

Boosting the Tunisian economy through investment

For improved promotion and accompaniment of investments in Tunisia

Challenge

Tunisia relies on investment to increase economic growth and reduce its high unemployment rate, which currently exceeds 15 per cent. However, investments do not match the country's potential. Key obstacles are the slow and contradictory approval procedures, legal uncertainties for investors and the lack of a central contact person.

In order to meet these challenges, the Tunisia Investment Authority (TIA) was established as a central point of contact for investors in the investment law of 2016. TIA is currently being set up and is designed to ensure support for investment projects. The necessary skills and processes are not yet available to the required extent and need to be developed.

Approach

The project is part of the German-Tunisian Reform Partnership. It aims to improve the promotion and monitoring of investment projects. To this end, measures are being implemented in three fields of action. These include firstly greater coordination of measures to improve the investment climate, secondly strengthening the institutional and individual capacities of the TIA and other agencies and thirdly improving the visibility of the TIA.

In concrete terms, the GIZ project advises TIAs on the coordination of exchange formats on key investment obstacles and on the adaptation of regulations, for example on investment nomenclature.

In addition, TIA is supported in establishing and improving manuals and services for investor support. This also includes

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Commissioned by	German Federal Ministry for Economic Co-operation and Development (BMZ)
Partner	Ministerium für Entwicklung, Investitionen und Internationale Kooperation Tunisia Investment Authority (TIA)
Objective	TIA effectively ensures the promotion and support of investments.
Country	Tunisia
Duration	2018 – 2020

systems for identifying potential sectors and companies and evaluating project applications.

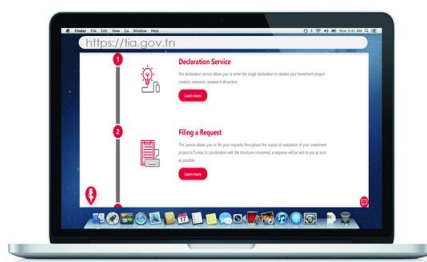
In the course of the development and implementation of specialized training courses on topics of investment support, employees of TIA and other relevant agencies are given the necessary skills, among other things, to successfully prepare and evaluate investment projects.

Within the framework of cooperation agreements with foreign investment agencies and business associations, including those in Germany, experience and approaches to investment promotion and support are brought into the consultancy.

In order to increase Tunisia's visibility and promote the country as an investment location, the GIZ project supports participation in international investor conferences and trade fairs. It also supports the development of analyses and arguments for priority investment sectors such as the aviation, automotive, information, telecommunications and pharmaceutical sectors.



ONLINE INVESTMENT SERVICES

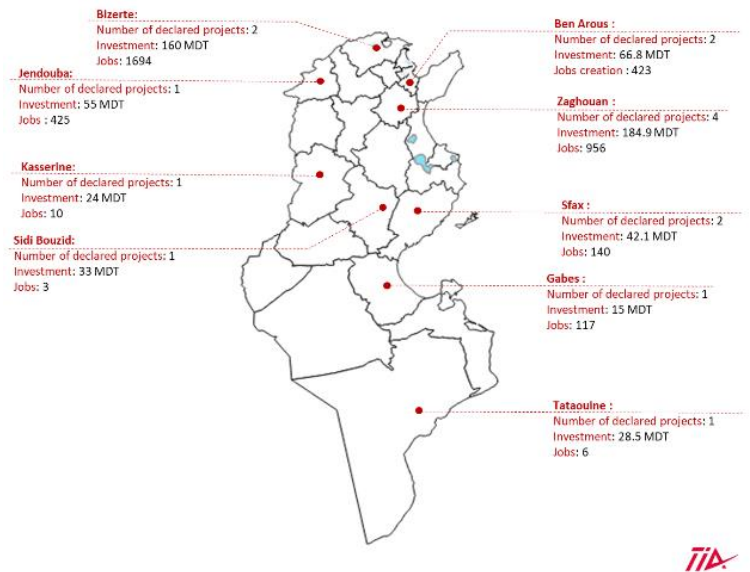


TIA as a central contact in advising investors - both in the office and via specially developed online services for investors.



Signing of the cooperation agreement with the Euro-Mediterranean-Arabic Countries Association (EMA) on 13.02.2020 in Berlin.

Selection of some investment projects in Tunisia supported by TIA



Impact

By supporting the project, TIA was enabled to acquire investment projects, successfully accompany investment applications and formulate recommendations for improving the investment climate.

The TIA was able to ensure the support of 15 investment applications of national interest, eight of which were for expansion investments and seven for new investments with a total investment volume of the equivalent of EUR 191 million and 3,774 planned new jobs.

To this end, the project supported, among other things, various coordination and exchange formats for the identification of four priority sectors for investment promotion and the preparation of common sector argumentation. The sectors include the automotive; aviation; information and telecommunications; and pharmaceutical sectors. In addition, joint manuals on the responsibilities and monitoring of investment projects were drawn up. The number and duration of the procedures required for an investment application was reduced by an average of approximately 30%.

The project helped TIA to support a central investment platform. The first six digital services for investors went online in June 2019.

In the course of various consulting and training measures, the skills of TIA employees have been improved in areas

such as identifying potential investors, approaching investors and evaluating investment projects.

In addition, a range of communication and marketing materials such as promotional videos, sector-specific information materials and websites have been developed for use at trade fairs and for company exchanges. Representatives of the TIA have informed companies about investment opportunities in Tunisia by participating in trade fairs such as the international aviation fair in Le Bourget, the Invest in Africa Conference or the First German African Automotive Forum.

Several cooperation agreements for the exchange of experience as well as joint measures with foreign investment agencies and business associations were concluded. These include cooperation agreements with investment agencies in China, Nigeria, South Korea and Germany as well as with business associations such as the Euro-Mediterranean-Arab Country Association. (EMA) and the Africa Association in Germany.

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