

# EXPORT RÅDDET

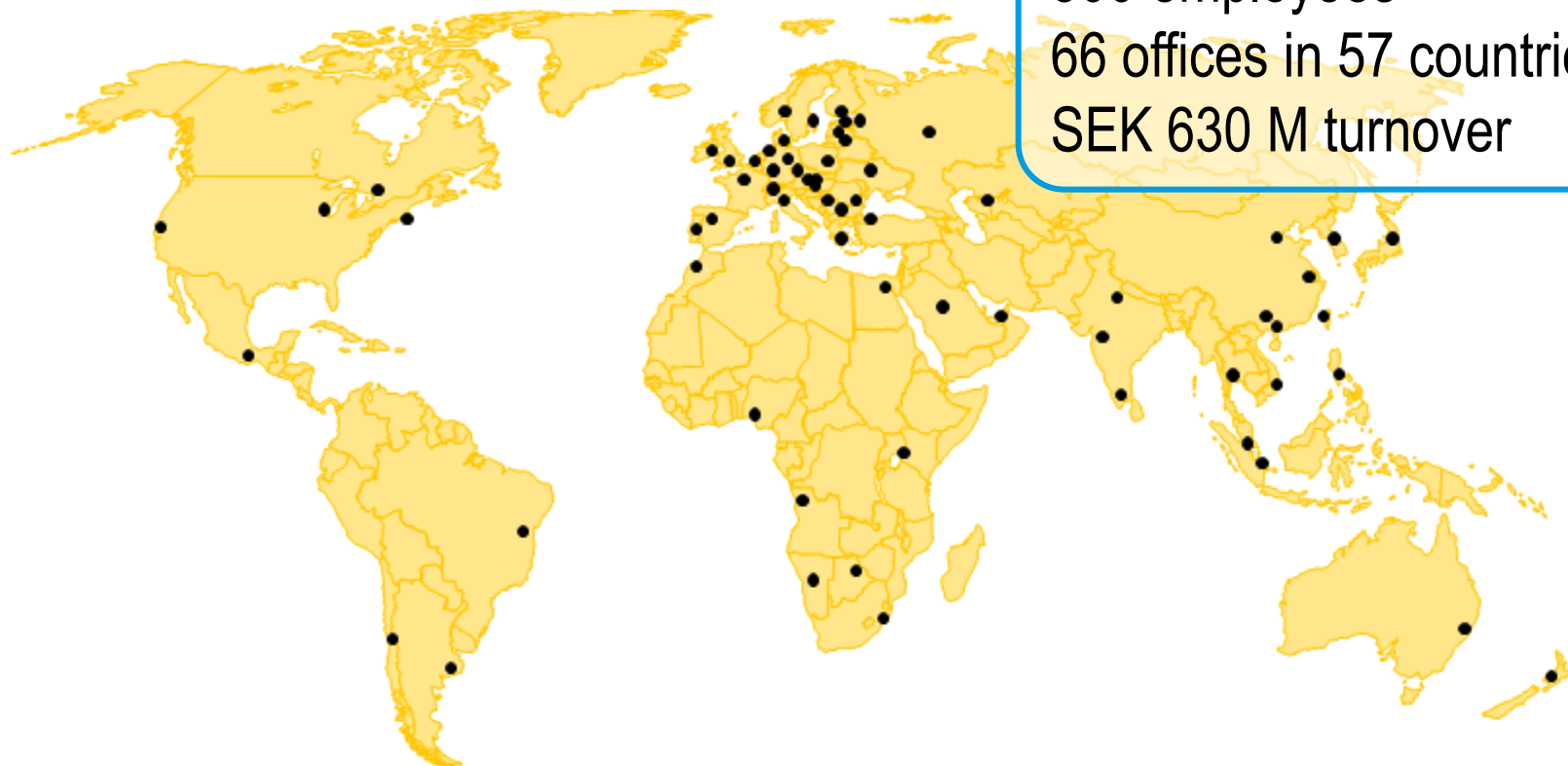
SWEDISH TRADE COUNCIL



WE MAKE IT EASIER FOR SWEDISH  
COMPANIES TO GROW INTERNATIONALLY



# WE ARE AT HOME ON YOUR FOREIGN MARKETS





**TUNISIA**

## **QUICK FACTS FOR SWEDISH BUSINESS**

Swedish Trade Council

Tunis, September, 2009

# AGENDA

## 1. Tunisia - Introduction

2. Economic Environment
3. Key Industries
4. Reasons to invest in Tunisia
5. How can the Swedish Trade Council assist in Tunisia
6. Appendix

## INTRODUCTION

### - Tunisia, or Africa/MENA's welfare pillar

- Tunisia is often described as the leading economic performer in Africa and the MENA region by international organisations such as the Davos World Economic Forum, which ranked Tunisia as the most competitive country in Africa in 2008.
- Tunisia's performances have been achieved through multiple economic reforms combined with welfare policies. As a result Tunisia's GDP growth over the last decade is 5% per annum and Tunisia's GNP/capita level is the third highest in Africa.
- Tunisia's competitiveness, its economical and political proximity to Europe and free trade agreements with the EU are consolidating the country's position as a hub and outsourcing destination for European companies. Swedish companies employ more than 5000 people in Tunisia in the outsourcing business, e.g. Autoliv, Kinnevik's Transcom.

Same distance between Stockholm-Tunis (2580 km) and Stockholm-Madrid (2573 km)

## TUNISIA FACTS

**Government:** Republic since 1957

**Chief of State:** President Zine El Abidine Ben Ali since 1987

**Population:** 10,4 million (2009 )

**Area:** 163,610 km<sup>2</sup>

**Capital:** Tunis (1,2 million inhabitants in 2008)

**GDP real growth:** 4,5% (2008)

**GDP/Capita PPP:** \$ 8,000 (2008 , 3<sup>rd</sup> in Africa)

**Inflation:** 5% (2008)

**Currency:** 1 Tunisian Dinar = 5,4 SEK (September 2009)

**Religion:** Sunni Islam (state religion), Jewish minority

**Languages:** Arabic (official), French (business)

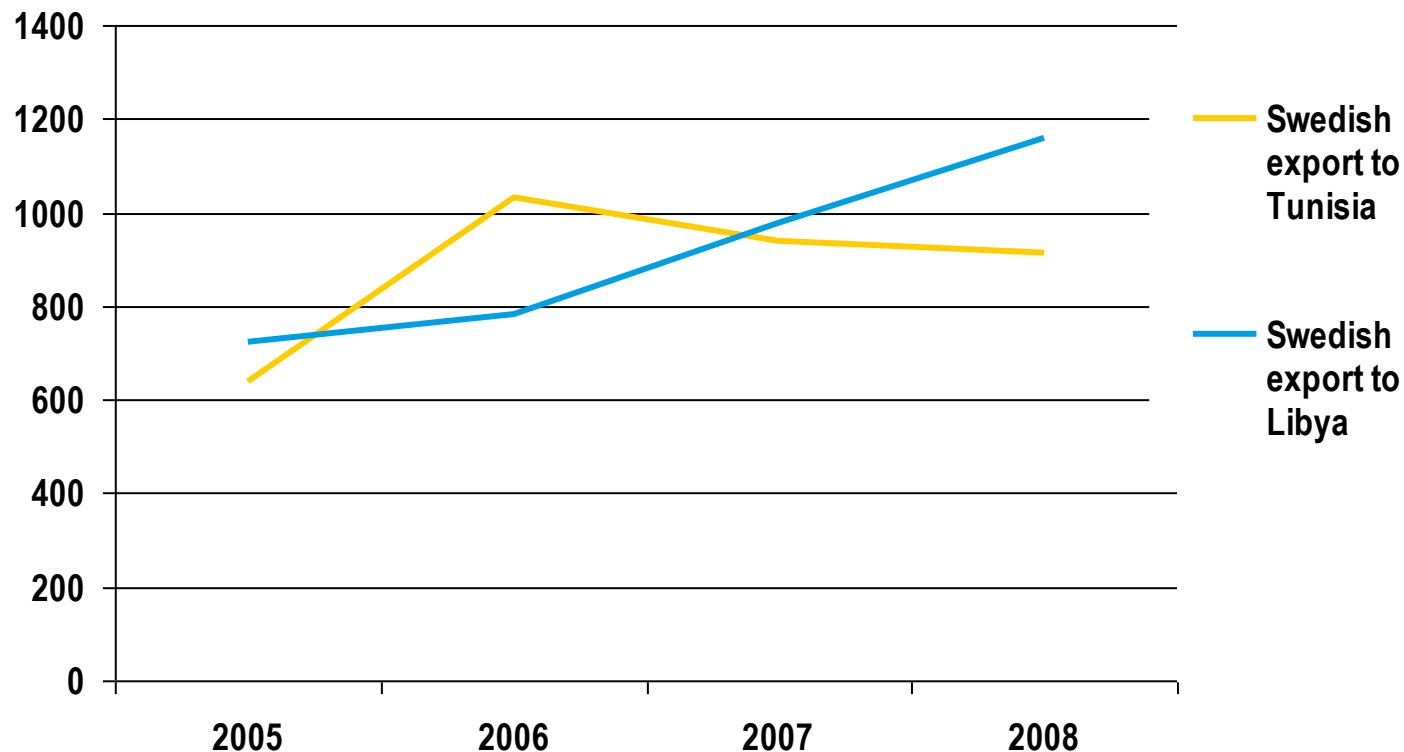
**Export goods:** textile and leather , mechanical and electric products, energy, chemical products, agriculture and agri-business

**Swedish Export 2008:** 912 MSEK

**Swedish Import 2008:** 206 MSEK

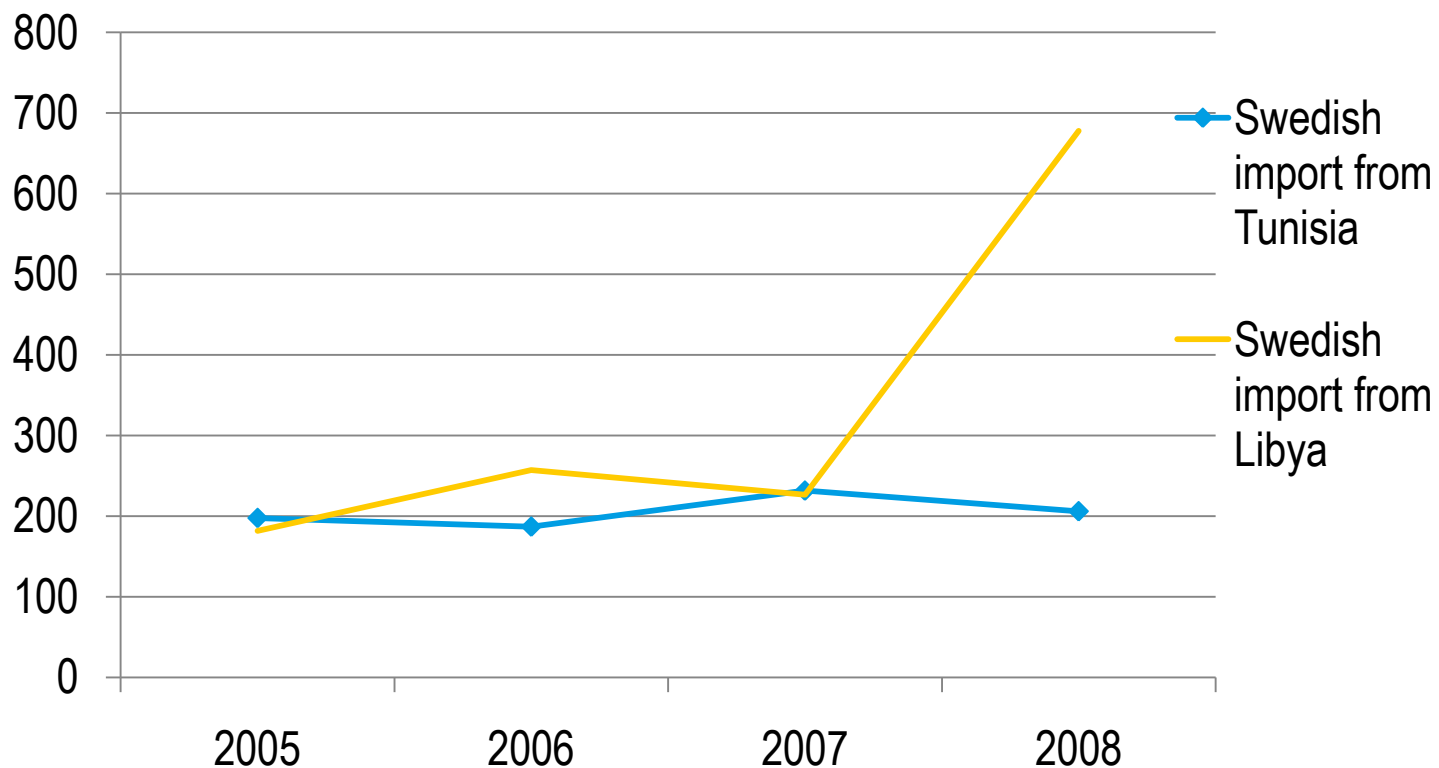


## SWEDISH EXPORT TO TUNISIA INCREASED WITH 43% SINCE 2005, BUT HAS DECREASED SLIGHTLY SINCE 2006



**Swedish export to Northern Africa has increased annually by 8% during the same time period**

## ...AND SO HAS THE IMPORT FROM TUNISIA, NO BIG FLUCTUATIONS.



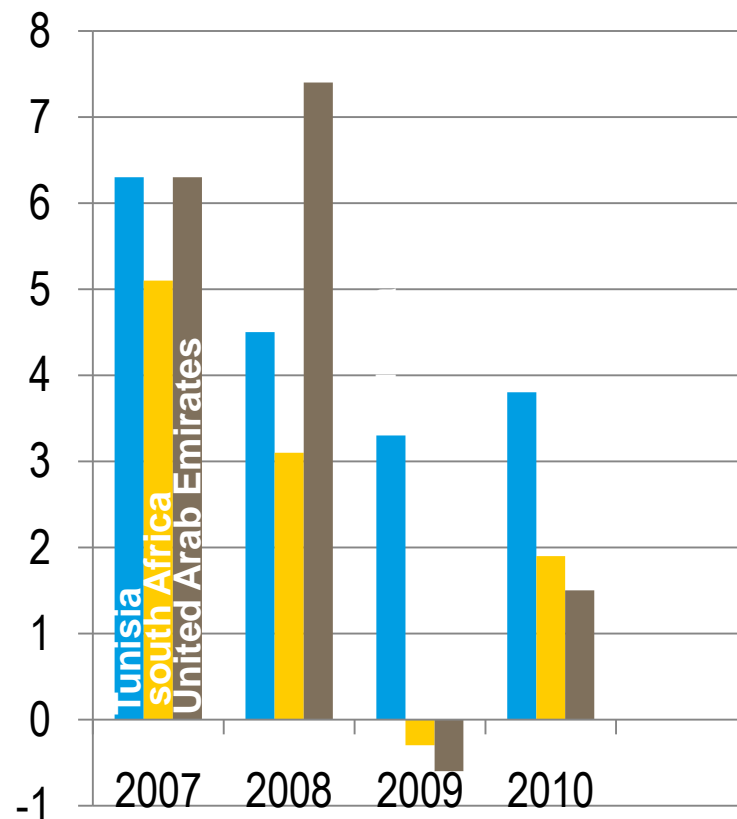
**In the same period Swedish imports from Northern Africa grew annually by 25%, much of it being petroleum products!**

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## TUNISIA, AN AFRICAN/ARABIC ECONOMICAL TIGER

- Tunisia experienced a remarkable sustained economic growth for the period 1999 – 2009 with an average GDP growth rate of 5,3% (3,9% for South Africa), one of the highest average growth rate in Africa.
- This sustained growth gives indication that the economy is well diversified and well capable to absorb international crisis. Hence, despite the severity of the actual international economical crisis Tunisia GDP growth will reach 3,3% in 2009 according to the IMF.
- However some economical sectors are affected by the crisis, especially the textile and the automotive sectors.



Thanks' to Tunisia's sustained GDP growth the Government projects to reach European welfare level

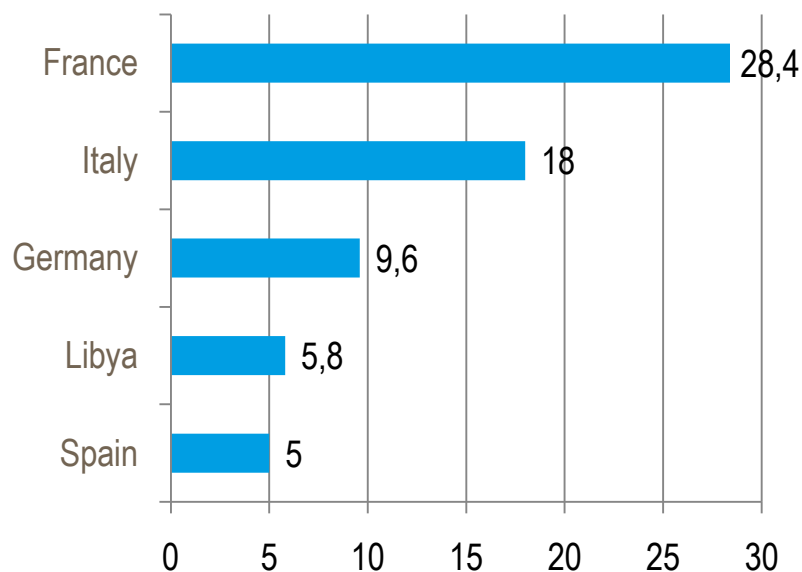
# TEXTILE AND MECHANICAL PRODUCTS ARE VITAL FOR TUNISIA'S EXPORT



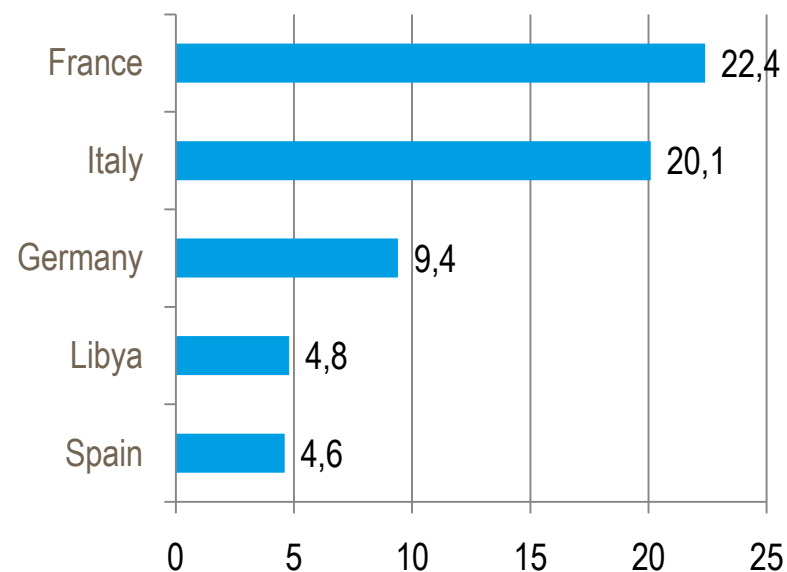
While Tunisia is recognized as an outstanding sourcing destination as regard to the automotive and textile industry the Tunisian Government seeks to open new sourcing opportunities for foreign companies in more value added sectors such as ICT.

# GEOGRAFICAL AND CULTURAL PROXIMITY TO EUROPE CONTINUE TO BOOST EXPORTS

**Main Export Partners in 2008(%)**



**Main Import Partners in 2008 (%)**



France, Italy and Germany are the leading trade partners

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## KEY INDUSTRIES WITH POTENTIAL FOR SWEDISH BUSINESS

### Automotive/Mechanical

- The biggest export industry in Tunisia
- Exports of mechanical industry maintain a strong and steady growth with 20 % in the last five years which confirms the sector's competitiveness
- Automotive components represent the main sector exports.

### Textile

- The textile and clothing industry sector is the largest employer of the manufacturing industries. It employs more than 200,000 persons.
- The major exported products are trousers, jeans, business trousers, women lingerie, and work clothing.
- Tunisia is the 5th supplier of clothing of Europe.

### Energy

- Tunisia has a small but flourishing oil and gas sector.
- The country has some of the same geological structures as its larger neighbors, Algeria and Libya.
- Tunisia is currently focusing on the development of its downstream sector

### ICT

- Communication technologies is a priority sector in Tunisia
- It is one of the most dynamic sectors, currently contributing for 8% to GDP compared to 2.5% in 2002.
- Such strong growth is attributable to the quality of the telecommunications infrastructure

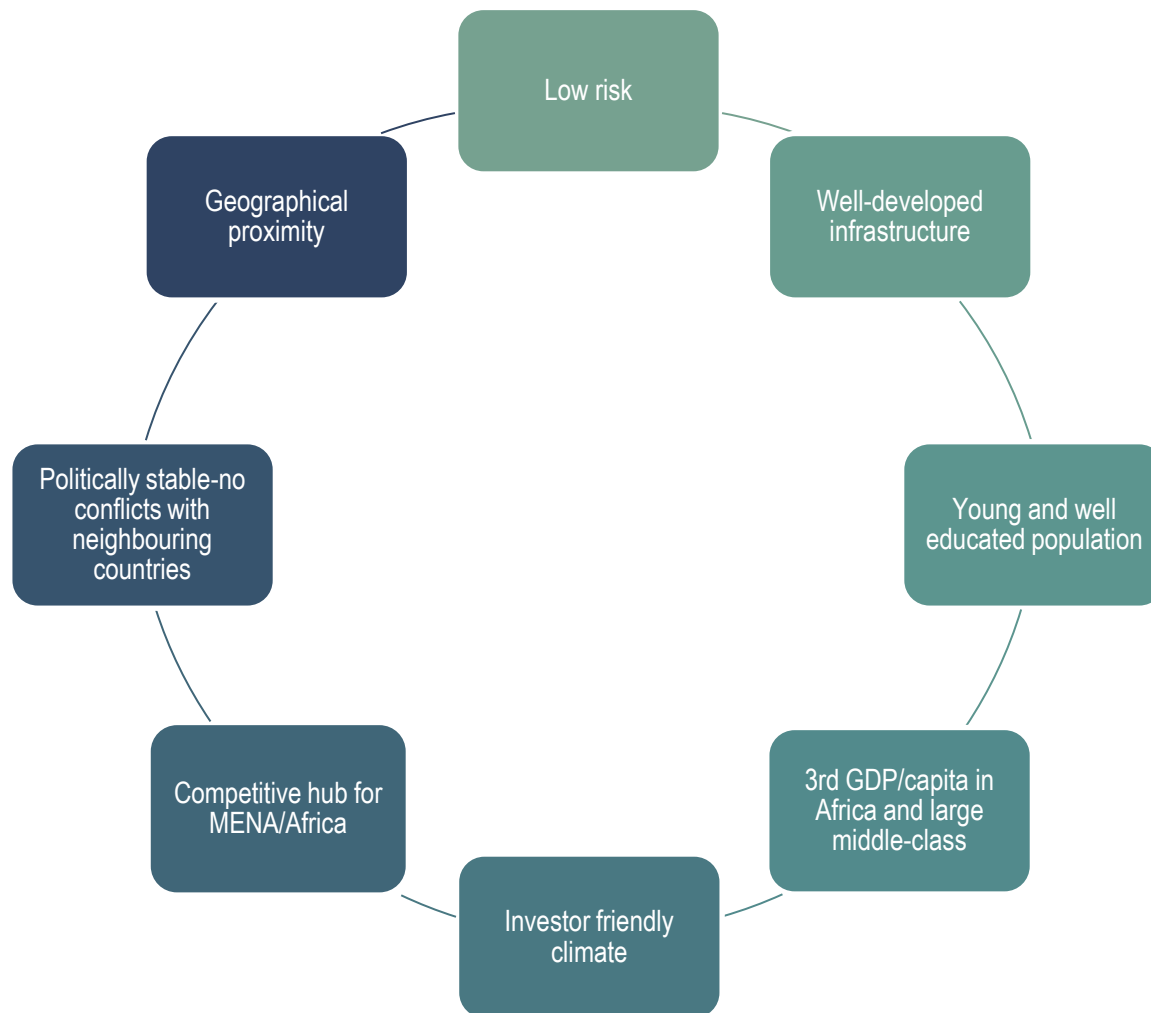
### Food Industry

- The share of value added has remained constant over the last five years representing 27% of the production.
- Exports of agro-food sector increased from 1 227 million dinars in 2004 to 1 592 million dinars in 2008.
- Italy is the first customer of Tunisia in food products followed by Spain and France

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# WHY IS TUNISIA INTERESTING FOR SWEDISH COMPANIES?



# TUNISIA: THE BEST ORGANISED COUNTRY IN THE REGION

**Main export products: textiles, mechanical and agricultural products, phosphates, hydrocarbons**

**Population: 10,3 million**

**FDI : 3,3 Billion USD in 2008**

**Currency: Tunisian Dinar  
1 Euro = 1,88 Dinars (June 2009)**

**GDP: 39,7 Billion in 2009 (est)**

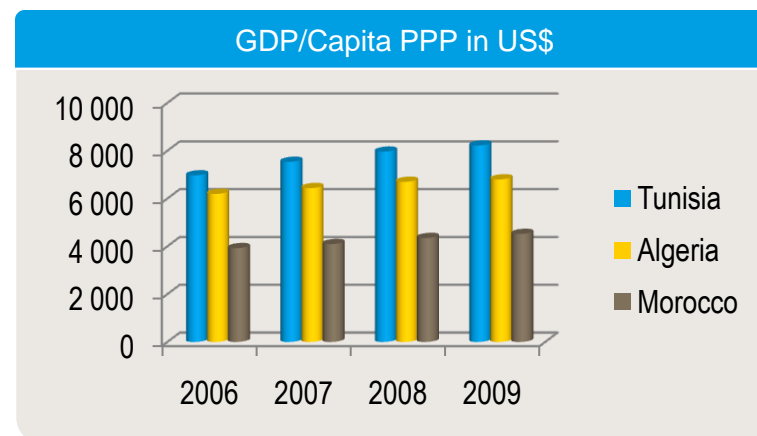
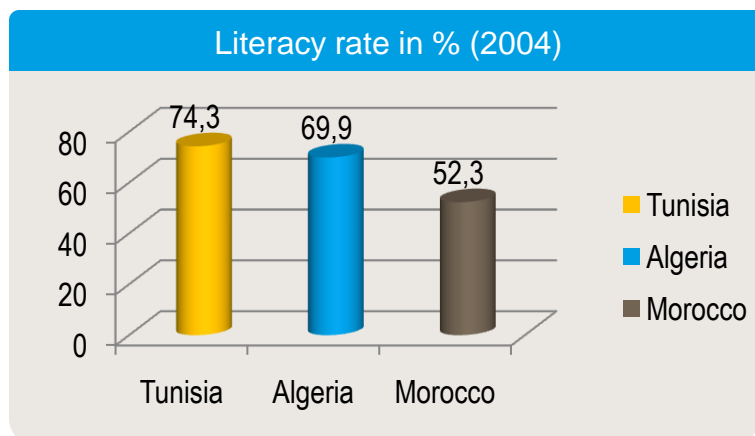
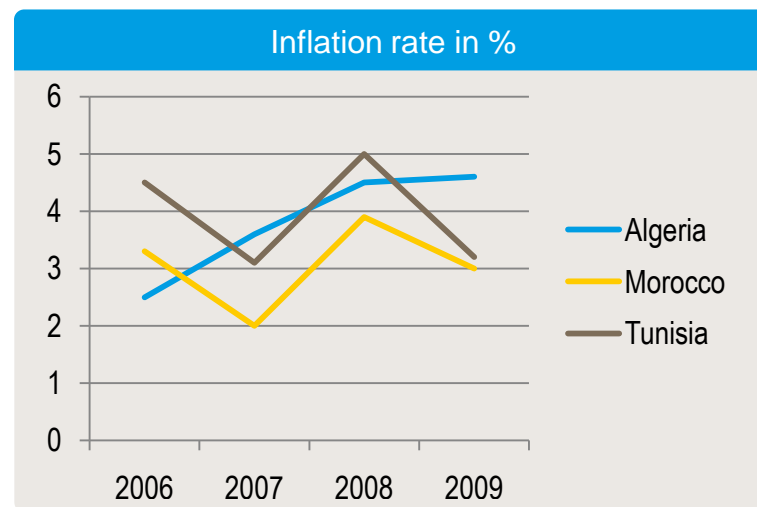
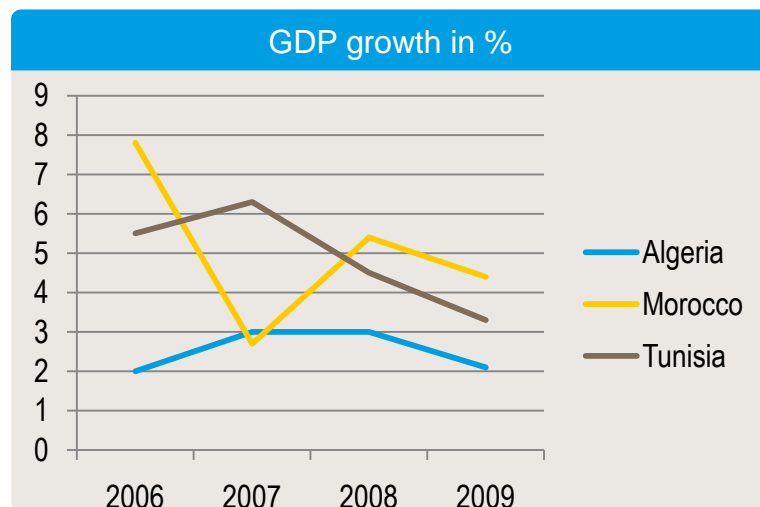
**GDP growth: 4,5% in 2008,  
3,3% in 2009 (est)**



**Major export partners: EU 75%,  
Libya 5,1%, USA 2,9% (2007)**

# MAGHREB COMPARISON

- Tunisia has the Maghreb's highest development index (0,766 IDH)



## A BUSINESS HUB FOR AFRICA/MENA

- Many international companies such as Gambro have their regional Africa/MENA offices in Tunis.
- Tunisia offers investors a significant free-market economy and a business culture similar to North America and Europe.
- The country has a growing middle-class, translating into increasing purchasing power.



A stable free-market economy with regional growing possibilities

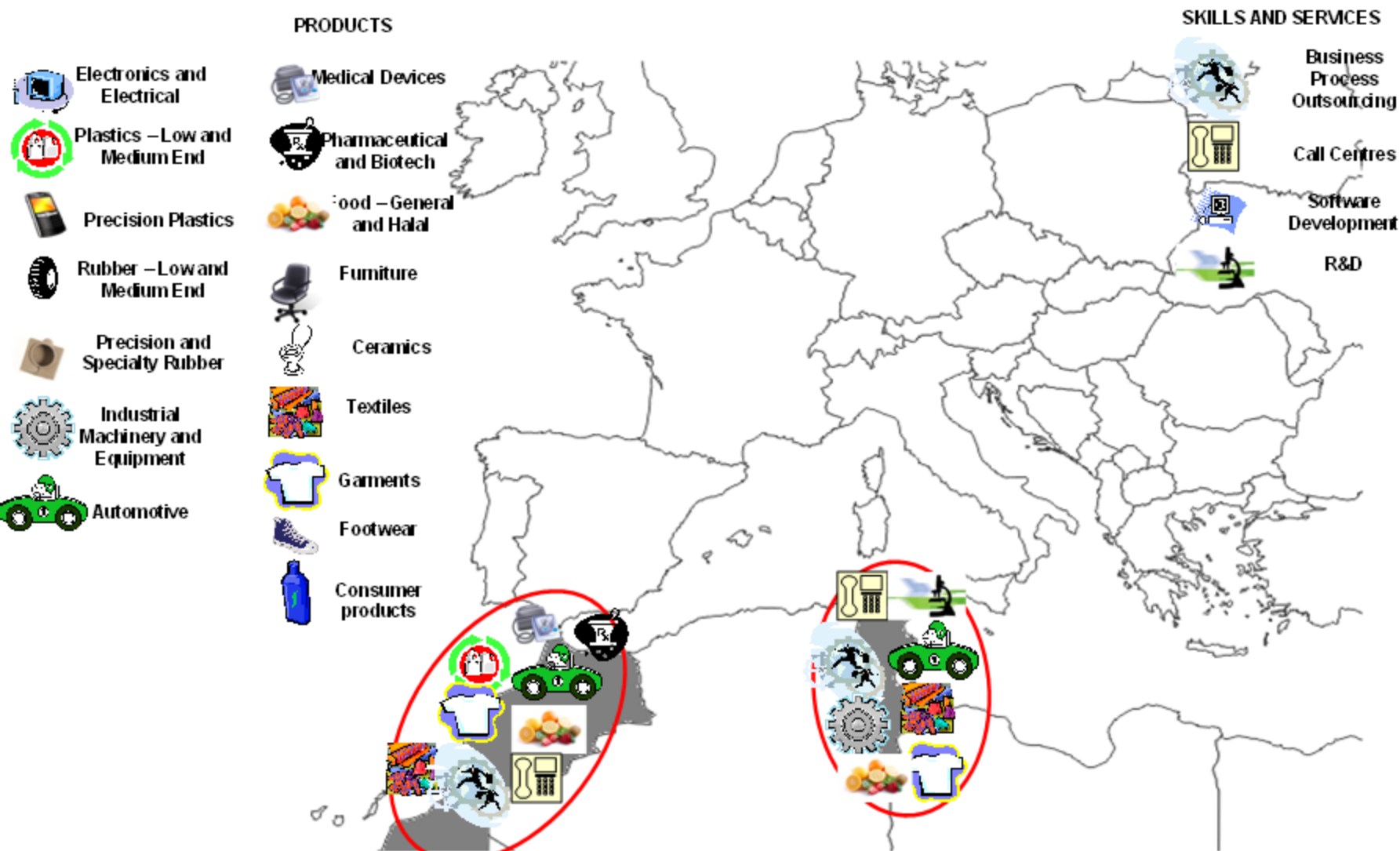
# OUTSOURCING POTENTIAL

- Near shore outsourcing is growing rapidly in an increasingly globalised world
- Turkish and Eastern European markets receive considerable amounts of Swedish FDI
- There is a potential for Tunisia to develop along the same lines

## POSITIVE FACTORS

- Infrastructural development
- Low labour costs
- Geographical convenience
- Etc. etc.

# MULTI-FACETED MARKETS IN A DIVERSE REGION

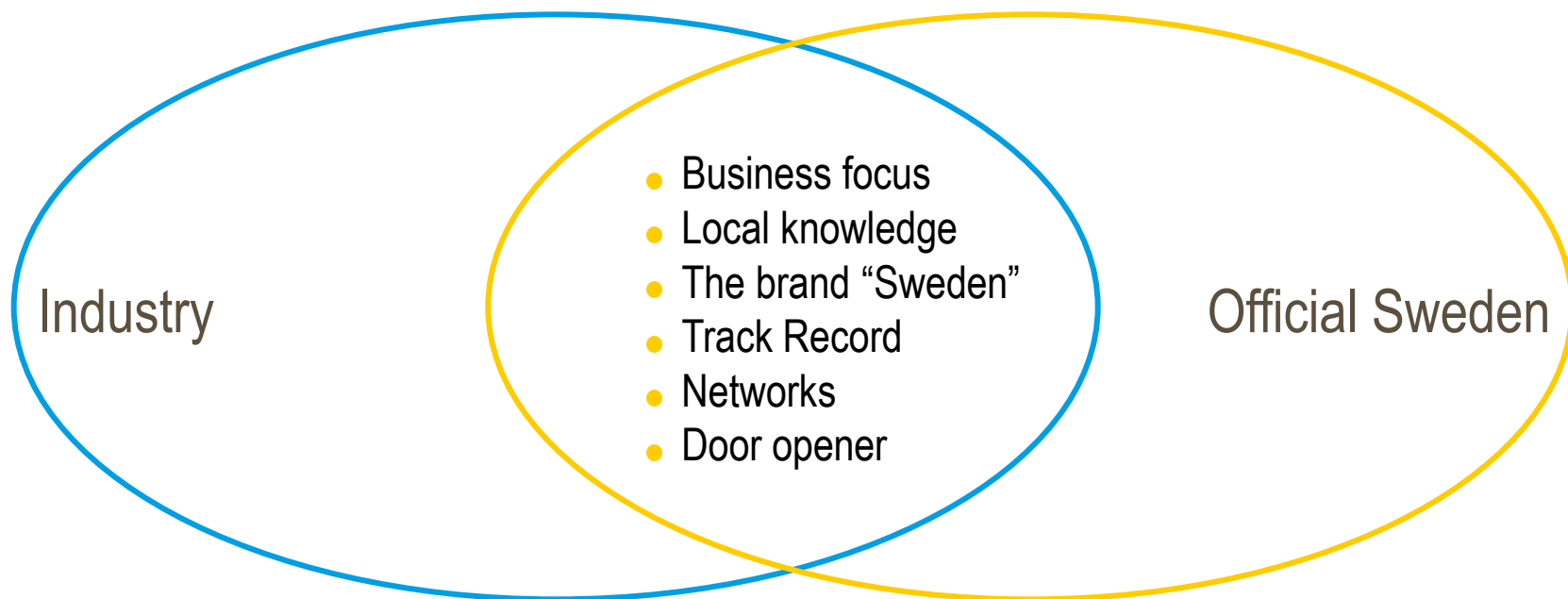


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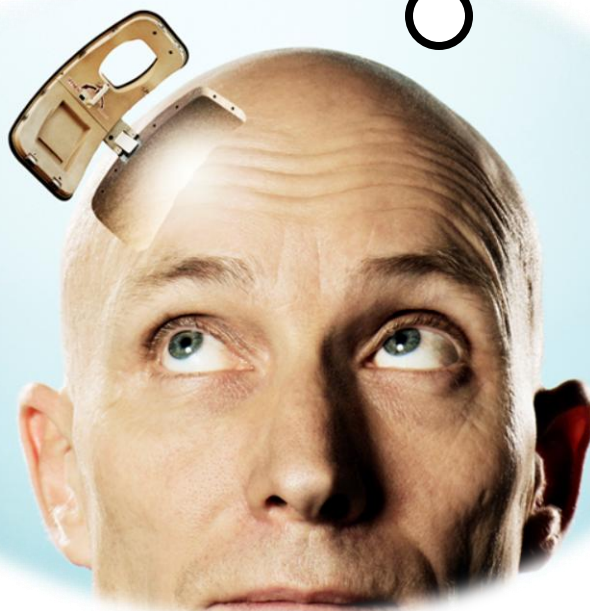
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# WE COMBINE THE BEST OF TWO WORLDS

## Use our strengths in your internationalization



# WE SOLVE YOUR QUESTIONS ABOUT INTERNATIONALIZATION



...samma befolkning som dubbelt så många. För jag kände mig förtrogen med mig - vi började prata om nya marknader. Vad sa han om, utvärderade? Jo, han sa att jag har

**Jaha**, och hur får jag fart på det här då? Som trosser visade. Du ser

**möjligheter.** Det är bra. Å andra sidan ser du alltid möjligheter. Det är som alltid lika bra. Men om jag skulle styrelsens

**förtroende** så vore det väl gillat från oss jag inte gånke? Kär här nu, Anders.

**Put the pedal to the metal.** Frågan är bara hur det ska gå till? Jag kan ju

...samma befolkning som dubbelt så många. För jag kände mig förtrogen med mig - vi började prata om nya marknader. Vad sa han om, utvärderade? Jo, han sa att jag har

**visioner.** Jan: Det är min grej. Så vad sätter jag och gräddar över? Egentligen? All verksamhet är ju försvunnen med en viss

**RISK** Och hur ser det ut för mig? Vi har ett litet antal marknadsförare med potential - och såväl är de **hårdsatsning** som gäller. För det får ju inte kosta, flaska. Den stora frågan är hur det kommer att se ut om du kommer? Att säga ja till ett jobb gör inte något

**STILPÖÅNG** tänk. Ånej... Men hade jag rekommenderat det? Nä.

**NYA** marknader och nya livstilar är väl samma sak? Och ska jag beträffa mig till följande varumärkeskampanj? Har du något i klockan där, förtrogen? Och vad gör man med **rosliga språktjänstskaper?** Förstå ett glas riter går väl bra men har du tänkt det i en **konferensrum?** Men varför skulle jag gå omkring och omgäva mig? Egentligen? Jag ska ju leverera. Det är min saggitt. Att

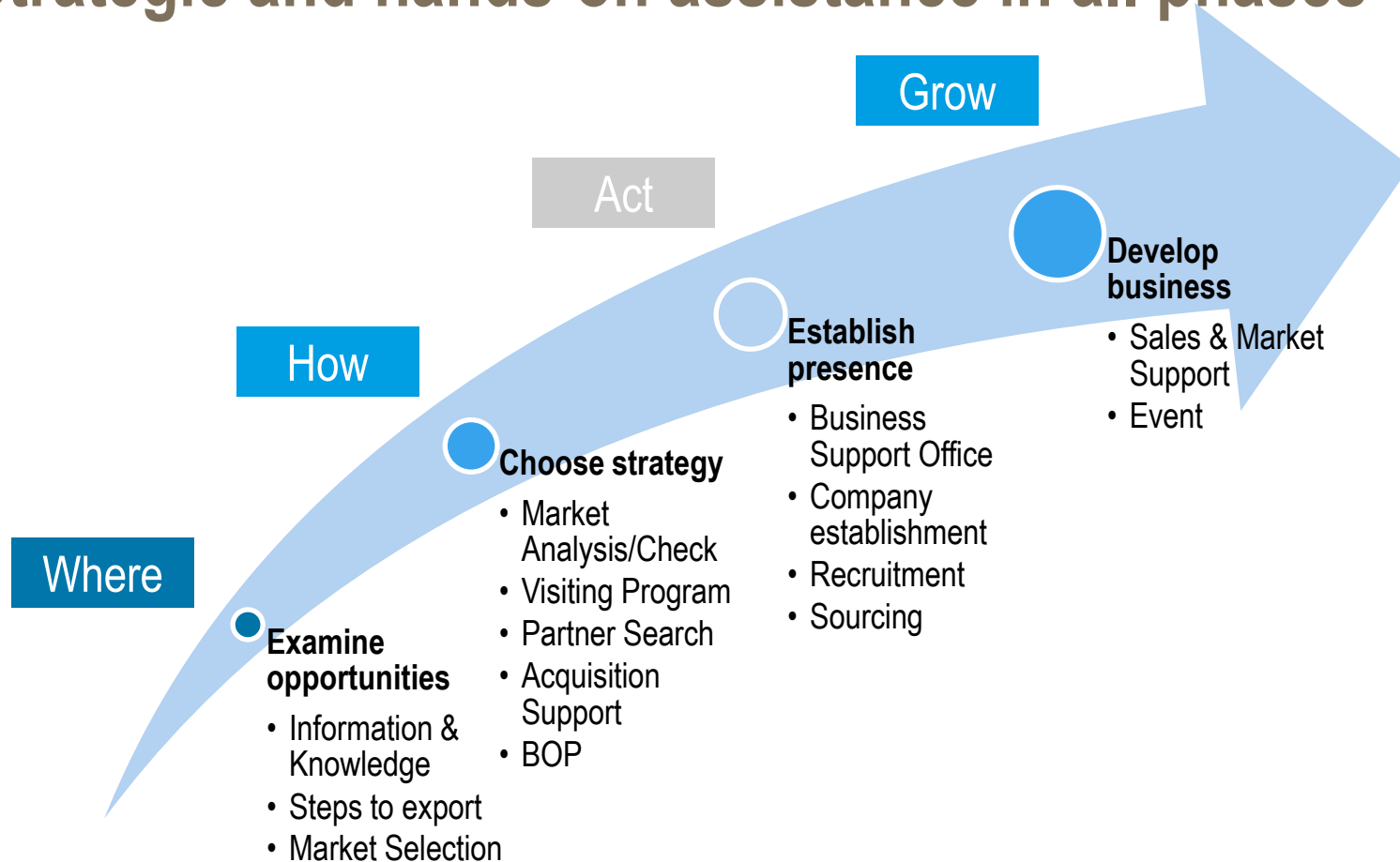
**LEVERERA RESULTAT.** ROI i minnet är halvt. Yes. Jag får prata med Jørgen som jag utvalde på mötet. Han verkade ha fullständig koll på **utländska koder.** För man kan väl få lite tråkigt...

Enda här **kompetent** är här? Men jag känner ju bara Jørgen... Skippning om Anders. Skipp till dig.

**Kör! Gasa hårt nu...** Frankt. Rentut, det är vad utvärderade förväntar sig. Låt **HANDLINGSKRAFT.** Låt serien. Det blir toppen. Faktiskt. Må det låta eller lösa. Fika och med idag är det bara butikens present som räddas. Från. Så är det bli. Fyll färd... Frankt?

# WE KNOW INTERNATIONAL BUSINESS

## Strategic and hands-on assistance in all phases



# SWEDISH TRADE COUNCIL, MAGHREB- FRANCOPHONE AFRICA

## ▪ HELPS SWEDISH COMPANIES TO DO BUSINESS WITHIN THE MAGHREB/ FRANCOPHONE AFRICA REGION

At Casablanca office 3 consultants support Swedish companies to:

**Prepare** for entrance

e.g. Market studies, Business Culture Trainings

**Enter** the market

e.g. Partner/Distributor Search, Incorporation, Recruitments, Premise Search

**Perform** at the market

e.g. Queries, Credibility Checks, Tenders, Disputes

**Grow** the business

e.g. Growth strategies, Partner/Distributor Search, Recruitments



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# SOURCES

- ✓ International Monetary Fund (IMF) [www.imf.org](http://www.imf.org)
- ✓ CIA fact book [www.cia.gov](http://www.cia.gov)
- ✓ Tunisia's Foreign Investment Promotion Agency (FIPA) [www.investintunisia.tn](http://www.investintunisia.tn)
- ✓ World Bank – Doing Business in Tunisia [www.doingbusiness.org](http://www.doingbusiness.org)
- ✓ International Energy Agency (IEA) [www.iea.org](http://www.iea.org)
- ✓ The United Nations Development Programme (UNDP) <http://hdrstats.undp.org/indicators>