

# African Opportunities and the Role for Tunisia

March 2021



## About Us: TAYP- Tunisian American Young Professionals ([www.tayp.org](http://www.tayp.org))

“Tunisian Diaspora Gives Back, Boosts Economic Growth. At TAYP, we believe that the successful transition to a new Tunisia is contingent upon the country’s economic prosperity. We hope to leverage our experiences and connections to **strengthen economic ties, increase cooperation and exchanges** between the nation where we live and the nation from which we are descended”.



Board meeting Feb 2015 -From left to right: Mariem Malouche, Courtney Joline, Hatem Sellami, Ikbel Achour, Anis Mnif, Kathy Bailey, Mohamed Malouche, Firas Ben Achour, Ambassador Gordon Gary, Ambassador William Taylor, James Denton.



550+ members

4,850+ Subscribers

100+ Events –  
Conferences



8,600+ Professionals



15,000 followers



@tayporg

2,500+ followers

# What We Do

## Image Promotion & Investments



## Entrepreneurship & Exports



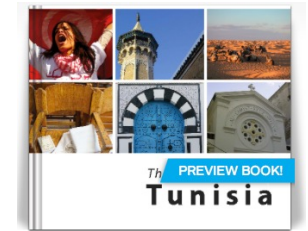
START UP  
RISE



## Education & Exchanges



## Advocacy



## Tunisia's potential in Africa :

*Tunisia - a gateway and a facilitator for further economic exchanges and partnerships between the West and Africa !*

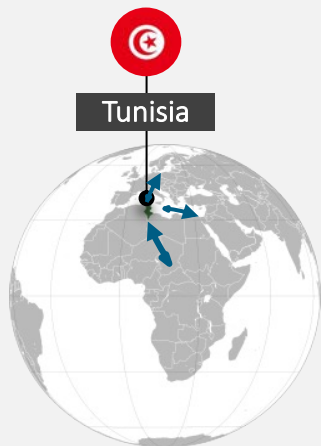


# Tunisia has strong fundamentals as a gateway to Africa....

## An openness to the World



At the intersection of Europe, Africa and the Middle East with a correct infrastructure and improving logistics



## One of the most educated populations in the MENA region



- **+ 20%** of Tunisia's budget spent on education. (2018)

## An economy that is diversified with very competitive costs (labor, living, utilities costs)



### Labor Costs: production | Engineer (Score) *Example*



Source : FDI Benchmarks 2020

## With critical differentiators.....

### **Vibrant active Women**

*In business, academia, civil society-*



### **Vibrant entrepreneurial culture**

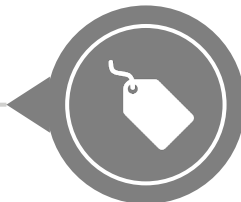
*Widespread culture of resourcefulness that rhymes with intelligence and ingenuity and would gain to be transformed into a keen entrepreneurial spirit*



**Vibrant civil society** *and an irreversible path to democracy*



**A very strong brand name in Sub-Saharan Africa** *(Culture, History, Education level, Health system...)*



# ..but it has not reached yet its full potential, before it can be *THE* gateway to Africa, Tunisia needs to build deeper linkages with Africa

For Tunisia to position as a gateway and a facilitator for further economic exchanges and partnerships between the West (EU, US, Japan- TICAD) and Africa , and given the slowdown of investment, Tunisia has to **build deeper linkages with Africa** through :

## Export



*Position further in the export global value chain towards Africa*

## Entrepreneurship



*Build on Tunisia pioneering of startup ecosystems and spread it in the continent*

## National champions



*Build national champions to develop links and relations between Africa and Tunisia (Exp : Steg International, AfricInvest..)*

## Healthcare



*Create a health Hub connecting SS Africa through telemedicine and medical tourism*

## Education



*Promote Tunisia as an educational hub to attract SS African diaspora (MSB, Esprit..)*

## Nurture Ambassadors



*Simplify procedures and ensure a good reception of the sub-Saharan Africans coming to Tunisia for studies, business...*

# Export potential : Tunisia has the potential to become a “Tiger of the Mediterranean” and a “gateway to Africa” in terms of exports



75% of Tunisian **exports** operate in **just three sectors**



Most of the main **exports** have **not changed** in over **20 years**.



Only around **10%** of Tunisia’s exports go to the **African continent**



Tunisia does not take sufficient advantage of **Africa's development potential**



**Limited collaboration** between companies for export to Africa (consortium, etc)



Create **export consortia** and **expand beyond traditional exports**- healthcare, agri-food, ICT, and construction



Review CEPEX operating model, and **reengineer FOPRODEX** to incentivize towards key African markets



Activate **economic diplomacy** in all the continent



Ensure that **Tunisair** regularly serves the **main African markets**



Accelerate the **presence of Tunisian banks and funds (QFF, Al Mada...)** in Africa



# Tunisia gives investors preferential market access to Africa through several trade agreements



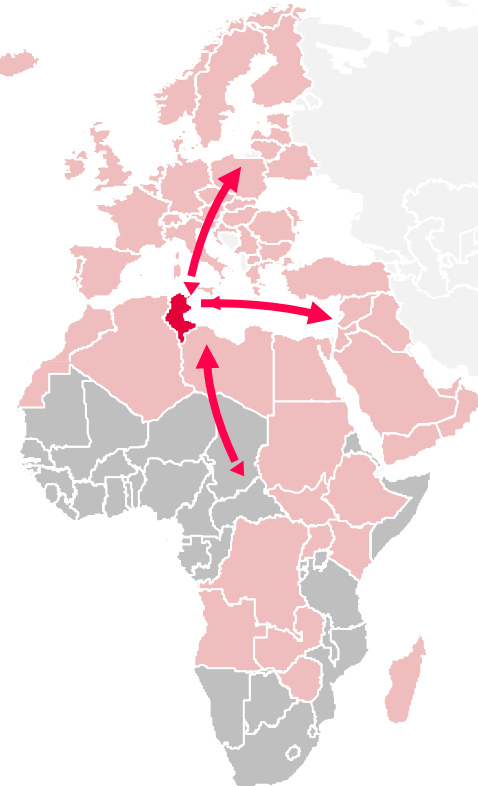
## European Union

All industrial products exchanges with the European Union are exempt from all customs duties



## Common Market of East and Southern Africa (COMESA)

All industrial and agricultural products, fishery products and handicrafts **exported to COMESA markets\*** are totally exempt from all customs duties and other charges and taxes



Trade agreement with Tunisia  
Future Trade agreement with Tunisia

## Greater Arab Free Trade Area (GAFTA)

For the **18 Arab countries** in the MENA region, all products, both agricultural and industrial are traded freely and are exempt from all customs duties\*

## African Continental Free Trade Area (ZLECAF)

The African Continental Free Trade Area (ZLECAF) is a free trade area project currently being implemented across the **entire African continent**. Tunisia has already approved its membership and will benefit from future trade advantages and exemptions with ZLECAF



## Arab-Mediterranean Free Trade Agr. (AGADIR)

All agricultural and industrial products are freely traded and are exempt from all customs duties between Tunisia, Jordan, Morocco and Egypt

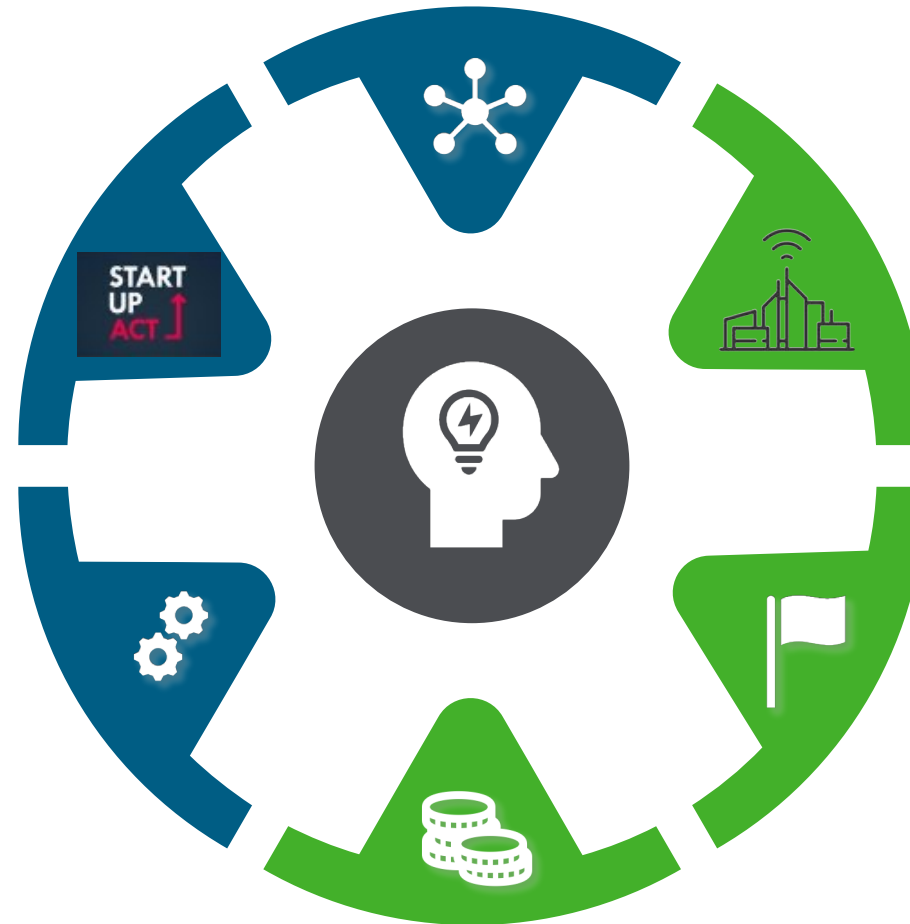
# Entrepreneurial potential: Tunisia can be a *Startup nation model* at the crossroads of the Mediterranean, the MENA region and Africa

Tunisia would gain to position as an **Entrepreneurial Hub that connects the World to Africa**

**The Start up Act: A unique legal framework** to promote Startups launched or settled in Tunisia designed in a participative way with the ecosystem stakeholders.

A framework including a **merit-based label** and a series of advantages and incentives for Entrepreneurs, Startups and Investors

**Copied in Senegal, CIV, Mauritania...**



## **Create an African incubator in Tunisia**

Provide Tunisia with **regional physical hubs where Innovation & Startup ecosystem can be anchored** (Startup City...) with an inclusive dynamic - rethink existing entities (Technopoles, Cyberparks...).

Identify **high-growth verticals (gaming, VR..)** where Tunisia has the ability to position itself as **regional leader** and grow clusters in support of the sectors (Zarzis techo park VR hub)

A new **access to finance and investment framework** to create an ecosystem of VC funds with high added value for Startups-- **ANAVA Fund of Funds, Guarantee Program....**



# One of the most attractive countries in innovation in Africa : Tunisia ranks first in Africa in the most prestigious international index covering entrepreneurship, innovation, technology capabilities and skills

**1<sup>st</sup>**

in North Africa in  
**the Global Innovation Index**  
*that measures innovation capabilities within Institutions, Human capital and research, Infrastructure, Market sophistication, and Business sophistication*  
(Global Innovation Index 2020)

**1<sup>st</sup>**

in the MENA region &  
**Africa and 23<sup>rd</sup> worldwide**  
in the **Startup Visa Attractiveness Index** that  
*measures Business Environment and Ecosystem Maturity*  
(Startup Visa Program 2020)

**1<sup>st</sup>**

in North Africa in the **Global Competitiveness Index “Skills indicator”** that measures, among others, the Extent of staff training, the Quality of vocational training, the Skillset of graduates, the Digital skills and the Ease of finding skilled employees  
(GCI 2019\*)

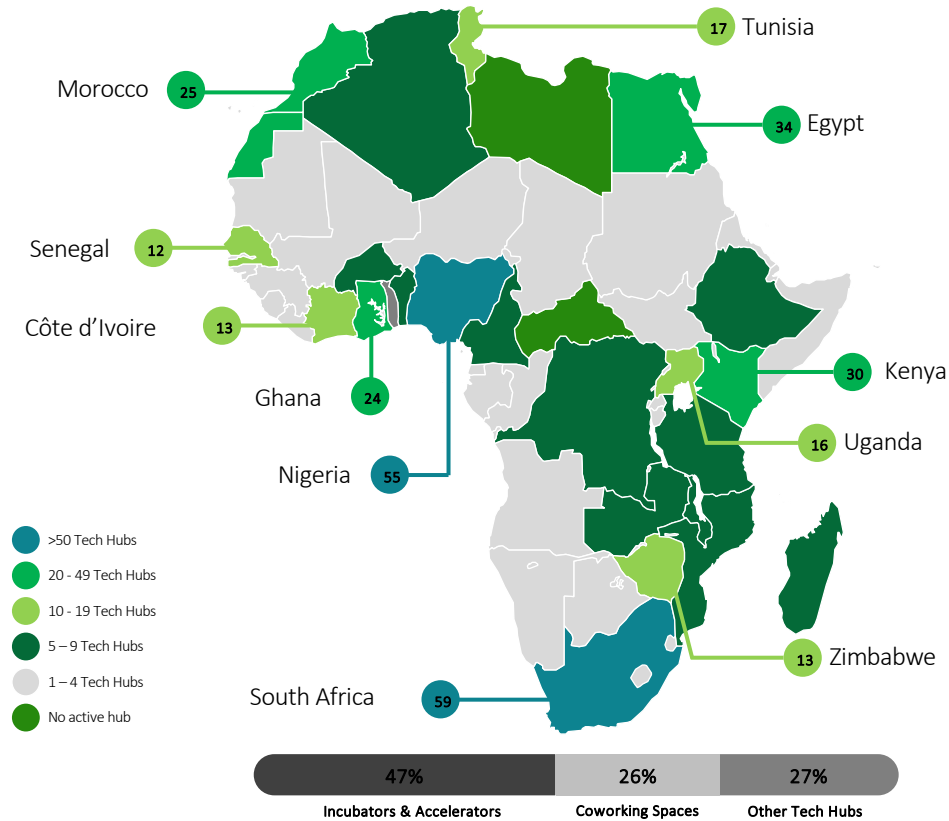
**1<sup>st</sup>**

in North Africa in  
**High-technology exports**  
*% of manufactured exports for products with high R&D intensity, such as in aerospace, computers, pharmaceuticals, scientific instruments, and electrical machinery*  
(World Bank 2019\*)

**1<sup>st</sup>**

in Africa for  
**Researchers in R&D**  
*1,772 per million people engaged in the conception or creation of new knowledge, products, processes, methods and systems*  
(World Bank 2018\*)

**But strong competition exists:** more than 400 active tech hubs are increasingly raising funding for tech start-ups and creating awareness around the role that tech start-ups can play in African economies and societies



Over **90** African cities with tech hubs

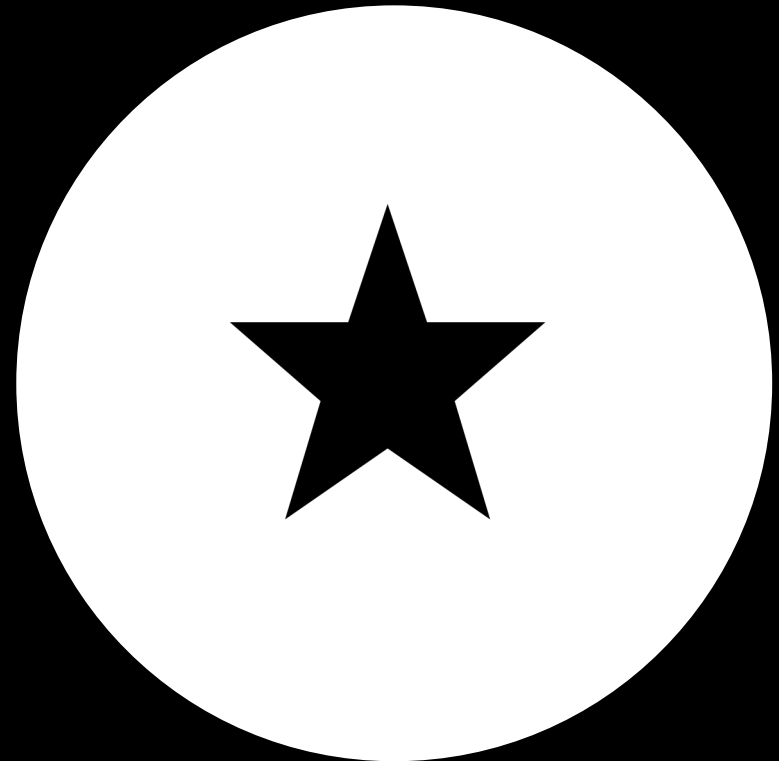


**442** active tech hubs



Nearly **50** countries with tech hubs

**Tunisia needs to create regional  
champions in Africa !**



# Tunisian success stories in Africa



## In engineering and infrastructure Comete Engineering & STUDI

**Both achieves 80% of turnover on the continent**

### Rich client portfolio in Africa:

- Mauritania (Nouakchott Airport),
- Mali (road link between Nouakchott and Mali),
- Algeria (Algiers Metro with its stations and tunnels),

### Investment projects:

- Algeria (Hotels Accor, Danone plant)
- Cameroon (hospital),
- Chad (agricultural projects)



## In the Agro-industry Poulina Holding Group (PHG)

**Tunisia's leading private group active in agro-industry, metallurgy and mass retail,**

**Present in sub-Saharan Africa since 2012, exports its products to nearly 30 African countries and achieves 15% of its sales outside Tunisia, intends to expand in Africa from Dakar**



## In the Entrepreneurship AfricInvest

**The main pilot of the AfricInvest investment fund, has been operating since 2004, with a presence in twenty countries in Africa**

**With three funds totalling €450 million, AfricInvest focuses on equity investments in SMEs that are leaders in their national markets and that are concerned with regional growth.**

**With the French Public Investment Bank (BPI), AfricInvest is embarking a Franco-African fund worth €100 million, to support French SMEs in Africa but also African companies in France.**

# Tunisian success stories in Africa



## In the field of technology and outsourcing Wevioo Group

Wevioo a consulting, technology and outsourcing company (formerly Oxia) targets clients outside Tunisia, **particularly in sub-Saharan Africa**, where it has been present since 2001,

The company **supplies financial institutions, including twelve banks in Benin, as well as leasing organizations in Ghana, Cameroon and Senegal with the transformation of the information systems of large public institutions –**



## In Education Central University Group

The “l’Université centrale” (UC) is present in French-speaking African educational circles **since 1984**.

The UC Group promoted its training programs in **Yaoundé and Abidjan as well as in Bamako and Kinshasa. With 30% of foreign African students out of nearly 5,000 enrolled annually**, sub-Saharan Africa is a prime source of students for the private leader in higher education and vocational training in Tunisia.



## In medical tourism International Medical Service (Smedi)

The International Medical Service (Smedi) was created in Africa in 2007.

The idea is to **provide African patients with advice on how to choose health care providers in Tunisia, as well as logistical and administrative assistance to get and stay there during the treatment.**

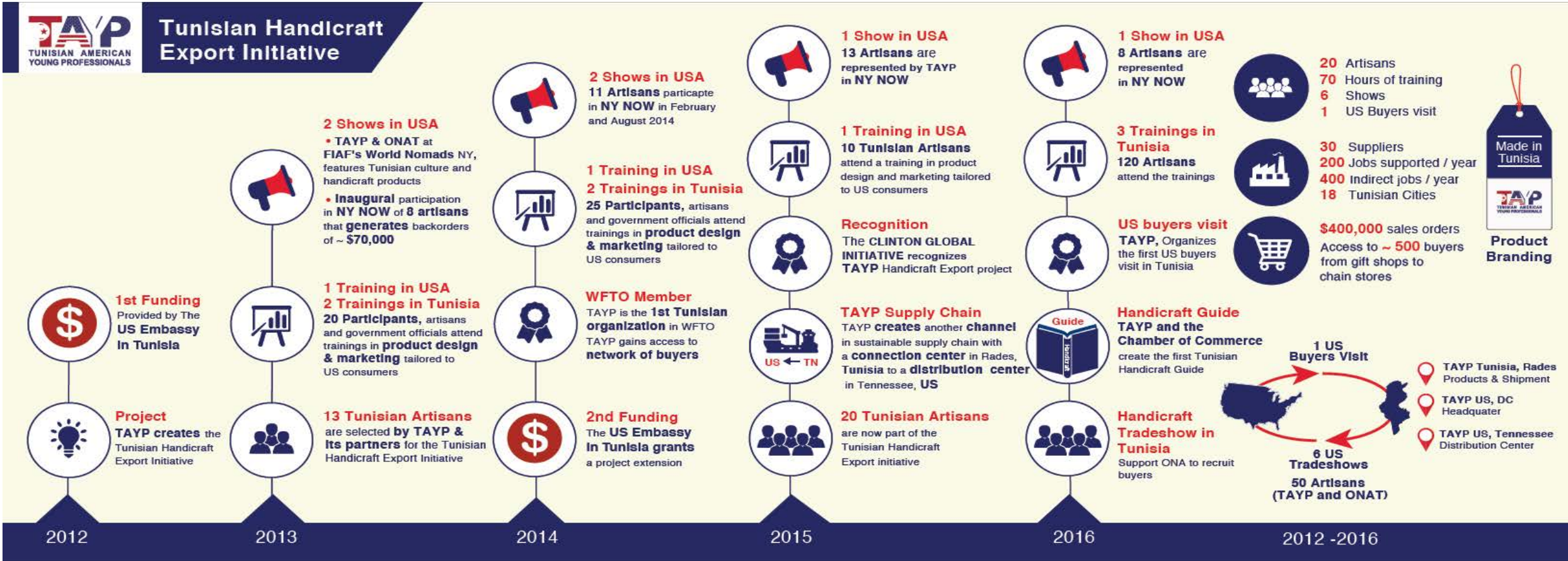
**Present in ten African countries**, the most important of which are Chad, Gabon, Cameroon, Mali and Burkina Faso.

**The Tunisian diaspora anywhere in the  
World but specifically in Africa can help**





# How Diaspora can help: Exports - Handicrafts



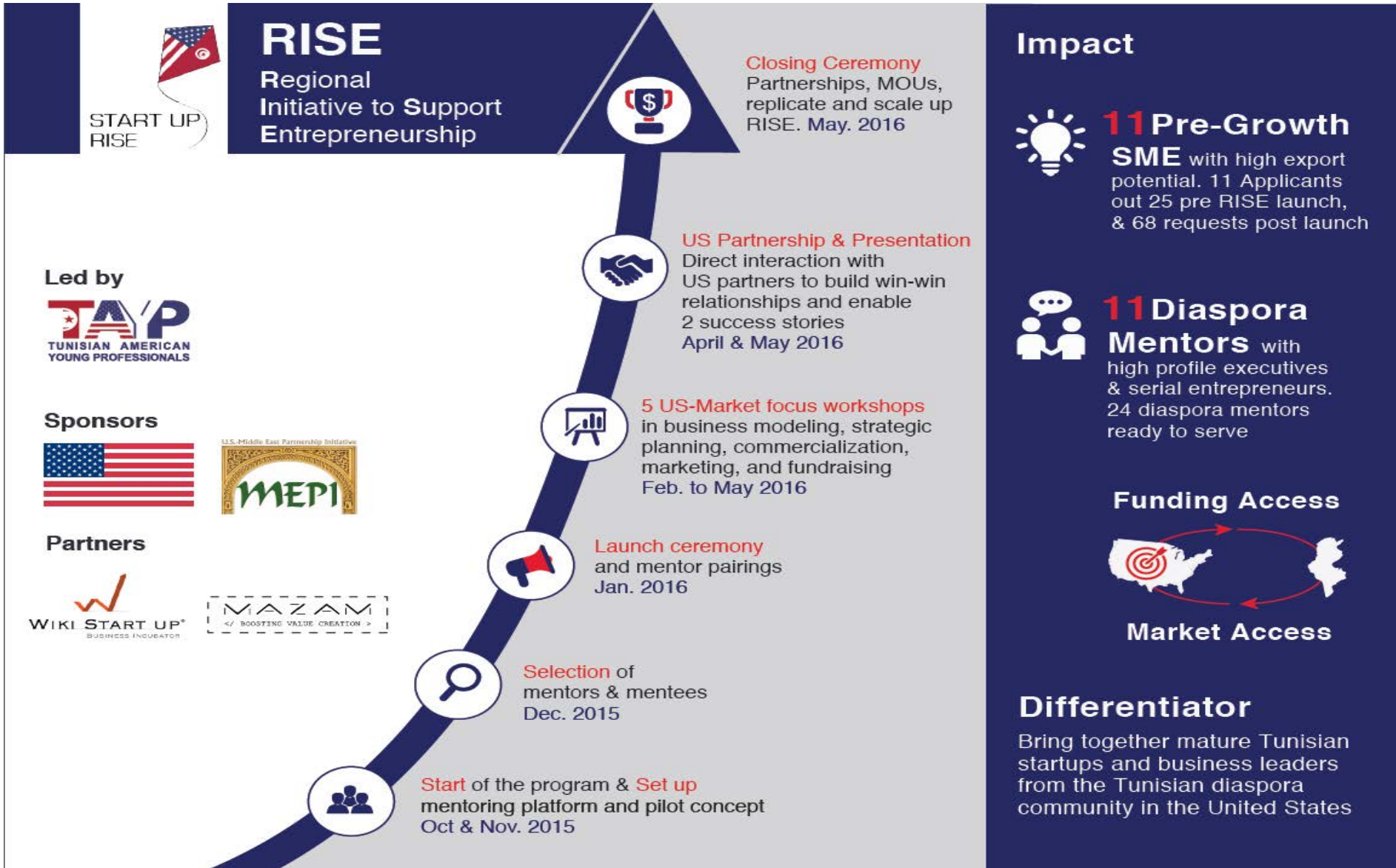
## Sponsors



## Partners



# How Diaspora can help: Entrepreneurship - Startup RISE & Diaspora Fund



# Unleashing Potential

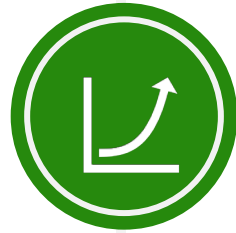


## Take Away



### **Tunisia has competitive advantages :**

- Fundamentals (Geography, education,...)
- Differentiators (vibrant women & civil society)
- Strong brand name in Africa



### **...with great potential :**

- Export increasing through consortia & trade agreements
- Entrepreneurial hub- incubator for Africa
- Industry regional champions fostering and creation



### **...and many untapped opportunities to leverage**

- Tunisian professional Diaspora throughout the world and in Africa
- Leverage Sub-Saharan Africa communities in Tunisia (Djibouti, Mauritania case studies)

