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In cooperation with



Qualitative growth for employment

Promoting an innovative and ecologically sustainable industry

Context

Despite having a diversified base, Tunisian industry is still not very competitive. Annual economic growth is also too low to generate sufficient employment for the country's young population. So far, only a few companies have succeeded in tapping into new markets. In addition, innovation must be strengthened to enable the transition to more sustainable and greener production. The low level of competitiveness and adaptability of much of the Tunisian economy contributed to a deep economic recession and high unemployment during the COVID-19 pandemic.

To address these challenges, the project "Qualitative Growth for Employment (QGE)" was launched in February 2022. The project is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in cooperation with the Ministry of Industry, Mines and Energy (MIME) and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union (EU) as part of the Support Program for Competitiveness and Exports (PACE).

The project operates in four fields of activity:

1. Improving the legal and institutional framework.
2. Expanding innovative activities and the green transformation.
3. Promoting integration in supply chains and export capacity.
4. Supporting companies to adapt to changing market conditions.

Project name	Qualitative Growth for Employment
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Co-funded by	The European Union
Lead executing agency	Ministry of Industry, Mines and Energy
Country	Tunisia
Objective	Modernisation of industry in terms of its economic and environmental sustainability in priority sectors
Duration	01.02.2022 – 28.02.2026

Indicators achieved

The project has achieved these key indicators until now : **Reform proposal** submitted to the interministerial steering committee to revitalize technology centres to better promote environmental sustainability, innovation, and exports.

3 new sectoral Industry 4.0 competence centers established to support companies in their transition towards Industry 4.0.

Improved quality infrastructure in three growth-oriented sectors (chemical industry, textiles, food industry)

100 businesses participate in the SME Business Training & Coaching Loop program for the enhancement of managerial capacities.

50 businesses participate in the Support for Crisis Management in Tunisian SMEs program (AGC) in order to enhance their resilience in the face of crises and changing market conditions.

45 public and private sector experts strengthened their competencies to assist businesses with the implementation of the energy management system in accordance to ISO 50001.



Photo on the left taking during the launch workshop of the project.

Photo on the right taking during prise lors de th workshop dedicated to the theme of "Industrial Property"



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The benefits

Approach

To improve the competitiveness of Tunisian industry, the project supports the Ministry of Industry, Mines and Energy in implementing key measures to improve the business and investment climate. The project also advises government advisory centres on the introduction of new support services, such as for the introduction of more energy-efficient and clean production methods and the certification of products according to international quality standards. It also advises companies on improving their management approaches to better respond to crises in future and integrate more successfully into international supply chains.

Key indicators

500

supported companies will have improved their business performance.

- 100

will benefit from increased sustainability.

- 200

capable of adapting to changing market conditions, including 40 led by women.

- 150

will diversify their international markets.

- A better-quality infrastructure assists SMEs in meeting internationally required quality standards, reducing production costs and improve competitiveness. By reducing technical trade barriers and improving product quality through strategic innovation and digitalization, SMEs can more easily access new markets.
- Promoting green and digital innovations allows SMEs to improve productivity, product quality and promotes energy efficiency. The support provided enables businesses to improve their overall sustainability by reducing the consumption of energy, water, and pollutant emissions.
- By promoting the modernisation of Tunisia's industry, businesses become more sustainable, resilient, and competitive. SMEs will provide new job and income opportunities, including for women and young Tunisians, thus promoting a more inclusive and sustainable economic development.



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On behalf of German federal Ministry of Economic cooperation and Development (BMZ)

Division Fundamental questions regarding development cooperation in the MENA region, North Africa

In cooperation with  République Tunisienne
Ministère de l'Industrie,
des Mines et de l'Énergie

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