



TURKEY-AFRICA **II. ECONOMIC AND BUSINESS FORUM**

Summary

1. Presentation of CONNECT International
2. Investment in Tunisia, why invest ?
3. Presentation of FUTURALLIA TUNISIA 2018



Presentation of CONECT International

- **CONNECT International is a CONECT (CONFEDERATION OF TUNISIAN CITIZEN ENTREPRISES) structure dedicated to International activities and relations.**



Presentation of CONNECT International

- ✓ It promotes the know-how, trade, technological cooperation, long-term partnerships and investments, mainly in emerging and in developing countries as well as traditional markets.
- ✓ Each year Tunisian companies members of CONNECT INTERNATIONAL will take part in activities organized within the framework of bilateral business councils in various countries
- ✓ These councils meet on the occasion of high-level meetings to organize possibly with public and private decision makers of the world, in Tunisia and abroad.



Investment in Tunisia

why invest ?

Competitive Economy

Tunisia is the 1st in North Africa in terms of

- Global Talent Competitiveness Index 2017, INSEAD
- Global Entrepreneurship Index 2017, GEDI
- Bloomberg Innovation Index 2017, Bloomberg
- Competitive Industrial Performance Index 2016, UNIDO
- Measuring the Information Society Report, 2016
- B2C E-commerce Index 2016, CNUCED



Investment in Tunisia

why invest ?

Sectoral Competitiveness

Tunisia is :

- 1st world exporter of dates
- 2nd African producer of automotive components
- 2nd largest exporter of organic products in Africa
- 3rd largest producer of olive oil for the 2015-2016 season



Investment in Tunisia

why invest ?

Favorable destination for FDI

foreign companies have started to settle in large numbers and the country has become an offshore destination of choice :

- Foreign direct investment, on the other hand, accounts for around 10% of gross fixed capital formation (GFCF).
- 3455 foreign companies are established in Tunisia, providing over 376,470 jobs

Attractive regulation

- Freedom of investment and market access
- Simplicity in settlement procedures
- Protection of intellectual property
- Flexibility in recruitment procedures



Investment in Tunisia

why invest ?

Infrastructure

- **Airport and maritime infrastructure** : 9 international airports, 7 commercial ports and an oil terminal
- **Telecommunications Infrastructure** : use of fiber optics, SDH, ATM, ADSL and other broadband wireless bandwidths that can provide high capacity and speed for voice and data transmissions
- **Industrial Infrastructure** : 152 zones industrials

pool of skills

- **An efficient educational system** : 99% enrollment rate ; 6,654 educational institutions ; 268 academic institutions including 65 private ; more than 1,000 vocational training centers.
- **Qualified human resources** : 65,000 new graduates ; more than 300,000 registered academics.



Investment in Tunisia

why invest ?

Opening on the outside

- ✓ An opening on the European Union market
- ✓ Regional and international integration :
 - Tunisia is a signatory of 52 non-double taxation treaties and 54 bilateral agreements for the promotion and protection of investments.
 - Tunisia is an original member of the World Trade Organization since 1995.
 - Tunisia to become member of COMESA trade agreement in July 2018
- ✓ Preferential access to several markets
- ✓ A regional hub





SOUS LE HAUT PATRONAGE DU CHEF DU GOUVERNEMENT / UNDER THE HIGH PATRONAGE OF THE HEAD OF GOVERNMENT



14-15-16 NOVEMBER 2018
LAICO HOTEL, TUNIS



Summary

1. Futurallia in short
2. Goals
3. The concept
4. The sectors
5. Specificity of 2018
6. The program
7. Exhibition spaces
8. Focus on the main partners of FUTURALLIA TUNISIA 2018



Futurallia in short



A business forum of international renown

21 editions have already been realized

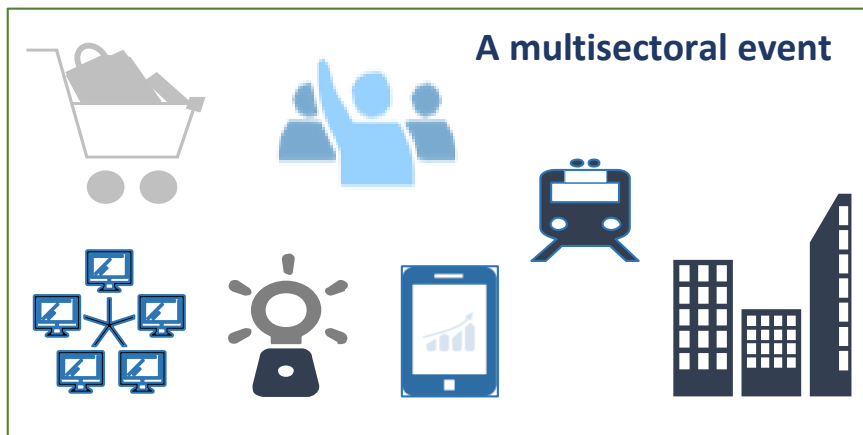
1 Commercial

2 Strategic

3 Technological

2 Financial

A win-win partnership



A multisectoral event



- **Qualified B2B meetings organized according to the participant's choice**
- **Optimization of time and target partners**
- **Specialist advice to approach foreign markets**
- **All inclusive package**



Goals

1

International
Development

- ✓ Develop the company internationally by exporting its products and services to new markets.

2

Attraction of
the IDE

- ✓ Promote investment in Tunisia through the creation of Tunisian-foreign joint ventures for Africa.

3

Promote the
image of Tunisia

- ✓ Enhancement of the business culture, assets of Tunisia in terms of investment, know-how and openness to foreign markets.



Our core business

- An international business forum of pre-scheduled face to face meetings
- An international network
- World-renowned

Who is Futurallia aimed at?

- SME/SMIs from all sectors
- Business decision makers , multinational CEOs and entrepreneurs



Over the past 25 years, 21 Futurallia forums have been held worldwide and in France



The companies attend the forum to:

- Meet international business partners
- Be informed about the characteristics of international markets
- Develop new partnerships (strategic, commercial, financial or technological)
- Review the market in their sector of activity at a low cost
- Broaden their networks



A formula that has proven itself

www.futurallia2018.com
www.conectinternational.tn

The concept





Interpreting when needed



www.futurallia2018.com
www.conectinternational.tn



a business development
accelerator for your
company



a qualitative networking:
prearranged and
customized meeting
schedule



a cost-effective event:
up to 16 meetings &
networking over
the two day periods



qualified participants
selected and enrolled by
our network of partners



advice from
international trade experts



the opportunity to test
your business on the
international market



A hub to African and
European markets



Futurallia: more than 25
years of experience in
organizing B2B forums



Why you should attend?

www.futurallia2018.com
www.conectinternational.tn

More than 40 expected sectors of activity which we can list:



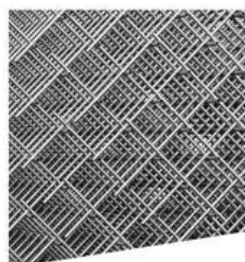
Agri-food industries



Timber and paper industries



Aeronotical, space, defense and mechanical sub-contracting



Advanced materials (composite and ceramic)



Organic farming



Construction and public works



Green and eco-technology sectors



Leather, shoes, textile



Audio-visual



Digital



Health and well being



With a focus this year on:

- Agribusiness (Tunisia is the 1st exporter of dates, the 2nd best producer of olive oil, the 2nd exporter of organic products in Africa ...)
- Construction and public works
- The health and well being sector
- Digital technologies
- Higher Education / professional training
- Renewable energies



Futurallia has an international reach

For the 22nd edition of the forum, we are expecting companies from more than 30 countries

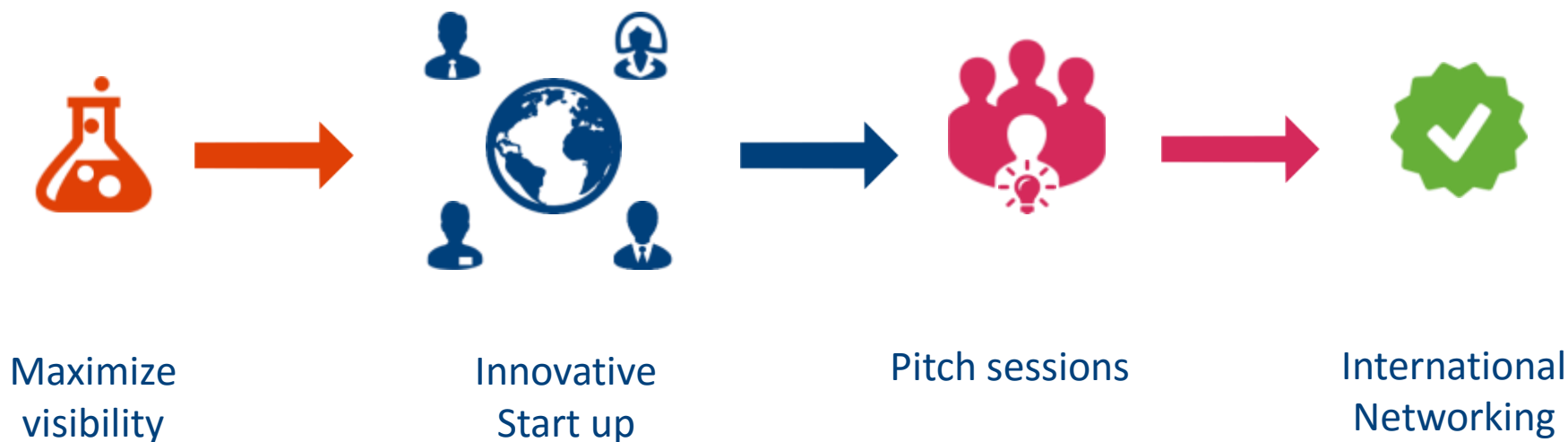


More than 30 countries expected

www.futurallia2018.com
www.conectinternational.tn

Specificity of FUTURALLIA TUNISIA 2018:

Boosting Start up for internationalization



Wednesday, November 14th	Thursday, November 15th	Friday, November 16th
<ul style="list-style-type: none"> Reception of foreign delegations Distribution of personalized meeting schedules Welcoming cocktail 	<ul style="list-style-type: none"> Reception of all the participants Opening ceremony 4 Business meetings (30min/each) Business lunch 6 Business meetings Official dinner 	<ul style="list-style-type: none"> Networking breakfast 6 Business meetings Closing ceremony Lunch cocktail



1st Participant	2nd participant without schedule
<ul style="list-style-type: none"> ▪ Registration in Futurallia 2018 ▪ Listing in the online catalogue ▪ Personalized schedule of business meetings ▪ Interpreters on hand ▪ The catalogue of participating companies ▪ Access to the exhibition spaces ▪ Welcoming cocktail on Lunches on Thursday and Friday ▪ Official evening on Thursday ▪ Coffee breaks ▪ Shuttle bus services 	<ul style="list-style-type: none"> ▪ Registration in Futurallia 2018 ▪ Participation in the meeting with the first participant ▪ The catalogue of participating companies ▪ Access to the exhibition spaces ▪ Welcoming cocktail on Lunches on Thursday and Friday ▪ Official evening on Thursday ▪ Coffee breaks ▪ Shuttle bus services



International Area	Expert Area	Innovation Area	Partner Area
Grouping Delegation leaders of Foreign Partner Institutions	Bringing together business services specialists with international skills	Grouping innovative start-ups	Grouping institutional and financial partners of the event



Additional networking opportunities

Welcoming cocktail on Wednesday evening, November 14th



Official evening at Bardo Museum on Thursday evening, November 15th



Lunch Cocktails on Thursday 15th and Friday, November 16th

Coffee breaks during the whole forum



A convivial atmosphere

www.futurallia2018.com
www.conectinternational.tn



More than 600 CEOs
of SME/SMIs



More than 30 expected
countries



A multi-sector forum
(more than 40 sectors)



Up to 16 (30-minute)
business meetings
for each attendee



An exceptional network



More than 8000 meetings



In 2 days



in Tunis – Laico Hotel



In summary

www.futurallia2018.com
www.conectinternational.tn



FRANÇOIS ASSELIN

Président du Comité Permanent
des Médecins Européens (CPME), France
*Chairman of the Standing Committee
of European Doctors (CPME), France*



SAIDA NEGHA

Présidente Businessmed
& de la Confédération Générale
des Entreprises Algériennes (CGEA)
*Chairman of Businessmed
& the General Confederation
of Algerian Companies (CGEA)*



HAMDI TABAA

Président de la Fédération
des Hommes d'Affaires Arabes (FAB)
et de l'Association des Hommes
d'Affaires Jordaniens
*Chairman of the Federation of
Arab Businessmen (FAB)
and the Association of Jordanian Businessmen*



MANSOUR CAMA

Président de la Confédération Nationale
des Employeurs du Sénégal
*Chairman of the National Confederation
of Employers of Senegal*



ALI ISSA

Président de l'Association
des Hommes d'Affaires Egyptiens
*Chairman of Egyptian
Businessmen Association*



MEHDI HOVAS

CEO Talan et Ancien Ministre
du Commerce et du Tourisme
*Talan CEO and former
Minister of Trade and Tourism*



**DIOMANDE MOUSSA
ELIAS FARAKHAN**

Président de l'Association Ivoirienne
des Entreprises Privées
*Chairman of the Ivorian Association
of Private Enterprises*



**NORO
ANDRIAMAMONJIARISON**

Présidente du Groupement
des Entreprises de Madagascar (GEM)
*Chairman of Group of Companies
of Madagascar (GEM)*



ALBIN FELIHO

Président de la Confédération Nationale
des Employeurs du Bénin (CONEB)
*Chairman of the National Confederation
of Employers of Benin (CONEB)*



Headliner

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UIB
الاتحاد الدولي للبنوك
UNION INTERNATIONALE DE BANQUES

بنك الإسكان
BANQUE DE L'HABITAT

STB BANK

Tunisie Valeurs
BIEN PLACÉE POUR MIEUX PLACER

تأمينات سليم
ASSURANCES SALIM

UNOPS



Focus on the partners of FUTURALLIA 2018

www.futurallia2018.com
www.conectinternational.tn

THANK YOU FOR YOUR ATTENTION!

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Contacts

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