



TUNISIA,
WHERE SUSTAINABILITY
MEETS OPPORTUNITY



KEY FEATURES



Currency
Tunisian Dinar (TND)



Time zone
GMT+1



Urban population
70.5 (2023)



Average exchange rate
1TND = 0.297 Euro = 0.321 USD
(as of 2023)



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



Human Development Index
(HDI between 0.7 and 0.8 : high) *
0.731



Population
11 850 232 million inhabitants
(January 2023)

Sources: Central Bank of Tunisia, 2024
National Institute of Statistics, 2024
*United Nations Development Program 2023

ECONOMIC AGGREGATES

138,415 MTND (2022)
Gross Domestic Product (at current prices)

16.4 (2022)
GFCF (% of GDP)

Source: National Institute of
Statistics, 2024

TRADE FLOWS

62,077.3 MTND
2023 Exports (current prices)

79,146.3 MTND
2023 Imports (current prices)

78.4 %
Coverage ratio

Major clients

France, Italy, Germany, Spain and Libya

Major suppliers

Italy, France, Germany, China and Turkey

Source: National Institute of
Statistics, 2024

WAGE DATA

417.558 TND
(40 hour-scheme) ≈ 124,014 €
Guaranteed Minimum Inter-Professional
Wage (SMIG)*

18.904 TND
(daily wage – skilled worker) ≈ 5.614 €
Guaranteed Minimum Agricultural Wage (SMAG)**

Source: *Decree No. 2024-419 dated 9 July 2024
**Decree No. 2024-420 dated 9 July 2024



RECOGNISED

REGIONAL INTEGRATION

FREE TRADE AGREEMENTS

Tunisia has signed 52 non double taxation agreements and 54 bilateral agreements for the promotion and protection of investments. In addition, Tunisia has signed free trade agreements include:

- **A free trade area agreement** with EFTA countries (EU, Iceland, Liechtenstein, Norway and Switzerland)
- **The Agadir Free Trade Agreement** between Jordan, Egypt, Morocco and Tunisia,
- **A bilateral agreement** with Turkey establishing a free-trade area,
- **A 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.
- **The COMESA trade agreement (Tunisia is the 20th member since 2020).**

ADVANCED PARTNER WITH EUROPE



- **Tunisia is the first country in the southern Mediterranean** to have 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 is set to strengthen 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 building of a Common Economic Space.



AFCFTA AGREEMENT

Tunisia signed the African Continental Free Trade Area (AfCFTA) agreement in July 2020, and is actively working to implement it in order to strengthen its competitiveness and enhance its trade potential in Africa.

Tunisia has already issued 93 certificates of origin under the AfCFTA agreement to facilitate the export of chemical products, agri-food products and semi-automatic machinery to several countries. The certificate of origin is considered as a key factor for the effective implementation of the agreement: it entitles exporting companies to reductions in customs duties, which are due to be removed from the 1st of January 2026.



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



LEADING POSITIONING

Tunisia ranks

1st

in North Africa in
terms of:

- **Attractiveness/ production of talents**

Global Talent Competitiveness Index 2023, INSEAD

- **Environmental progress and ecosystem protection**

Environmental Performance Index 2022, YALE

- **Outputs based on knowledge and technological innovation**

Global Innovation Index 2023, WIPO

- **Entrepreneurial responsibilities (social & environmental responsibilities)**

Global Entrepreneurship Monitor 2023, GEM

- **Performance and ability to attract international investments**

Global Opportunity Index 2023, Milken Institute

IN AFRICA, TUNISIA RANKS:

1st

as the best-performing economy in terms of economic transformation

Source: African Transformation Index 2023, ACET

1st

in terms of collaboration in scientific research

Source : Global Connectedness Index 2022, DHL

2nd

for achieving the Sustainable Development Goals

Source: International Forum on Sustainable Development Goals, 2022

3rd

in terms of level of investment, innovation and implementation of artificial intelligence

Source: Global AI Index 2023, Tortoise

4th

country where innovation actively contributes to economic development

Source: Global Innovation Index 2023, WIPO

Tunisia is:

1st

world exporter of dates

(in terms of value, 2023)



1st

world leader
in organic olive growing area



1st

destination
for health care in Africa



1st

exporter of health care services
in Africa

(in value) (United Nations, 2023)



2nd

world exporter of olive oil

(ONAGRI, 2023)

2nd

exporter of organic
products in Africa

3rd

African exporter
of automotive parts

3rd

world producer of olive oil

(2021/2022 season) (ONAGRI, 2023)



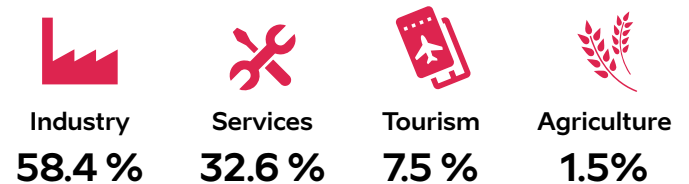
SUSTAINABLE ATTRACTIVENESS

2023 FOREIGN DIRECT INVESTMENT (FDI) STOCK



FIPA-Tunisia, 2024

FDI STOCK DISTRIBUTION BY SECTOR (EXCLUDING ENERGY)



FDI STOCK DISTRIBUTION BY SECTOR IN INDUSTRY

44.15 %



electrical and
electronic
industries

17.25 %



Mechanical, metallic
and metallurgical
industries

9.55 %



Plastics

8.69 %



Textile & clothing

6.09 %



Food industry

5.67 %



Miscellaneous
Industries

2.96%



Construction
materials

2.6 %



Leather & Shoes

1.93 %



Pharmaceutical
industry

1.11 %



Chemicals and
rubber

MASSIVE FOREIGN PRESENCE

ADP • AIRBUS ATLANTIC • AKZONOBEL •
ALCATEL-LUCENT • ALTRAN • ASTEELFLASH •
AUTOLIV • BENETTON • BG GROUP • BIC
• BNP • CLOUD TEMPLE • CONVERGYS
• CORK • DANONE • DRÄXLMAIER •
DESERT JOY • ELECTROLUX • EXPENSYA •
FORVIA • FRAM • GATTEFOSSE • GENERAL
ELECTRIC • GROUPE 3SI • GROUPE BPCE •
HAIER • HAMELIN • HEINEKEN • HENKEL •
HUAWEI • HUTCHINSON • IBM • KASCHKE
KG • KBE ELEKTROTECHNIK • KROMBERG
& SCHUBERT • LACROIX ELECTRONICS •
LATECOERE • LEONI • LINEDATA • MIROGLIO
• NESTLE • ODDO BHF • ORANGE • PFIZER
• PHILIPS • PHOENIX • PROXYM • RIEKER •
SAGEMCOM • SAFRAN • SANOFI • SANLUCAR
• SCANIA • SELT MARINE • SIEMENS •
SIOEN • SOCIETE GENERALE • SOFRECOM •
SOMFY • SOPRA HR Software • SORTORIUS
• ST MICROELECTRONICS • SUMITOMO
• Talan • TELEPERFORMANCE • TOTAL •
UNILEVER • VALEO • VAN DE VELDE • VAN
LAACK • VISTEON • WEVIOO • WEWIRE •
YAMAICHI ELECTRONICS • YAZAKI • YURA
CORPORATION...



QUALITY

COMPETITIVE COSTS

Tunisia ranks 59th in the world and 2nd in Africa in terms of Global Knowledge Skills.

Source: Global Talent Competitiveness Index 2023

UTILITY COSTS

Industrial gas (m³)

0.13

Rank
1

Water (m³)

0.28

Rank
2

Fixed broadband subscription

725.94

Rank
3

Prepaid mobile line - (1 min.)

0.01

Rank
1

Post-paid rates for mobile broadband

32.04

Rank
1

Subscription to a telephone service (business class)

35.91

Rank
1

Electricity (kW/hr)

0.10

Rank
2

Fixed-line call charges - (1 min.)

0.01

Rank
2

All costs in Euro. Benchmark with 7 countries: France, Germany, Italy, Morocco, Romania, Spain and Turkey.
Source: fDi Benchmark, the Financial Times Limited 2024. All rights reserved.

DIVERSIFIED TALENT POOL



82.3 %

literacy rate



+7,300

educational institutions
(about 1 200 private
schools)



+280

universities
including 80 private
institutions



+1,000

vocational training
centres

On a global scale, Tunisia ranks **5th** in terms of the **number of science and engineering graduates**.

Source: The Global Innovation Index, 2023

Tunisia ranks **10th** in the world for the **publication of scientific and technical articles**.

Source: The Global Innovation Index, 2023

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

Tunisia is regarded as a **talent pool** in the Mediterranean region, thanks to:

- **About 62,000 annually** new graduates
- **More than 30%** of the graduates specialize in engineering, computer science, multimedia and technical fields
- **More than 305,000** registered university students.

A CONTINUOUSLY IMPROVING INFRASTRUCTURE

Transport infrastructure

- **9** international airports operating **more than 2 000 weekly flights** serving about **50 cities around the world**.
- **7** commercial ports and 1 oil terminal with a monthly frequency of **62 regular lines**.
- **1** deep-water port under construction.
- A railway network serving the main cities of the country.
- A road network of about **20 000 Km** of roads and more than **500 km** of motorways connecting all Tunisian cities.

Technological infrastructure

- **+ 10** sector-specific technoparks spread over several regions.
- **2** business parks in Bizerte and Zarzis
- A **park exclusively dedicated** to aerospace industry in El Mghira
- **+150** developed industrial zones spread across the country
- A-class office sites and facilities

Digital infrastructure

Over the past few years, ICTs and their ecosystem have become a national priority. They have been enhanced by a wealth of initiatives and programs to support entrepreneurship in this field.

The performance recorded in this sector, particularly in the area of digital infrastructures, testifies to this trend.



Number of companies established
in cyberparks:

151

Source: Ministry of Communication
Technologies and Digital Economy of Tunisia,
February 2024

- **13 incubators/accelerators** supporting entrepreneurs at the very start of their ideas and offering a wide range of services.
- **19 cyber parks** entirely dedicated to innovative start-ups.
- **47 Coworking / Fablabs** providing access to digital production tools.



The outcome of this proactive policy can be seen in the creation of several technology parks, the construction of numerous submarine connections, particularly with Europe, the creation of call centres and the establishment of regional and national offices of major international groups.

Tunisia ranks **1st** in North Africa
in terms of **online government
services**.

Source: The Global Innovation Index,
2023

Tunisia ranks **8th** in terms of significant
breakthroughs in **the development
of Information and Communication
Technologies** in Africa.

Source: The ICT Development Index, 2023

Energy infrastructure

Tunisia offers **easy access** to electricity primarily used by **the industrial sector**. 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, 2023

In response to global energy challenges, Tunisia has adopted a strategy with ambitious targets for energy efficiency and renewable energy. The country aims to reduce primary energy consumption by 30 % and to increase the share of renewable energy in the electricity supply to 30 % by 2030.

Tunisia has launched an ambitious new strategy based on a vision that is aligned with its Paris Agreement commitments. This comprehensive approach addresses the energy sector from a climate, economic, and social perspective.

INVESTMENT-FRIENDLY REGULATIONS



- **Total 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 the protection of **industrial and intellectual property** for investors,
- **Freedom** to transfer funds (profits, dividends and assets) abroad.

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 3 million TND for companies located in regional development zones,
- **Premium** for intangible investment and research and 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 statutory 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.

The Finance Law 2024 introduced significant changes and incentives designed to stimulate the national economy and boost entrepreneurship in Tunisia.

These provisions offer major tax incentives and are aimed at new individual businesses or companies undertaking innovative investment projects in 2024 and 2025.



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).

A PLEASANT LIVING ENVIRONMENT

Combining history and modern culture, Tunisia naturally offers a harmony of both urban and rural environments, as well as respect for the common good and daily well-being.

8
sites

inscribed on the UNESCO World Heritage List,

7
practices

inscribed in the intangible cultural heritage of humanity,

residential areas

Modern, high standard residential areas at competitive costs,

Numerous shopping centres

and malls with international brands,

Foreign schools

French, American, Canadian, Russian, British, 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.

La Tunisia features in the Top 10 **cheapest countries for expatriates** in 2023.

Source: Mercer 2023 Cost of Living Ranking



RESPONSIBLE COMMITMENT

Tunisia has designed a sustainable development policy inspired by the United Nations' sustainable development roadmap, which includes a set of 17 global goals to be achieved by 2030.

In order to accelerate its development, Tunisia has identified 10 priority goals, focusing mainly on:

- Dedicating the country's resources to inclusive, sustainable, resilient and job-creating socio-economic development.
- Reducing inequality in all its forms.
- Guaranteeing access to health, education and drinking water.
- Encouraging decent work.
- Implementing measures to combat climate change.

Corporate Social Responsibility was expressly incorporated into the country's legal framework by law in June 2018, which made it an obligation incumbent on businesses and other institutions.

Tunisia ranks **1st in North Africa** in terms of economic participation and opportunities & political empowerment according to the Global Gender Gap Index

Source: Global Gender Gap Index 2023, WEF

The 2024 Finance Law introduced a provision offering financial rebates for investments in the green, blue and circular economy & in sustainable development.





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