source: Food and Agriculture Organization
- **Worldwide in terms of surface area of organic olive groves**
Source: The World of Organic Agriculture Report, 2020

2nd

- **World producer of olive oil**
Source : ONAGRI 2020
- **African country exporting organic products to the EU market**
Source: European Commission



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