



THINK  
INNOVATION,  
**INVEST IN TUNISIA**



[www.investintunisia.tn](http://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 20<sup>th</sup> 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

# 1<sup>ST</sup>

ST

**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:

**2<sup>nd</sup>** in the achievement of the  
Sustainable Development Goals

Source: International Forum on Sustainable  
Development Goals, 2020

**2<sup>nd</sup>** in setting up an online business

Source: Best Accounting Software, 2020

**3<sup>rd</sup>** in government artificial intelligence  
readiness

Source: Government AI Readiness Index, 2020

**4<sup>th</sup>** in ease of doing business

Source: Doing Business, 2020

**5<sup>th</sup>** best start-up ecosystem

Source: StartupBlink, 2020

**TUNISIA** is the :



**1<sup>st</sup>**  
world exporter of  
dates (2019-2020).



**2<sup>nd</sup>**  
world producer of  
olive oil (ONAGRI, 2020)



**2<sup>nd</sup>**  
exporter of organic  
products in Africa



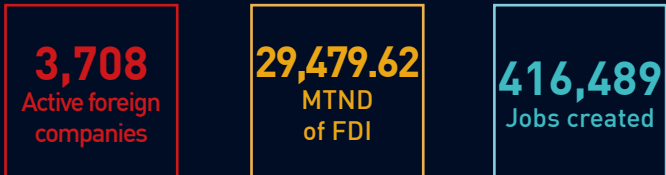
**2<sup>nd</sup>**  
exporter of healthcare  
services in Africa



**3<sup>rd</sup>**  
African supplier of  
automotive components

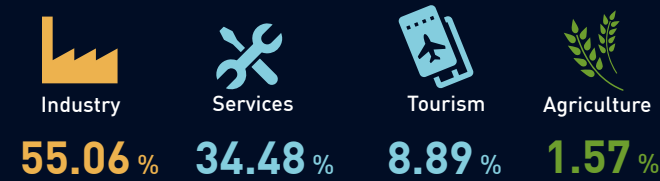
# SUSTAINABLE ATTRACTIVENESS

## 2020 FDI STOCK



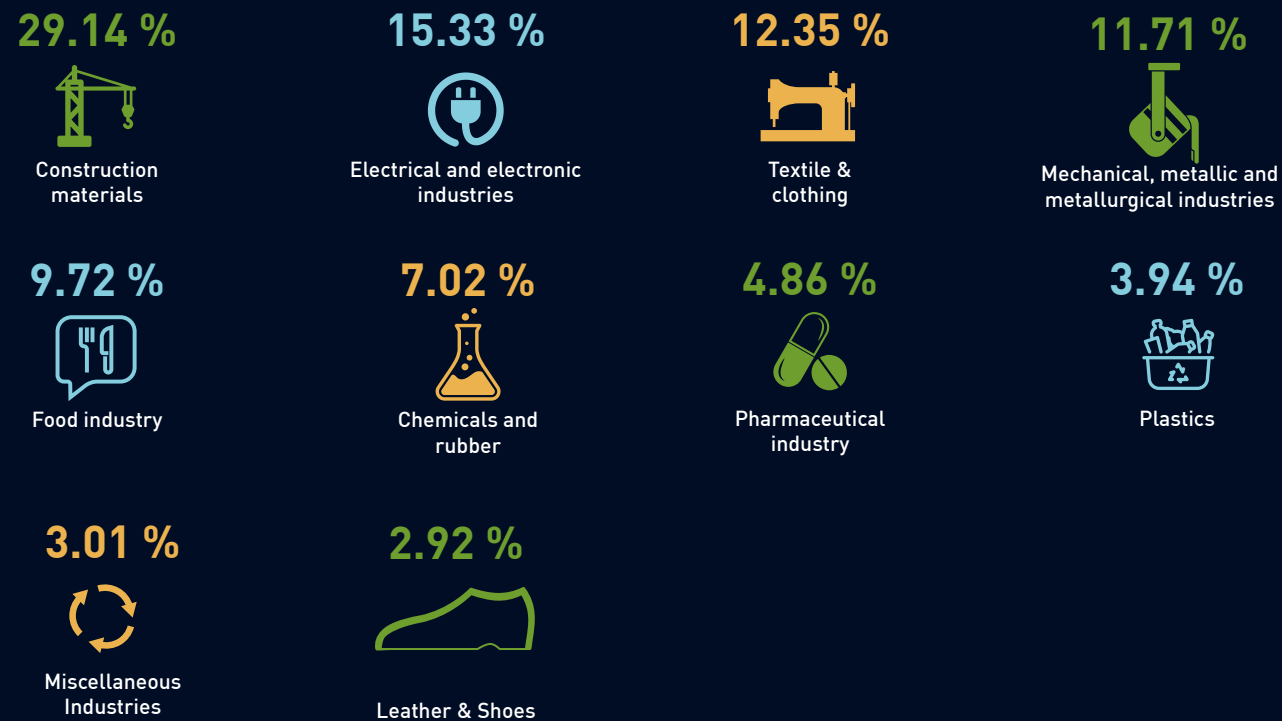
Source: FIPA-Tunisia, 2021

## FDI DISTRIBUTION BY SECTOR (EXCLUDING ENERGY)



Source: FIPA-Tunisia, 2021

## FDI DISTRIBUTION BY INDUSTRIAL SECTOR



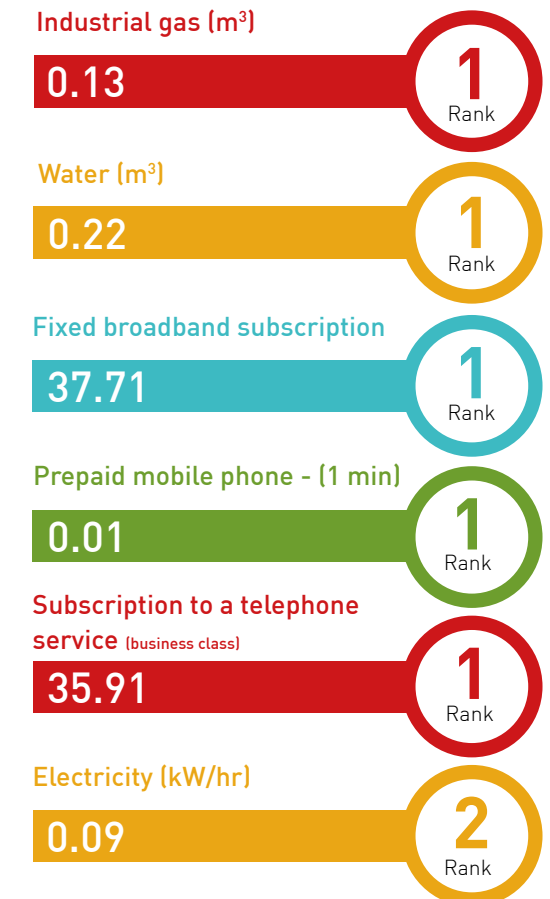
Source: FIPA-Tunisia, 2021

# HIGH QUALITY AT COMPETITIVE COSTS

**Tunisia ranks 53<sup>rd</sup> 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

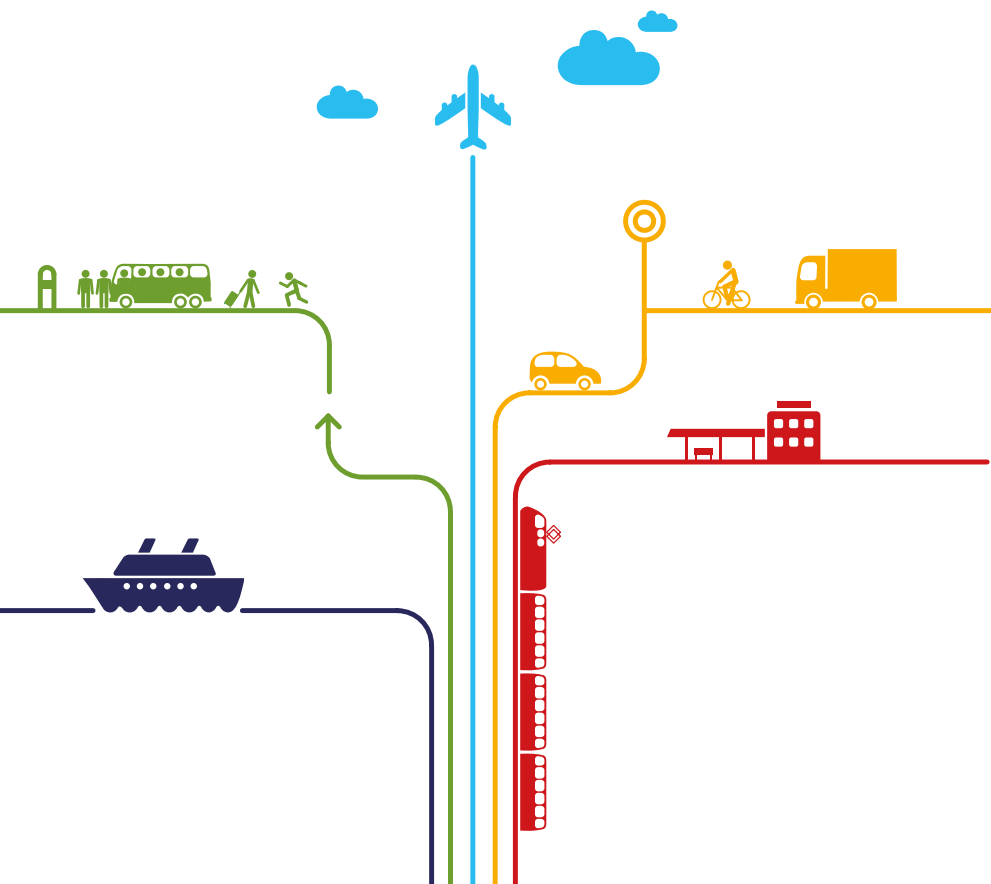
**9** INTERNATIONAL AIRPORTS operating more than **2 000 weekly flights** serving about **50 foreign cities**.

**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 **44<sup>th</sup>** IN THE WORLD IN TERMS OF E-GOVERNMENT SERVICES.

Source: The Global Innovation Index, 2020

TUNISIA RANKS **42<sup>nd</sup>** 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 **89<sup>th</sup>** in the world in terms of **energy system performance**.

Source: Energy Transition Index, 2020

# DIVERSE TALENT POOL



**81.8 %**  
literacy rate



**+6,650**  
educational institutions



**+260**  
universities, 65 of which are private



**+1,000**  
vocational training centres

Tunisia is ranked **2<sup>nd</sup>** 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 **18<sup>th</sup>** 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 **61<sup>st</sup>** 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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