

غرفة التجارة والصناعة التونسية اليابانية  
チュニジア日本商工会議所

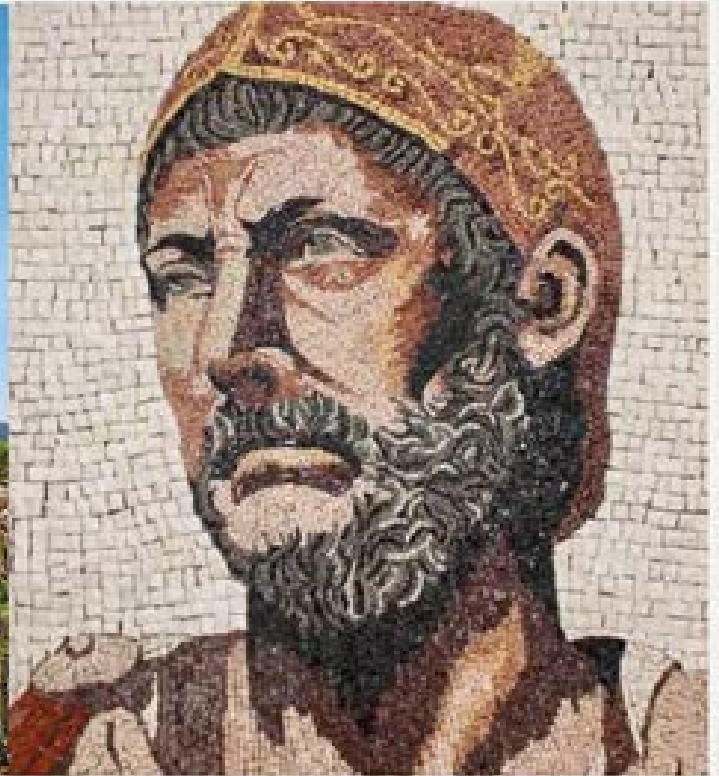


**The Tunisian Japanese Chamber of Commerce and Industry  
Presents TICAD8 White Book**

**Investment opportunities Handbook :  
the Reference Document**  
第8回アフリカ開発会議  
投資プロジェクト:リファレンスドキュメント



"Mount Fuji, Kumano Kodo and cherry blossoms, "Japan"



"Hannibal Barca, Carthage, Tunisia"



The **Exclusive Partner** in the banking sector, of the Tunisian-Japanese Chamber of Commerce and Industry TJCCI, on the occasion of **TICAD 8**.



AMEN BANK is a major actor in the development of projects with the TJCCI.

# Summary

02. Editorial by the President of the Tunisian-Japanese Chamber of Commerce and Industry:  
*Mr Hedi BEN ABBES.*

04. Message from H.E. the Japanese Ambassador to Tunisia:  
*Mr. Shinsuke SHIMIZU*

## INTRODUCING THE TICAD8 PROJECTS REFERENCE BOOK

06. Mr Nacef Belkheria  
*Secretary general of TJCCI*

12. **The TICAD Process:**  
Japan, a committed actor in the partnership with Africa

Les défis de la TICAD VIII

17. The challenges of TICAD VIII  
Tunisia - Opportunities in strategic sectors and Tunisian-Japanese cooperation

## 23. Summary projects :

I - Green & Blue Economies.....	グリーン&ブルーエコノミー.....	P 26
II- Digital Artificial intelligence & space technology .....	デジタル人工知能・宇宙技術.....	P 55
III- Pharmaceutical & Medical.....	製薬・医療.....	P 80
IV- Industrial processing & agriculture.....	工業処理・農業.....	P 100
V- Infrastructure & Logistics.....	インフラ&ロジスティクス.....	P 118
VI- Finance.....	金融.....	P 129

# Editorial



**Hedi Ben Abbas , PH.D.**

Africa: From the Cradle of Humanity to its Future.

For a Long time neglected, exploited, relegated to the third rank of Humanity, after having been at its origin, Africa is today coveted, courted, ogled for the same reasons but nothing is ever the same anymore.

Africa has lost its innocence which cost it so much and is now looking at the world with lucidity, aware of what it is, not as a homogeneous entity but as a «whole world» rich with its diversity, proud of the profusion of cultures, languages and values it encompasses.

Africa is no longer bending its back, it looks at the world straight in the eye without resentment or feeling of revenge. The gaze of one who wears the stigma of history in one's skin while opening one's arms widely and generously to welcome one's fellow human beings back into humanity.

The loop is thus closed, the relentless movement of History brings us back to this continent so that Humanity can once again find its resources, return to the essential, to what makes sense after so many decades of excess and casualness. Back to the future of Humanity, as a return to mother earth, to values, to redemption after disinheritance, to create new links around common values: Resilience and Respect.

“

It is within this framework that the Tokyo Conference for African Development (TICAD) was initiated in 1993 by a country, Japan, and by Japanese people who have also made resilience the essence of life and respect its soul.

The Japanese people, who draw from the depths of their thousand-year-old history, which goes back to the Sun Goddess Amaterasu, these values that never cease to guide their actions, firmly believing that no economic development makes sense without human development, no relationship to the Earth and to Man makes sense without respect for the Earth and for Man. This is the TICAD spirit.

It is in Ifriqya, Tunisia, this small piece of African land that points its nose with pride and shows a belly full of promises for humanity, that the 8th edition of TICAD will be held. It is a recognition made by a friendly country, Japan, to the land of Hannibal and beyond it to the entire African continent.

Japan and Africa linked by this majestic entrance to the Continent which is Tunisia, sharing the same values of resilience and respect as a common foundation on which to build a sustainable future cooperation.

*President of the Tunisian-Japanese Chamber of Commerce and Industry*

# エディ・ベンアベス



**Hedi Ben Abbès , PH.D.**

アフリカ。人類の発祥地からその未来へ。長い間、無視され、搾取され、人類の第三の地位に追いやられてきたアフリカは、今日、同じ理由で憧れられ、言い寄られ、見つめられながらも、何も変わっていないのです。アフリカは多くの犠牲を払った無邪気さを失い、今や世界を明晰に見つめ、自分たちが同質な存在ではなく、その多様性に富む「世界全体」であることを認識し、その中に含まれる文化、言語、価値の豊かさを誇りにしています。アフリカはもはや背を曲げることなく、恨みも復讐心もなく、まっすぐ世界を見つめている。歴史という汚名を背負いながら、広く寛大に両手を広げ、同胞を再び人間らしく迎え入れるまなざし。ループはこうして閉じられ、歴史の容赦ない動きは私たちをこの大陸に連れ戻し、人類が再びそのリソースを見つけることができるようにしています。レジリエンス(本質)に戻り、何十年にもわたる過剰と気ままさの後に意味をなすものに戻ることができるのです。母なる大地への回帰、価値観への回帰、相続放棄後の救済、共通の価値観に基づく新たなつながりの創造として、人類の未来に戻るのです。レジリエンス(回復力)とリスペクト(敬意)です。1993年、アフリカ開発のための東京会議(TI-CAD)は、このような枠組みの中で、日本という国と、同じくレジリエンスを人生の本質とし、リスペクトをその魂としてきた日本人によって始められました。日本人は、天照大神に遡る千年の歴史の深みから、人間の発展なくして経済発展は意味をなさない、地球と人間との関係は地球と人間への敬意なくして意味をなさない。これがTICADの精神です。第8回TICADはチュニジアのイフリキヤで開催される。チュニジア、プライドを持って鼻を向け、人類への約束でいっぱいのお腹を見せているこの小さなアフリカの土地で、第8回TICADが開催されます。それは友好国日本がハン

“

ニバルの地、そしてその先のアフリカ大陸全体に対しての承認です。日本とアフリカは、チュニジアという大陸への壮大な入り口によってつながり、持続可能な未来の協力関係を構築する共通の基盤として、回復力と尊重という同じ価値を共有しているのです。

チュニジア日本商工会議所会頭



## SHIMIZU Shinsuke

---

I am very pleased to join you for the editorial of the final version of the White Book prepared by the Tunisian-Japanese Chamber of Commerce and Industry «CCITJ», which contains several useful projects for the coming TICAD 8, which will take place on August 27 and 28 in Tunis.

I would like to thank our partner CCITJ and its President Mr. Hédi BEN ABBES for the excellent work done to make this large-scale event a success, including a series of sectoral meetings started in the year 2020 and its latest participation in the «Japan-Africa Public-Private Economic Forum» in Nairobi on May 2022.

I am convinced that the organization of TICAD 8 and the visit of our Prime Minister in Tunis will be a milestone for the long-standing relationship of our two countries. TICAD 8 will also be a great opportunity to discuss energy and food security issues related to Russia's aggression against Ukraine, the role of private sector, espe-

cially startups, in Africa's post-Covid economic recovery, the green economy and the importance of transparent management related to development finance.

This White Book represents a significant reference document for Japanese and Tunisian companies seeking investment opportunities in the framework of the Japan-Tunisia-Africa triangular partnership. I look forward to the development of concrete projects emanating from this important document. To this end, I stress the great importance that this initiative of CCITJ be accompanied by governmental measures on the improvement of business climate as well as on the legal framework of taxation and investment, further promoting the creation of added value between our two countries, Japan and Tunisia

*Ambassador of Japan in Tunisia*



“

## 清水 信介

このたびは、8月27日及び28日にチュニスで開催されるTICAD8に向け、チュニジア日本商工会議所(CCITJ)による多くの有益なプロジェクトを掲載した白書の最終版の刊行にあたり、巻頭言を寄せる機会を頂いたことを光栄に思います。

この重要な会議の成功に向け、私たちのパートナーであるCCITJ、そしてその会頭であるヘディ・ベン＝アベス氏が成し遂げてきた、2020年以降の数々の分科会開催や、ナイロビで開催された本年5月の日・アフリカ官民経済フォーラムへの参加などの数々の活動に謝意を表します。

今回のTICAD8のチュニス開催、そして日本の総理の訪問は、私たちの二国間関係の長い歴史において、マイルストーンとなるものと確信しております。また、TICAD8は、ロシアによるウクライナ侵略に関連する食料・エネルギー問題、アフリカのポスト・コロナの経済復興における民間セクター、特にスタートアップの役割、グリーン経済、そして、開発金融に関する透明なマネジメントの重要性について、議論を行う貴重な機会となります。

この白書は、日本・チュニジア・アフリカの三角連携の観点から、投資機会をうかがう日本企業、そしてチュニジアの企業にとっての重要なリファレンス文書となるでしょう。この文書が端緒となり、具体的なプロジェクトへの発展することを心待ちにしてい

ます。そして、この目標に向かって、ビジネス環境改善、そして租税や投資に関する法的な枠組み整備といった政府による取組が、CCITJによるイニシアティブに寄り添い、そして私たち両国の間で新たな価値を生み出していくことの重要性を強調したいと思います。

駐チュニジア日本国大使



## INTRODUCING THE TICAD8 PROJECTS REFERENCE BOOK

By



**Nacef BELKHIRIA, Ph.D.**

Since its creation in 1993, the Tokyo International Conference on African Development ("TICAD") has put immense efforts towards the development of opportunities for the prosperity of African Economies and their importance for the stability of the region and furthermore the world.

Projects published in this reference book for TICAD8 are the fruit of continued efforts and an important milestone of the Road Map of the Tunisian Japanese Chamber of Commerce

and Industry (TJCCI) that started in September of 2020 following the official announcement of TICAD8 in July of the same year. The launch of the TJCCI's plan of actions on December 4, 2020 had as objective to organize and select projects across nine sectorial seminars aligned with TICAD8 themes by March 2022. This objective was reached despite the uncertainties we have gone through over the last two years, including COVID.

This achievement would not have been possible without the engagement and dedication of H.E. Mr. Shinsuke SHIMIZU, Ambassador Extraordinary and Plenipotentiary of Japan in Tunisia. The TJCCI is also grateful for the unwavering support it received from the Japan Business Council of Africa (JBCA), Japan External Trade Organization (JETRO) head office in Tokyo and its regional office in Paris and last but not least the Foreign Investment Promotion Agency of Tunisia (FIPA). All these organizations and their leaderships believed in our vision and boosted our motivation to pursue our activities. Several hundreds of Japanese private companies and businessmen alongside their Tunisian counterparts followed and attended our sectorial seminars and made an invaluable contribution to this reference book. Here is an aggregate summary of the published projects in this reference book by sectors of activity

Domain	Number of Projects	Total Investment Millions USD	Estimated Number of Employments
Green & Blue Economy	21	650	10000
Digital, AI & Aerospace Technologies	20	600	2500
Pharmaceutical & Medical	17	340	3000
Industrial	12	100	250
Infrastructure & Logistics	9	1000	20000
Finance	2	10	NA
<b>Total</b>	<b>81</b>	<b>2700</b>	<b>35750</b>

The TJCCI is delighted with the quality of the presented projects, especially those in technological fields. We discovered great ideas and innovative established projects of high-potential young Tunisians and recognized Tunisian companies in the fields of Digital, Artificial Intelligence, Aerospace and Life Sciences. We also note that several projects are intended for Sub-Saharan countries and others are duplicable from Tunisia to the rest of the continent, which complies with TICAD Spirit. Thanks to our Road Map and our efforts, several MOUs related to some of these projects have already been or are in the process of being signed and we hope that many more will be realized during the period spanning between TICAD8 and TICAD9 in 2025.

The Tunisian Japanese Chamber of Commerce and Industry welcomes you to Tunisia and wishes to all its guests, from around the world, a fruitful participation at this exceptional edition of the Tokyo International Conference on African Development TICAD8

*Secretary-General of The Tunisian Japanese Chamber of Commerce and Industry- TJCCI*



## TICAD8プロジェクト・リファレンス・ブック の紹介

By



Nacef BELKHIRIA, Ph.D.

事務総長

チュニジア日本商工会議所- TJCCI

1993年の設立以来、アフリカ開発会議(TICAD)は、アフリカ経済の繁栄と地域、さらには世界の安定に重要な役割を果たす機会の開発に向けて、多大な努力を重ねてきました。このTICAD8向け参考図書に掲載されたプロジェクトは、同年7月のTICAD8正式発表を受け、2020年9月にスタートしたチュニジア日本商工会議所(TJC-

CI)のロードマップの重要なマイルストーンであり、継続した努力の結晶です。2020年12月4日に発表されたTJCCIの行動計画では、2022年3月ま

でTICAD8のテーマに沿った9つの分野別セミナーでプロジェクトを企画・選定することを目標と

して来ました。この2年間、COVIDをはじめとする不確実な状況を経たにもかかわらず、この目標

を達成することができました。

この成果は、在チュニジア日本国特命全権大使 清水信介氏の献身的な働きかけがなければ実現し

なかったでしょう。また、アフリカ日本商工会議所(JBCA)、日本貿易振興機構(ジェトロ)東京本部およびパリ事務所、そしてチュニジア外国投資振興公社(FIPA)からも、揺るぎない支援を

いただいております。これらの組織とその指導者たちは、私たちのビジョンを信じ、活動を推進

するモチベーションを高めてくれました。また、チュニジアの民間企業や実業家が数百名、私た

ちの分野別セミナーに参加し、この参考書に貴重な貢献をしてくれました。以下は、この参考書

に掲載されたプロジェクトの活動分野別の集計です。

ドメイン	プロジェクト数	投資額合計 百万米ドル	推定雇用者数
グリーン&ブルーエコノミー	21	650	10000
デジタル、AI、航空宇宙技術	20	600	2500
医薬・医療	17	340	3000
インダストリアル	12	100	250
インフラストラクチャー & ロジスティクス	9	1000	20000
ファイナンス	2	10	1000
<b>合計</b>	<b>81</b>	<b>2700</b>	<b>35750</b>

TJCCI は、発表されたプロジェクトの質、特に技術的な分野の質の高さに満足しています。デジタル、人工知能、航空宇宙、ライフサイエンスの分野で、チュニジアの有望な若手や有名企業による素晴らしいアイデアや革新的なプロジェクトを発見することができました。また、いくつかのプロジェクトはサハラ以南の国々を対象としており、その他はチュニジアから大陸の他の地域へと複製可能で、TICADの精神に合致していることに留意しています。私たちのロードマップと努力のおかげで、これらのプロジェクトのいくつかに関連するMOUがすでに署名され、あるいは署名の最中であり、TICAD8から2025年のTICAD9までの期間にさらに多くのプロジェクトが実現することを期待しています。

チュニジア日本商工会議所は、チュニジアへの皆様のお越しを歓迎するとともに、世界各国からお越しの皆様が、この異例の開催となるアフリカ開発会議(TICAD8)に有意義に参加されることを祈念しています。



## MISSION & OBJECTIVES:

The chamber assumes a representative, advisory, administrative and economic expansion mission.

The Tunisian-Japanese Chamber of Commerce and Industry contributes to growth and development through several missions:

- The TJCCI defends the interests of companies in economic debates between Tunisian and Japanese entrepreneurs
- Offers the opportunity to introduce your products and services to a vast network of business people
- The TJCCI is the permanent contact for companies for all their day-to-day or strategic concerns
- The TJCCI offers companies the latest commercial and economic information and advises them individually in many areas
- The TJCCI develops collective actions, through these initiatives in the organization of trade fairs, prospecting missions abroad, animation of professional groups, trade restructuring operations, promotion of business tourism and congresses...
- The TJCCI sets up academic and professional training to meet the qualified personnel needs of companies
- The TJCCI encourages the creation of companies and their transmission through interviews, matchmaking services, support, training
- It can also guide business creators towards suitable financing
- In particular, it ensures the development of tourism, as well as any other sector, while fully respecting the principles of sustainable development.
- It offers the opportunity to Economic Operators of the 2 countries to present their points of view on the means of developing economic activity and increasing the prosperity of trade, industry and services in their sector.
- Perpetuate and propagate communication and information to all areas of Commerce and Industry



## The Executive Board

### PRESIDENT :

M.Hédi BEN ABBES

### SECRETARY GENERAL :

M.Nacef BELKHIRIA

### TREASURER :

M.Mohamed KAMMOUN

### VICE PRESIDENT IN CHARGE OF COMMUNICATION AND LOGISTICS :

Mme Khadija MEZGHENNI

### VICE -PRESIDENT :

Mme Komuro TOMOKO

M.Mohamed MEHDI ,

M.Montassar CHANOUEFI,

M Hiroharu OKAMOTO,

M Chokri CHROUDA,

### Site Web :

[www.ccitj-tunisie.com](http://www.ccitj-tunisie.com)

### Email :

[Contact.ccitj@gmail.com](mailto:Contact.ccitj@gmail.com)

### Adresse :

5 Avenue de la République Résidence  
Essaada, 1er étage, 2070 La Marsa, Tunisie, La Marsa, Tunisia



In **1970**, our founder, late **Bechir Salem Belkhiria (BSB)**,  
had a TICAD Vision!!

The first distributorship by a Tunisian Company with a Japanese firm:

**SHARP Corporation**, Becoming since then, among the leader on the African Market in Electronics and smart office equipment:

**SHARP**



In **1980**, we introduced, **TOYOTA**, the international leader of Automotive



1979 Toyota Cressida

In **2022**, for **TICAD8**, **BSB Group** still the leader in Innovation and the Sponsor of Startups in Tunisia.

We are the reliable partner for Japanese Technologies.

Get in touch with the Leader!

私たちは、日本技術の信頼できるパートナーです。

Leaderとコンタクトを取る

[www.toyota.com.tn](http://www.toyota.com.tn)



## B+HR policy framework

UNDP's work on B+HR supports the realization of the following policy frameworks:

1 – The implementation of the United Nations Guiding Principles on Business and Human Rights (UNGPs), which provide guidance for States and companies on how to prevent, address and remedy human rights abuses committed in business operations. The UNGPs were proposed by the United Nations (UN) Special Representative on Business and Human Rights and endorsed unanimously by the UN Human Rights Council in June 2011.

The UNGPs are grounded in:

- States' obligations to protect, respect and fulfil human rights and fundamental freedoms. States must protect against human rights abuses within their territory and/or jurisdiction by taking appropriate steps to prevent, investigate, punish and redress them through effective policies, legislation, regulation and adjudication.

- The role of businesses in complying with all applicable laws. To identify, prevent, mitigate and account for how they address possible adverse impacts on human rights, businesses should carry out human rights due diligence. This process is comprised of four stages: (i) assessing actual and potential human rights impacts; (ii) integrating and acting upon the findings; (iii) tracking responses; and (iv) communicating how impacts are addressed.

- The need for victims of business-related human rights abuses to receive appropriate and effective remedies through access to State-based and non-State-based grievance mechanisms.

2- Additional framework documents such as the UN Secretary-General's Call to Action for Human Rights, the UN Human Rights-Based Approach to development, the UN Human Rights Due Diligence Policy and the UNSDG Human Rights Mainstreaming Mechanism, among others.

## The United Nations Development Programme

The United Nations Development Programme (UNDP) works to eradicate poverty and reduce inequalities through the sustainable development of nations, in more than 170 countries and territories.

UNDP's initiative on Business and Human Rights (B+HR) is part of the organisation's Global Programme for Strengthening the Rule of Law, Human Rights, Justice and Security for Sustainable Peace and Development. Twenty-five UNDP Country Offices in five regions (namely, Asia and the Pacific, Europe and Central Asia, Arab States and Africa and Latin America and the Caribbean) currently support governments, private sector and civil society in upholding responsible business principles.

## UNDP's focus areas in the field of Business and Human Rights

- Respect for People and the Planet: Working with States and businesses to ensure they fulfil their duty to protect and respect human rights and the environment, including carrying out human rights due diligence and ensuring remedies for victims and accountability for corporations responsible for human rights abuses and environmental degradation.

- Building back better: Supporting companies to do their part in pursuing a Just and Green recovery from the COVID 19 pandemic.

- Responsible trade and investment: Promoting policy coherence between the UNGPs and trade and investment policy, business regulation, labor laws, and other legal and regulatory frameworks.

- Gender equality: Guiding States and businesses on how to integrate gender perspectives into UNGPs implementation.

- Sustaining peace: Supporting companies in carrying out heightened Human Rights Due Diligence in fragile/conflict scenarios.

- Human rights defenders: Assisting NHRIs and CSOs working with human rights defenders to provide legal assistance in furtherance of remedies.

## B+HR engagement in Tunisia

- Promoting human rights principles in the fisheries value chain (2019-2021): UNDP has been working to promote the integration of the UNGPs in the fisheries value chain through capacity development to improve understanding of human rights. As part of this process, UNDP has facilitated a consultation of national authorities and businesses, unions, individuals, associations and academia on UNGPs and respect for human rights. As a result, key challenges in the fisheries value chain have been identified, together with policy recommendations and immediate actions be taken to improve working conditions. These efforts have strengthened the commitment of partners throughout the value chain up, including with key Ministries and will serve as the basis for implementing UNDP's future interventions on BHR in Tunisia.

- Promoting responsible business conduct (2022-2023): The initiative is implemented in 17 countries in partnership with the Government of Japan, with a priority put on supporting Japanese Companies, their suppliers and partners in their efforts to conduct Human Rights Due Diligence for a just recovery. This will include support for businesses in their efforts to remain competitive and drive a just recovery by ensuring compliance with human rights standards throughout their value chains. UNDP will also support the Government in developing a National Action Plan on Business and Human Rights.





# The TICAD Process:

## Japan, a committed actor in the partnership with Africa

Initiated in 1993 by the Japanese government, the Tokyo International Conference on African Development (TICAD) will hold its eighth edition in Tunis in August 2022, the second organized in Africa. A global partnership built around three pillars, peace and security, human development and economy, which relies on the Japanese private sector and aims to promote integrative projects at the continental level.

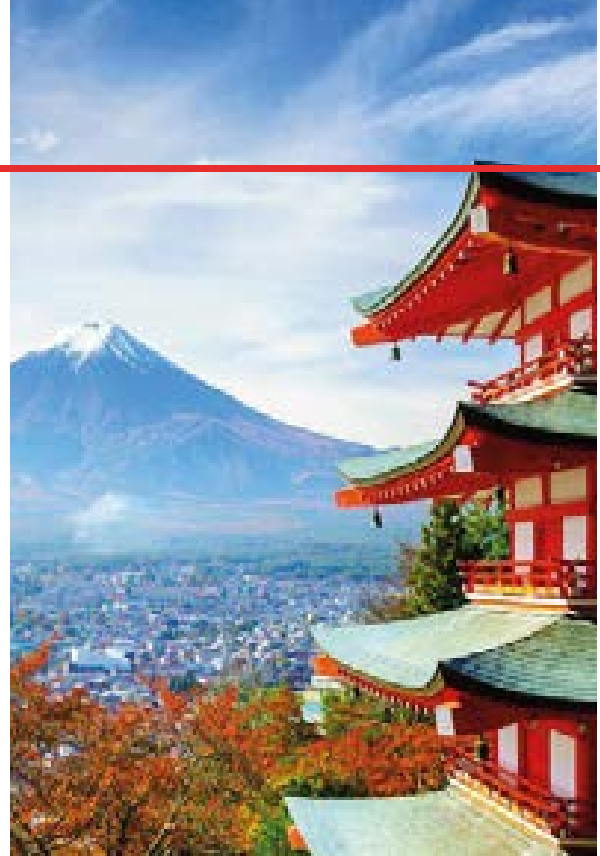
The TICAD process: Japan, a committed player in the partnership with Africa

The Japan-Africa partnership was formalized at the first edition of the Tokyo International Conference on African Development (TICAD) held in the Japanese capital on October 5 and 6, 1993. It has now become one of the cornerstones of diplomacy in the Land of the Rising Sun, which is also one of the world's leading contributors of official development assistance.

Originally conceived as a coordination forum focused on development aid, TICAD has, from the outset, been keen to involve the United Nations and international bodies such as the United Nations Development Programme (UNDP) and the World Bank as co-organizers. It now also involves the African Union Commission (AUC).

Tokyo's focus on cooperation with Africa in 1993 came at a decisive moment, following the fall of the Berlin Wall and the end of the Cold War, when most of the continent's traditional partners were beginning to disengage politically and economically, and were redirecting their aid to the states of Eastern Europe.

With TICAD, Japan was the second country, after France, to institutionalize its relations with Africa. The second summit, held in



1998 in Yokohama, was marked by the presence of some thirty heads of state and government. As a sign of Japan's growing commitment to this partnership, in January 2001 Yoshiro Mori became the first Japanese head of government to visit Africa, successively visiting Kenya, Nigeria, and South Africa. Pretoria remains Tokyo's main African economic partner, accounting for more than a third of the trade between the two countries.

Japan's new African tropism has also been materialized through the actions of two of its most eminent diplomats: Sadako Ogata, who was High Commissioner for Refugees at the United Nations for two terms (between 1990 and 2000), and who had to manage the humanitarian crises in Somalia and Rwanda, and Koïchiro Matsuura, Director General of the United Nations Educational, Scientific and Cultural Organization (UNESCO), from 1999 to 2009, where he left a strong imprint.

The G8 Summit held in July 2000 in Okinawa deepened the political partnership: for the first time, African heads of state, in this case those of Algeria and South Africa, were invited by the host country on the sidelines of the meeting of the leaders of the major in-

dustrialized powers, to discuss the crucial issues of the continent. The issues of African debt and the fight against major pandemics (AIDS, malaria and tuberculosis) have been placed at the top of the multilateral agenda.

On the diplomatic front, Japan and Africa also share converging visions, and are constantly campaigning for a reform of the United Nations Security Council. A reform that would result in an expansion of the number of its permanent members with the granting of a seat for Japan and at least one seat for Africa.





## *Human Security and Sustainable Development Goals*

As a great civil and pacifist power, Japan has allocated \$17.619 billion to official development assistance in 2021, making the archipelago the third largest donor among OECD countries. From the outset, Japan's cooperation with Africa through the TICAD process has focused on strengthening the foundations of development such as peace (conflict resolution) and good governance, which are encompassed in the concept of «human security» to which Japan is particularly committed. The «Tokyo Action Plan» adopted in 1998 places great emphasis on this concept. It also emphasizes investments in education, health, access to water and food security. It is based on the conviction that sustainable poverty reduction can only be achieved through accelerated economic growth. This philosophy also drives the actions of JICA, the Japan International Cooperation Agency, which is closely associated with TICAD.

The great originality of the TICAD process lies in the principles of African ownership and international partnership. As a framework for political and diplomatic dialogue, it aims above all to support and catalyze the development efforts undertaken by Africans themselves, by mobilizing the international community and the donor community to support their projects. Thus, Japan and TICAD have supported NEPAD, the New Partnership for Africa's Development, since its creation in 2001. They also strongly support the African Union's Agenda 2063, adopted at the African Summit in Addis Ababa in 2013. Another unique feature of TICAD is the dialogue and experience sharing:

Japan believes that the lessons of the «Asian economic miracle» can be beneficial and useful to Africa for its own development. Supporting South-South cooperation is one of the foundations of this.

One of the key purposes of TICAD is to help the African continent achieve the Sustainable Development Goals (SDGs 2030), which succeeded the Millennium Development Goals (MDGs 2015). Formulated by the United Nations, they encompass all major systemic challenges, including that of adaptation to climate change. In many respects, the SDGs complement and are consistent with the concept of «human security» that Japanese diplomacy has been promoting for decades.



## *A «New TICAD» for economic partnership and investment*

TICAD VI, held in 2016 in Nairobi, Kenya, was the first to be held on African soil. It endorsed the transition to a three-year cycle, whereas previously five years had elapsed between two editions. It also established the principle of alternating between Japan and Africa for the organization of TICAD. The 2016 edition renewed Japan's commitment to the Continent and was marked by a series of initiatives and strong announcements aimed at strengthening the economic nature of the partnership, and involving the Japanese private sector more. Prime Minister Shinzo Abe came to Nairobi accompanied by a large delegation of 200 Japanese companies. He emphasized economic diplomacy, and called for the encouragement of public-private partnerships (PPPs) to finance infrastructure that is essential for Africa's development. The Japanese government and TICAD have made a complete paradigm shift. Private investment is to take over from official aid, which had been the basis for the Japanese-African relationship for the previous two decades.

The «New Tacad» outlined by the Japanese Prime Minister at the time is a true «win-win partnership». It is based on a pragmatic and unquestionable observation: aid cannot do everything, and Africa needs first and foremost to invest in viable integration projects. Japan, for its part, must aim for better integration in international trade, and cannot neglect the opportunities offered by African markets. Finally, the strengthening of ties between Asia and Africa must also contribute to the advent of a more harmonious and secure world.

Faced with a slowdown in its domestic demand, the archipelago must find new sources of growth on the international scene. It has strong economic credibility, based

on the quality of its products and their adaptation to African needs. Thus, Toyota has established itself for several years as the foreign brand for African consumers and opinion leaders. Other manufacturers such as Mitsubishi, Nissan, Honda or Isuzu, enjoy a strong image. Toyota Tsusho Corporation, allied in 2012 with the French CFAO, has become the African leader in automotive distribution, retail, and pharmaceutical distribution, with a presence in 46 of the 54 countries in Africa, and nearly \$6 billion in annual sales. In industrial paints, Kansai Paints has established itself as a major player, with a series of acquisitions and the development of businesses in East and Southern Africa. Giant conglomerates such as Sumitomo (steel industry, mining, banking) have a strong presence in the south of the continent. In the North, the automotive supplier Yazaki has made Tunisia its industrial platform: it employs more than 5,500 people and supplies its international customers from its plants in Gafsa and Bizerte.

TICAD VIII, which will take place precisely in Tunisia, from 26 to 28 August 2022, aims to amplify this movement by highlighting opportunities for collaboration and cross-investment. It will highlight the interest for Japanese companies to establish partnerships with private African actors to better benefit from their expertise in order to conquer the continental markets.

Samy Ghorbal

## *JICA bets on major connectivity projects*

The Japan International Cooperation Agency is one of the agencies responsible for implementing Japanese aid to Africa. In addition to traditional cooperation programs, it is committed to training human resources in Africa through the African Business Education Initiative for Youth (ABE). It is also involved in structuring and supporting major continental infrastructure projects that benefit from its financing and involve Japanese companies. In recent years, it has focused on three major connectivity projects in West, Central and East Africa, based in part on public-private partnerships:

- The West Africa Growth Ring, a multimodal corridor that aims to connect Burkina Faso, Ghana, Benin, Côte d'Ivoire and Nigeria;
- The Nacala Corridor, linking the Democratic Republic of Congo, Malawi and Zambia to the Mozambican port of Nacala;
- The East Africa Northern Corridor, linking neighboring countries to the major Kenyan port of Mombasa.

Another Japanese public player, the Japan Bank for International Cooperation (JBIC), is also active in the infrastructure sector, providing loans and guarantees

for investments in energy resources and trade development. It has set up a \$7 billion financing facility, called FAITH 2, to encourage industrialization and diversification of economies. JBIC is invested in the Nacala project.



*Accelerating inflationary pressures and the food crisis will weigh on African growth, in a context of deteriorating public finances. TICAD, the mobilization of Japanese investment and triangular cooperation can help build a more resilient economy*

## ***The challenges of TICAD VIII:***

The eighth edition of the Tokyo International Conference on African Development (TICAD), organized in the Tunisian capital on August 27 and 28, will take place at a critical time for the African continent. The deterioration of the international context caused by the conflict in Ukraine has led to an increase in the price of primary products and an acceleration of inflationary pressures that were already noticeable in the price of foodstuffs. This will weigh on the economic recovery that was taking shape after the pandemic crisis. Africa experienced its first recession in a quarter of a century in 2020, with a 1.9% contraction of its gross domestic product.

Southern Africa - the epicenter of the pandemic - and North Africa were particularly affected, while West Africa was spared. A fairly pronounced recovery began in 2021, when growth on a continental scale reached 4.5%, a performance higher than initially forecast by the IMF. This momentum is likely to be interrupted due to international conflict and the commodity price shock. The IMF has just reduced its forecast to 3.8%. It stresses the risk of exacerbating social and political tensions in the most vulnerable countries, which are both food and fossil fuel importers. On the other hand, for oil and gas producing countries, the increase in resources derived from rents may constitute an opportunity for reform and diversification.



## *A macroeconomic context worsened by the Covid-19 pandemic*

Also on the macroeconomic front, the issue of debt remains a concern. The fiscal situation has deteriorated significantly in most African countries, which have been forced to intervene massively and run deficits to cushion the effects of the pandemic and the 2020 confinements. In North Africa, for example, debt-to-GDP ratios have doubled in the space of ten years, from 40% to around 80% of national wealth. The ratios are less critical in West Africa and Central Africa (54%), but some countries, such as Ghana, are facing difficult circumstances. The mobilization of the international community over the past two years has helped mitigate but not totally reverse the effects of the Covid-19 crisis. The Paris Club and G20 Debt Service Suspension Initiative (DSSI), the World Bank's mobilization of nearly \$90 billion through the International Development Association (IDA) and the IMF's exceptional allocation of \$34 billion in Special Drawing Rights (SDRs) have provided much-needed oxygen to African public finances.

But this aid is far from meeting all the needs: at the Paris summit on May 18, 2021, IMF Managing Director Kristalina Georgieva estimated that African economies would need \$285 billion in additional financing over the period 2021-2025 to erase the aftermath of the pandemic.

Adding to this rather complicated picture is the tightening of monetary conditions in the United States, with successive increases in the Federal Reserve's key interest rates. This is likely to increase the cost of financing for Africa and make access to credit more difficult.

## *The double crisis, food and energy*

La construction d'une économie plus résiliente»Africa must prepare for an unavoidable global food crisis,» warned Akinwumi Adesina, president of the African Development Bank. The problem is twofold: supply and price. In terms of supply, UNCTAD figures show that 25 African countries import more than a third of their wheat from Russia and Ukraine, with dependency rates as high as 60% for Russian wheat in the case of Egypt and 50% for Ukrainian wheat in the case of Tunisia. The possibilities of replacement by intra-African trade are limited, as supply is low. Other exporters, such as France, could take over. But the solution promises to be costly because between May 2021 and May 2022, the price of a ton of soft wheat has doubled. In addition to this factor, there is the compensation factor: most governments subsidize commodities, including cereals, in order to keep the price of bread and pasta at an acceptable level for the consumer. However, soaring prices are occurring against a backdrop of deteriorating government budgets, which may no longer have the same room for maneuver to compensate for price volatility. Another difficulty for the African agricultural sector is the explosion in the price of certain essential inputs, such as fertilizers, whose cost has tripled.

The effects of the energy crisis are added to those of the food crisis: in one year, the price of a barrel of crude oil has risen from 70 to 110 dollars. While this surge is an opportunity for the revival of certain African hydrocarbon projects requiring heavy investments (Senegal-Mauritania, Côte d'Ivoire, Uganda, Mozambique), it is nonetheless problematic on a macro scale, both for public finances and for the economy in general, as the increase in the cost of transport has an impact on the entire price chain.



## ***TICAD and Pathways to African Resilience***

Building a more resilient economy is one of the objectives of the TICAD process, which strongly supports African initiatives in this area. On the agricultural front, Africa must both diversify its partnerships to limit its exposure to the failure of one of its suppliers and develop its own production. With half of the world's undeveloped arable land, it has the assets and potential to do so.

The African Union, through NEPAD, the New Partnership for Africa's Development, which in 2019 will become the African Union Development Agency (AUDA-NEPAD), has adopted an ambitious agricultural strategy, the CAADP. It aims to increase public investment in agriculture by 10% per year and agricultural productivity by 6% per year. It is supported by Japan. In addition, Japan launched the Coalition for African Rice Development (CARD) in 2008 within the TICAD framework, an initiative that has doubled African rice production in a decade.

TICAD VIII, as a multilateral forum, will also act as a diplomatic sounding board for African advocacy. The African Union is calling on the IMF to further assist Africa by reallocating to the continent the share of additional Special Drawing Rights (SDRs) not used by rich countries by 2021. Nearly \$100 billion of wealth could be reallocated to low-income countries.

In terms of trade, the AfCFTA, the African Continental Free Trade Area, which was launched in 2018 and came into effect in 2020, has the potential to increase intra-African trade by 60% by 2025. The AfCFTA represents an opportunity for both Japanese investment and triangular cooperation, as it promotes access to an emerging common market of nearly 1.2 billion consumers, representing a combined GDP of \$2.5 trillion. A closer association of the Japanese private sector with the TICAD process is indeed one of the major thrusts of the Tunis Summit, as nearly 800 Japanese companies and multinationals are already operating in the continent. This strengthened association can be a real lever for the development of the Afri-

can economy, while the continent is suffering from the scarcity of financial resources. Nearly 20 billion dollars have been mobilized by Japan to support businesses and value-creating projects in the fields of the blue economy, health, agriculture, digital or training at the last edition of TICAD, in 2019. The revival of foreign investment is all the more necessary as the financing needs to fill the infrastructure gap are estimated at \$63 billion annually by the African Development Bank. All solutions, from concessional loans to public-private partnerships, must be explored.

Finally, the organization of the eighth edition of TICAD in Tunisia will be a unique opportunity to develop a mutually beneficial tripartite cooperation between Tunisia, Japan and the rest of Africa. Tunisia, where Japan is already the third investor at the national level, has important assets.

Nearly \$20 billion was mobilized by Japan to support businesses and value-creating projects in the areas of the blue economy, health, agriculture, digital or training at the last TICAD in 2019. The revival of foreign investment is all the more necessary as the financing needs to fill the infrastructure gap are estimated at \$63 billion annually by the African Development Bank. All solutions, from concessional loans to public-private partnerships, must be explored.

Finally, the organization of the eighth edition of TICAD in Tunisia will be a unique opportunity to develop a mutually beneficial tripartite cooperation between Tunisia, Japan and the rest of Africa. Tunisia, where Japan is already the third investor at the national level, has important assets. It has a dense network of companies operating in the digital industries, engineering, new technologies in the broad sense, and health. It is a key platform for operating in African markets, particularly the Maghreb and the French-speaking markets of West and Central Africa. The possibilities of this partnership with Japanese companies are outlined in this white paper. They hold great promise and new horizons for Africa's development and shared prosperity...

*Samy Ghorbal*

# The Tunisian Investment Authority

The Tunisian Investment Authority (TIA) was created following the promulgation of Law 71-2016 relating to the investment law. The mission of the TIA is to facilitate the investor's journey in Tunisia, with the aim of transforming business ideas into successful investments.

The TIA is the unique interlocutor of local and international investors. It supports them throughout the life cycle of their project. We work to simplify procedures, reduce administrative delays and costs related to investment projects.

TIA relies on a strategic council comprising key private and public stakeholders to assess the business climate and propose key directions for improving the investment climate.

Through our extensive network of partners, we offer investment advisory services, facilitating the establishment of companies and guiding them through the various stages of their creation.

We intervene mainly in the following missions:

- Participation in the elaboration of laws, reforms, and procedures related to investment in Tunisia ;
- Promotion of investment opportunities in Tunisia;

- Conducting a dialogue between the public and private sectors to improve the business climate;
- The personalized accompaniment of investment projects.

Since its creation, the TIA has contributed to the implementation of 122 projects worth value of 8.1 billion dinars. These projects have led to the creation of more than 39,000 jobs.

Over the year 2020, 58 projects worth 2.8 billion dinars have been declared to the TIA. These projects - 40% of which are of national interest - aim to create 13,491 jobs.

At the level of Japanese investments, the TIA has worked since its launch in 2019, the announcement of two extension projects of Japanese origin for an investment volume of 91.4 million dinars allowing the creation of 2015 jobs, it should be noted that its investments belong to a priority sector for Tunisia namely the automotive industry and that one of the two projects will be implemented in a regional development area



الهيئة التونسية للاستثمار  
TUNISIA INVESTMENT AUTHORITY



/Tunisia Investment Ahtorithy

Rue du Lac Huron, Les berges du lac1, 1053  
Tel : +216 70 248 148 - Ext.403  
Mob: +216 93 598 384  
Fax: +216 70 248 100  
Mail: [contact@tia.gov.tn](mailto:contact@tia.gov.tn)



## *Opportunities in strategic sectors*

Tunisia offers several opportunities in strategic sectors, among others the digital industries, automotive components, pharmaceutical and agriculture.

Indeed, the digital Sector is the new spearhead of the Tunisian economy with roughly 1,800 companies, of which more than 500 are in promising sectors such as AI, IoT, Blockchain, Big Data, and FinTech. And evolving in the direction of being artificial intelligence hub of Africa and the MENA, Tunisia is expected to attract high value investments. It has made a major leap towards the use of these knowledge-intensive sectors during the period of crisis and will make a far greater focus on their modernisation to meet its goal being part of a world where technology rules.

Regarding the Automotive Components sector, it is quite developed. Tunisia is indeed the 3rd car components manufacturer in Africa. The country has been able to build up a very good local supply industry with the presence of a number of foreign

companies. In this sector, Tunisia is attractive than ever. It is well-positioned to take advantage of the revival of the European automotive industry, with an industry built on an export model (more than 65 percent of vehicles destined for Europe), generous incentives and policies that support investment, a specialized efficient pool of talents and an industrial infrastructure geared towards value creation.

In the Pharmaceutical Industry, Tunisia was the first country to develop the pharmaceutical industry in Africa. According to a recent Harvard Business Review study, Tunisia has the most complex industrial state in Africa and according to Bloomberg's one of the 60 most innovative countries in the world.

For the Agriculture, it is a key sector of the Tunisian economy, accounting around 1080 companies of which more than 120 are foreigners and employing 75 000 of the workforces. In this sector, Tunisia has a world leadership position in the organic dates and olive oil segments. Additionally, organic farming is also booming, with 95% potential for converting hectares of olive groves into organic farming, even for BIO as Tunisia is one of the most productive countries in Africa and 1st Country with recognition of the BIO EU equivalence.





## *Tunisia-Japan Cooperation*

Japanese companies have played and are playing in the development of Tunisia's economy, as these companies have greatly contributed to the growth of several industries.

Sixteen Japanese companies have already developed business in TUNISIA employing around 8000 people in manufacturing industries, tourism and services and have regularly received excellent returns on their investments.

Top Japanese players have confidence on Tunisia as a profitable business location at Europe's and Africa's doorsteps: Yazaki Group who has continued to develop its activities with the local people, YAMAICHI ELECTRONICS TUNISIA, YKK Tunisia, SUMITOMO ELECTRIC Tunisia and so on, who share a strong partnership with Tunisia based on many years of corporation and are an important part of the Tunisian ecosystem. Some of them have picked Tunisia as a platform for their research efforts, setting up R&D and engineering centers that employ Tunisian competencies.

**Japan is also the 6th among the TOP 10 of leading issuing countries of FDIs in 2021.**



# Project Presentation



For more information please contact: [www.ccitj-tunisie.com](http://www.ccitj-tunisie.com)



# GREEN & BLUE ECONOMIES

SaharaTec: Sustainable Development in the Desert

Eco Village in the Island of Kerkenah

Desalination of sea water for the production of cherry tomatoes under greenhouse

Manufacture of air and surface disinfection Equipment

Organic Balanced Fertilizers from Poultry Manure.

Production of Biodiesel from Olive byproduct

African oxygen park

Textile Fibers from Polymer Recycling

Installation of a Photovoltaic Power Plant with a Capacity of 9.9 MWp

Production of Photovoltaic Energy on the Roof of our Factory (capacity 5.4 MW)

Creation of a Totally Exporting Company for the Production of Hollow Glass

Tires Waste Recycling in Libya

Smart Garbage for Waste Disposal

The Production Of Green Ammonia

Production and export of electrical energy

The production of green Hydrogen

Management center and treatment of hazardous industrial waste

Sea Product Processing

Recycling of Tuna Fish Waste

Soft Shell Crab Processing



## SAHARATEC: SUSTAINABLE DEVELOPMENT IN THE DESERT

For the restoration of the desert ecosystems as part of the global fight against desertification, a new concept will bring together various activities, using in each sector the best of Skills and new technologies. In the Tunisian desert, more precisely in the governorate of Kebili, on 500 Hectares will be built this integrated, ecological and totally autonomous project. This new concept will allow us to combine agriculture, cattle farming, renewable energies and natural resources.

This harmonious alliance will allow us to obtain a kind of unique oasis in the in the north Africa region.



### Sponsor

Private entrepreneurs



### Location

Kebili, Tunisia



### Area

500 HA



### Investment

24 millions USD.



### Value Proposal

Sustain environment in harsh conditions of the desert.

Develop economic resources for the region

Stop immigration to urban areas



### Investment Considerations

Uniqueness of the concept in the world



### Suggested Partnership

Search for technical and financial partners

2024

Date of start of activity

100

Potential Jobs



## ECO VILLAGE IN THE ISLAND OF KERKENAH

The project consists of an eco-village of about 10 ha, located in the area of Okodouled Ezzedine in the Island of Kerkenah, Tunisia.

Pole Mer intends to host research and training centers for young African in the sectors related to marine ecosystem such as:

- Training in production, development and processing of marine seaweeds.
- Experimental hatchery for the artificial production of alevins and fry fish.
- A research laboratory for the genetic selection of preys, eggs, larvae and seaweeds.
- Experimental farm for the production, breeding and fattening of fish.
- Research lab in phycology.



### Sponsor

Private experienced entrepreneurs



### Location

Island of Kerkenah, Tunisia



### Investment

9,6 millions USD



### Value Proposal

Marine technology is the basis of this project, in which Japan can have substantial input by know-how transfer and equipments



### Investment Considerations

Sustainable development in a very natural environment where technology will join native habitat



### Suggested Partnership

Technological and Financial Partner

9,6 M  
USD

Investment  
requirements

310

Potential Jobs



# A GUARANTEED SUCCESSFUL PARTNERSHIP

[WWW.GAT.COM.TN](http://WWW.GAT.COM.TN)



VOTED  
**THREE TIMES**  
BEST CUSTOMER SERVICE







## DESALINATION OF SEA WATER FOR THE PRODUCTION OF CHERRY TOMATOES UNDER GREENHOUSE.

The project is proposed by a Dutch company created in 2012, and one of the largest producers of cherry tomatoes installed in Tunisia in partnership with a Tunisian operator. With more than 40 hectares irrigated by geothermal energy and an extension program covering 120 hectares which will be irrigated by desalination of sea water.

The purpose of the project is the production of tomatoes in the most sustainable way, especially in winter, with excellent lighting conditions with a total area of 200 hectares of high-tech glass greenhouses for the production of tomatoes, mainly cherry tomatoes, destined entirely for export.



### Sponsor

Pecialized Company in production of Cherry Tomatoes using gethermal Energy



### Location

South-East of Tunisia



### Realized investments

25 million USD



### Desalination capacity

10 k m<sup>3</sup> / Day



### Sales 2021

80 million USD.



### Value Proposal

The project currently in operatio as well as the planned extension respects.

The environment and the sustainable development of the ecosystem in the perimeter of the operation.



### Investment Considerations

An important investment that ensures the creation of jobs in Tunisia to support the socio-economic.

The desalination of sea water and the creation of forest.



### Suggested Partnership

The company is looking for suppliers of desalination technologies. Financial partners.

30 USD  
million

Investment  
requirements

10 years

Time of realization

3500

Potential Jobs



## MANUFACTURE OF AIR AND SURFACE DESINFECTION EQUIPMENT

Created in 2021, the project proposes the manufacture of air and surface disinfection. The project's objective is to develop the use of OZONE as a disinfectant agent by designing, manufacturing and distributing devices for the production, diffusion and control of ozone in the air.

Through the requested partnership, the promoter aims to expand its product range by introducing disinfection devices for food for domestic and industrial use.

The project aims to expand its activities in Africa, during the next 5 years to cover at least 8 countries.



### Sponsor

Industrial company specialized in the manufacture of disinfection equipment.



### Location

Tunisia



### Social Capital

6,2 k USD



### Staff

2 employees



### Value Proposal

To provide the user with air and surface disinfection equipment and surfaces with ozone gas as a disinfectant without the need for human intervention or use of chemical agents



### Investment Considerations

The project ensures a profitability  
The products proposed by the project are not yet developed in Africa.  
Proposal of the best disinfection devices on the African market in terms of quality.



### Suggested Partnership

The company is looking for financial partners in order to develop its activities and expand its sales on the international market.  
And technical partners to improve the quality of the products, to have a better management of the key activities of the company and minimize losses.

270k  
USD

Investment  
requirements

12  
salariés

Potential Jobs

1,5 USD  
million

Projected revenues in  
USD million in 5 years



# ORGANIC BALANCED FERTILIZERS FROM POULTRY MANURE.

The project consists of the construction of a factory that produces organic, balanced fertilizers for agricultural fertilization use, from poultry manure



**Sponsor**  
Companies in the Poultry Industry



**Location**  
Tunisia



**Investment**  
6.6 millions USD.



**Value Proposal**

Poultry Industry in Tunisia is well developed with its 70 years history. On the other hand, Manure is not well exploited



**Investment Considerations**

Organic fertilizers are in very high demand and European market is good niche



**Suggested Partnership**

Technical and financial partners



Investment requirements



Duration of the extension



Potential Jobs



## PRODUCTION OF BIODIESEL FROM OLIVE BYPRODUCT

The project is aimed to promote all the byproducts of the olive, 2nd extraction of oils, production of biomass from olive residues, and finally the production of raw material to produce biodiesel.

We are looking for end-user of our biomass from olive residus like power station producing green electricity by cogeneration , biodiesel plant , biotechnologic companies



### Sponsor

Experienced group of companies in the field of Olive oil and byproduct



### Location

Sfax Tunisia



### Value Proposal

Very high demand for Bio Diesel



### Investment Considerations

Very experienced company in the export of Olive byproduct.



### Suggested Partnership

Commercial Partner

# NOVATION CITY

Novation City is a limited company under private law, based on the principle of Public Private Partnership (PPP).

Supported by leading banking and financial institutions and leading industrial groups, Novation City's main mission is to develop an ecosystem that promotes and connects higher education, research and industry in the field of mechatronics. Novation City also has the mission of developing, managing and leading a new generation of multi-sector smart industrial parks that comply with international and environmental standards and provide services that meet the needs of investors.

## Our Accommodation offer

### Novation Mechatronic City:

- Completely equipped accommodation and an **R&D** area of ~ **44 ha**
- In the center of the city of Sousse served by public transport and benefiting from all urban facilities

### Novation Business City:

- Neighboring Novation Mechatronic City, Novation **Business City** is the first intelligent park dedicated to service activities in Tunisia.
- It covers **56 ha** to host offshoring activities

### Novation Industrial City:

- Multi-sectoral **industrial zone** of ~ **142 ha**, fully developed and urbanized
- Located at the edge of the A1 highway and close to the airport and the new port of Enfidha

## Novation City Strengths

**THE NEW INNOVATION POLE OF NORTH AFRICA: A KNOWLEDGE TRIANGLE, A POOL OF SKILLS AND A HUB WHERE RESEARCH, EDUCATION AND INNOVATION INTERACT**



A strategic location  
and a unique positioning



A complete accommodation  
offer with international standards



A complete and  
customized service offer



An Innovative techno park  
with a dynamic ecosystem



# AN OPTIMIZED ENVIRONMENT IN THE SMALLEST EVERYDAY LIFE DETAILS FOR AN INCLUSIVE GROWTH

## Accessibility

Novation city sites are strategically positioned, providing very good accessibility and access to the best infrastructure in the country

## Security

Robot & video surveillance and perimeter protection

## Connectivity

Novation city offers companies the best services available in Tunisia in terms of connectivity and network



## Investing in Novation City

**A NEW CITY WHERE YOUR BUSINESS CAN GROW AND INNOVATION WILL THRIVE**



2 mechatronics research centers



+1 200 Students



242 Ha Global Surface



100 Companies member its cluster



2 sites in Sousse and Enfidha



20 collaborative projects



2 Engineering Schools (mechanical, Electrical, Mechatronic, IT, AI, ...)



+50 partners





## AFRICAN OXYGEN PARK

### WOOD PRODUCTION IN A FOREST SETTING



#### Promoter

Axe Capital Forest



#### Location

North of Tunisia



#### Investment cost

300 millions/USD



#### Surface

900 Ha



#### Jobs

+ 1400



The "Oxygen Park" is a project, designed to develop and exploit a forest area by planting Paulownia trees and take advantage of its noble wood and its rapid growth in the context of a green economy in northern Tunisia.

The experimental phase in Tunisia has begun in order to confirm all the favorable indicators previously announced and attributed to the Paulownia species.

The concept is based on the establishment of an agricultural bio-industry sector and a virtuous, structured, modernized and competitive Forestry Sector.

The sectors are indeed a «typical model» of circular economy which, from the agricultural and forestry upstream to the industrial downstream, which can create at each stage ecological and economic value.



#### Value Proposition

The «Green» economy draws a new sector of forestry future in Tunisia because it represents today an interesting alternative to the growing import of wood.

This investment opportunity offers, after only 5 years of maintenance of plantations, a significant benefit for high demand products.



#### African Dimension

The geographical position will make this project the first site in Africa in the production of wood and honey at a lower cost and with other significant advantages.

The production will be sold on the Tunisian market at a very advantageous price and will be present in Africa.



#### Next steps

The development plan of the "AFRICAN OXYGEN PARK" plantation and its surroundings, will be carried out through an international call for tenders open to private or public investors or by spontaneous offer.

A business model in a form of PPP collaboration, will be put in place to ensure the high performance of the operation.

99 000

Planted trees

300 Ha

Green space

100 Ha

Artificial lake

40

Established Companies



## TEXTILE FIBERS FROM POLYMER RECYCLING

Our company develops advanced and highly innovative polymer solutions for the world of textile materials. we produce recycled textile yarns from post-consumer plastic bottles.



**Sponsor**  
Experienced in the textile industry



**Location**  
Center of Tunisia



**Investment**  
7 millions USD.



### Value Proposal

Recycling plastic in general is an activity that serves the environment.

Producing useful byproduct from plastic helps protect the environment



### Investment Considerations

Experience in textile industry



### Suggested Partnership

Technical and/or financial  
Financial partners.



# ARS TUNISIA, A DIFFERENT WAY TO DO BUSINESS !

Being A Leader in its field, ARS Tunisia is ahead of its time.

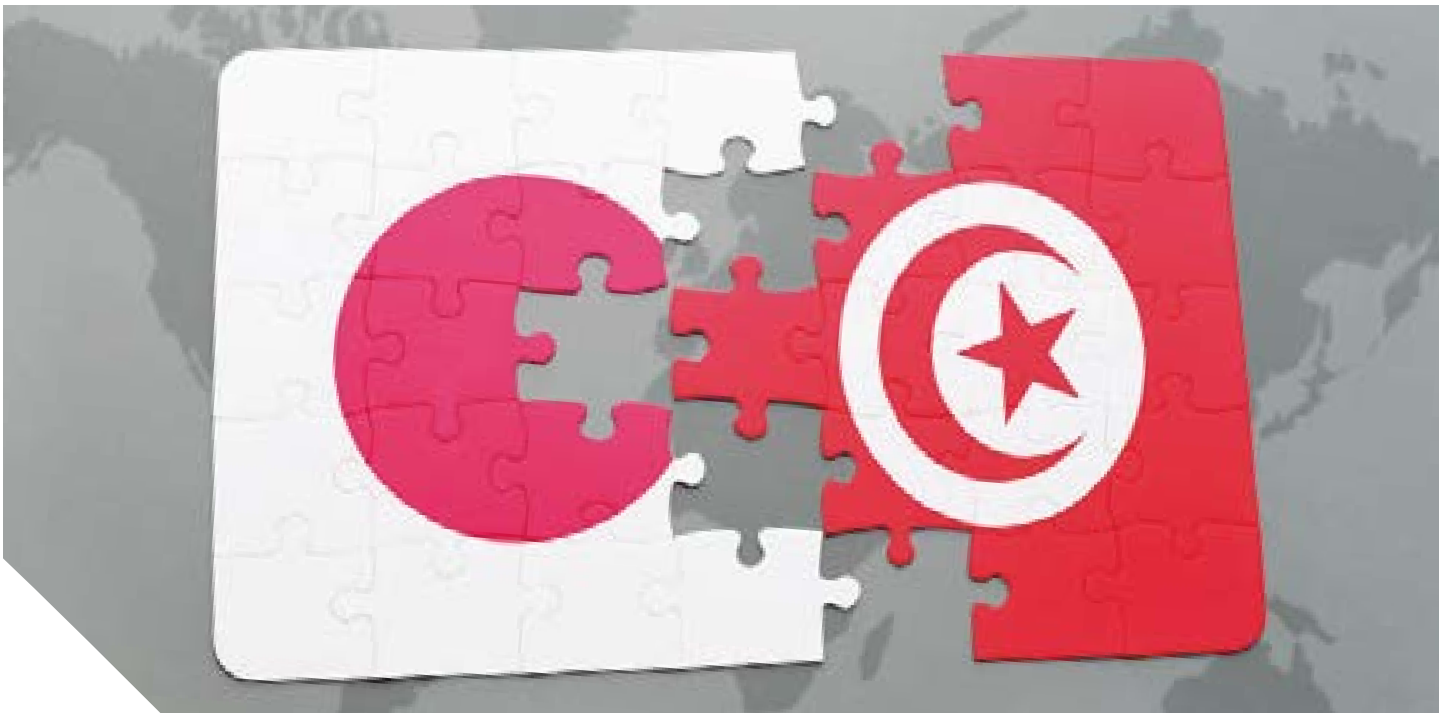
Exclusive Representative of Aon Group in Tunisia, the world leader in Risk Management Consulting, Insurance Brokerage and Consulting in the Management and Administration of Human Resources

We create insights that bring unique and innovative solutions for business leaders to help protect and grow their activities.

We help customers identify, measure and manage current risk exposure while managing costs and being well insured.

We provide unique approaches to serve our customers and achieve the expected results.

Our prosperous professional experience and strategies of attracting fresh talents are keys to our success in the Market of Insurance and reinsurance



On the occasion of this major event, We are firmly motivated to deploy our knowledge and deep expertise to seek-out the best tailor-made solutions for Japanese Investors and future Partners, as well as to strengthen the triangular cooperation between Japan, Tunisia and Africa.



89 Bis, Avenue Habib Bourguiba 2080  
Nouvelle Ariana - Tunis, Tunisia

[contact@arstunisie.com](mailto:contact@arstunisie.com)  
[www.arstunisie.com](http://www.arstunisie.com)



## Green & Blue Economies

# INSTALLATION OF A PHOTOVOLTAIC POWER PLANT WITH A CAPACITY OF 9.9 MWP

Our Multisectorial group of companies is involved in industrial transformation of several products such as glass, aluminum. Within this framework, it intends to have its own clean electricity power plant to reduce cost production and to lower its carbon footprint.



### Sponsor

Renown group of companies



### Location

Tunisia



### Investment

7 millions USD.



### Suggested Partnership

- 1 / Search for a company for the development of the project, assembly and start-up
- 2/ Search for access to subsidized credits for the financing of RE



## Green & Blue Economies

### PRODUCTION OF PHOTOVOLTAIC ENERGY ON THE ROOF OF OUR FACTORY (CAPACITY 5.4 MW)

Our long experience in the hollow glass industry gave us a good exposure in the local and international market. Our company is among a Multisectorial group of companies involved in industrial transformation of several products such as glass, aluminum. This new unit, will be totally dedicated to export with a yearly capacity of 90000 Tons.



#### Sponsor

Renown group of companies



#### Location

Tunisia



#### Investment

5.6 millions USD.



#### Suggested Partnership

- 1 / Search for a company for the development of the project, assembly and start-up
- 2/Search for access to subsidized credits for the financing of RE



## CREATION OF A TOTALLY EXPORTING COMPANY FOR THE PRODUCTION OF HOLLOW GLASS

Our long experience in the hollow glass industry gave us a good exposure in the local and international market.

Our company is among a Multisectorial group of companies involved in industrial transformation of several products such as glass, aluminum. This new unit, will be totally dedicated to export with a yearly capacity of 90000 Tons



### Sponsor

Renown group of companies



### Location

Tunisia



### Investment

5,6 millions USD.



### Suggested Partnership

- 1 / Search for a company for the development of the project, assembly and start-up
- 2/Search for access to subsidized credits for the financing of RE





[www.yazaki-europe.com](http://www.yazaki-europe.com)

**Phone:** +216 70018203    **Fax:** +216 70018299

**Mobile:** +216 98 763 388

**E-Mail:** [ghada.ouertani@yazaki-europe.com](mailto:ghada.ouertani@yazaki-europe.com)

GP8 Route de Tunis,  
Bouchkara, El Alia, Bizerte - Tunisia



Africa  
Transport  
& Logistics  
solutions



## TIRES WASTE RECYCLING IN LIBYA

We are considering the launch of a tires recycling plant by transforming them into Tire Cheeps which will be used as TDF-Tires Derived Fuel in Cement Plants or into rubber which will be used for the manufacture of artificial turf. Non-reusable used tires are transported to the processing center where they are offered a second life:

Combustible, Silage tarps, Synthetic grass, Road surfacing, Molded objects (carriage wheels, etc.); Roofs...



### Sponsor

Joint Venture of Libyan and Tunisian investors



### Location

Libya



### Investment

500 K USD.



### Value Proposal

Mitigation of the environmental impact of used tires in Libya.

Transform tire waste into useful income for development.

CO2 savings of 1500T per year



### Investment Considerations

Very large deposit of used tires of more than 2 million tons which increases each year by 600 thousand tons.

The industrial cost is low since energy is very cheap in Libya as well as transport.



### Suggested Partnership

The promoter is looking for a Japanese partner (technical and financial) to Join-Venture and launch a tire recycling plant.

500 k  
USD

Investment  
requirements

1 year

Duration of the  
extension

## SMART GARBAGE FOR WASTE DISPOSAL



The project is aimed at the implementation of an industrial process of collection at the source of non-hazardous waste via intelligent garbage Bins polyvalent by its multiple functions, sorting, compression and storage while using solar source of energy.



### Sponsor

Startup



### Location

Tunis, Tunisia



### Investment

3.75 millions USD.



### Value Proposal

Waste is a real environmental problem in Africa. Quantities are enormously high and the benefit of processing is certain.



### Investment Considerations

Several byproducts will be produced such as recycled paper, manor, plastic byproducts.



### Suggested Partnership

Financial and commercial Partner

3.75 M  
USD

Investment  
requirements

3 years

Duration of the  
extension



## THE PRODUCTION OF GREEN AMMONIA

Created in 2022, the project is a company specialized in the research and development of renewable energies.

It aims to produce green ammonia at a competitive price from 100% solar energy, in Tunisia for sale on the Tunisia for sale on the domestic market. The project will serve as a model for a production of green ammonia on a larger scale in Tunisia that can be exported to Europe. The plant consists of a 18 MW photovoltaic plant connected to an electrolyser electrolysis and ammonia plant of 10 MW to produce 3,500 tons of 100% green ammonia per year.



### Sponsor

A company specialized in the research and development of renewable energies..



### Location

South-East of Tunisia



### Realized investments

990k USD



### Staff

13 employees



### Value Proposal

The marketing of Ammonia 100% green and at an attractive price for existing consumers. existing.



### Investment Considerations

A nascent market with enormous potential. Deployment of renewable of renewable energy technologies. The important solar potential of Tunisia.



### Suggested Partnership

The company is looking for technical and financial partners financial partners, for the realization of the project

39m  
USD

Investment  
requirements

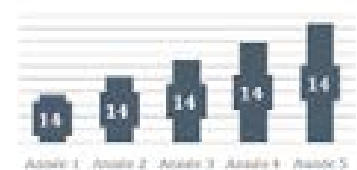
2 years

Payback period of the  
Investment cost

158

Potential Jobs

Estimated revenues in USD million





## PRODUCTION AND EXPORT OF ELECTRICAL ENERGY

The project aims to provide a 500MW of solar power in Tunisia and sell to Tunisia and sell to buyers in Malta within the framework of a long-term PPA via an HVDC transmission line dedicated to export.

The project is composed of a hybrid CSP/PV solar power plant associated with the thermal storage device, located in the south of Tunisia with a Tunisia with a direct current electrical link to export link to export renewable electricity with conversion stations in Tunisia and Malta.

Since the creation, the promoter has succeeded in signing two PPA agreements with a total of 1000MW.



### Sponsor

A company specialized in the research and development of renewable energies.



### Location

Tunis, Tunisia



### Realized investments

990k USD



### Staff

13 employees



### Value Proposal

Production of 100% renewable electricity renewable, controllable electricity with a stable and very competitive cost of electricity, exported to Malta via a direct current (HVDC) submarine cable.



### Investment Considerations

It has a large capacity to produce renewable energy with low carbon emission.

The price of electricity is stable and very competitive with the European price...



### Suggested Partnership

The company is looking for technical and financial partners, for the realization of the project.

4 575 USD  
million

**Required  
Investment**

2 years  
& half

**Payback period of the  
Investment cost**

5635

**Potential Jobs**



Estimated revenues in USD million

# Leader en Assurances des Entreprises



**L'ASSURANCE DES CYBER-RISQUES & EQUIPEMENTS  
INFORMATIQUES / ELECTRONIQUES**

**L'ASSURANCE MULTIRISQUE ENTREPRISES**

**L'ASSURANCE-CRÉDIT À L'EXPORT ET DOMESTIQUE**

**L'ASSURANCE SANTÉ ET RETRAITE & FIDÉLISATION**

Grâce à son panel de Réassureurs mondiaux de 1<sup>er</sup> rang, ASTREE ASSURANCES protège efficacement votre Entreprise et lui permet de continuer à exercer son activité en toute sécurité .







## THE PRODUCTION OF GREEN HYDROGEN

This project is fully integrated for the production of green Hydrogen at competitive prices from 100% solar energy in Tunisia. And it will be one of the first of a series of commercial plants to use the Transmed pipeline to export green export green hydrogen.

The project's units (PV unit; hydrogen unit and ammonia unit) will be located on a 2,000 hectare site in the southern 2,000 hectare site in the southern region of Tunisia, close to a close to a developed industrial zone.).



### Sponsor

A company specialized in the research and development of renewable energies..



### Location

South-East of Tunisia



### Realized investments

990k USD



### Staff

13 employees



### Value Proposal

The production of hydrogen 100% green and sell it at an attractive price for consumers of green molecules.



### Investment Considerations

A nascent market with huge potential enormous potential.  
Deployment of renewable of renewable energy technologies.  
The important solar potential of Tunisia.



### Suggested Partnership

La société est à la recherche de partenaires techniques et financiers, pour la réalisation du projet.

969M  
USD

**Required  
Investment**

2 years

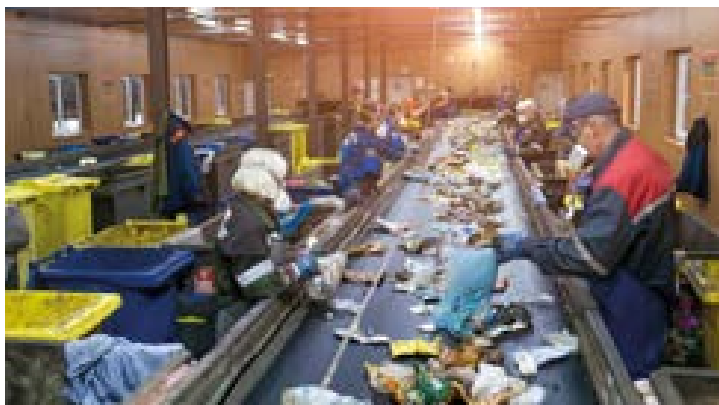
**Duration of  
the extension**

5635

**Potential Jobs**



Estimated revenues in USD million



## MANAGEMENT CENTER AND TREATMENT OF HAZARDOUS INDUSTRIAL WASTE

Group of 51 companies active in the aerospace field aeronautics and space based in Tunis since 2006 is considering the establishment of a management and treatment center for hazardous hazardous industrial waste.

Aeronautical companies are facing difficulties in difficulties to treat hazardous industrial waste, especially particularly following the closure of the only center in Tunisia in Jradou.

The treatment and disposal are provided by the company in charge of the operation, where the obligation to create an integrated center dedicated to the management and treatment of industrial waste hazardous.

A need that is expressed not only by the aeronautical industry but also by the whole Tunisian industry as the automotive, electronics, plastics .



### Sponsor

Group of companies in the field of aeronautics



### Location

Tunis, Tunisia



### Estimated total investment

5 millions USD



### Total waste treated

150 K tons per year



### Value Proposal

The establishment of a waste management and treatment center for will have a positive impact on the positive impact on the aeronautics industry in Tunisia both in level of:

- employment
- production
- the attractiveness for investors the ecosystem



### Investment Considerations

- The local market
- The international market.



### Suggested Partnership

- Technology partners.
- Technical and financial partners.
- Management and operation

# Committed to your international growth

— A key player in Tunisia, BIAT is a universal bank part of a solid and diversified financial group.

BIAT provides you with a wide network of correspondent banks and offers you its expertise for your international expansion needs and the realization of your projects.

A single contact to support and guide you : [ddi@biat.com.tn](mailto:ddi@biat.com.tn)

www.biat.com.tn





SEA PRODUCT PROCESSING

Industrialized a complete fish-based meal for the Japanese market

- 1/ Fish based soup (the Dashi) ,
- 2/ Sushi
- 3/ The dorayaki



Sponsor

Experienced Sea food Processing Companies



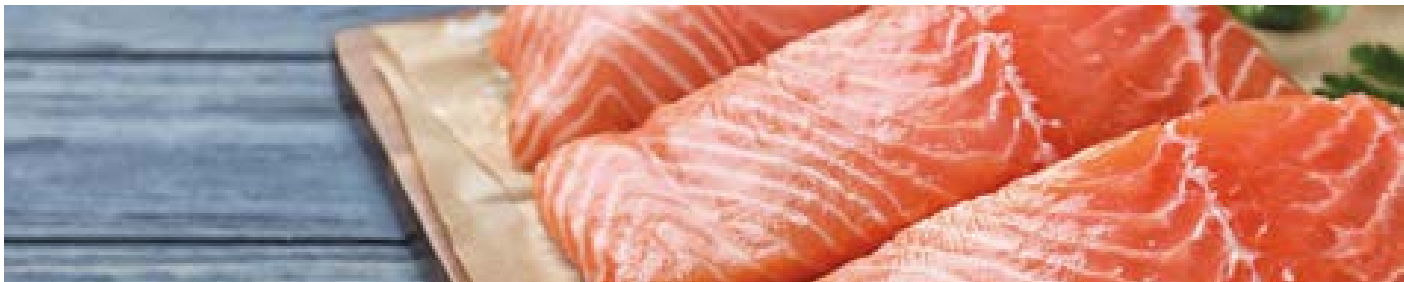
Location

North of Tunisia



Investment

3 millions USD



Value Proposal

Quality of sea products from the Mediteranean.



Investment Considerations

Experience acquired in the field of food processing

Opportunities in the European and Japanese Markets



Suggested Partnership

Technical and financial partners

Development of export activity to Japan and Europe

3 M  
USD

Investment requirements

2 years

Duration of the extension

107

Potential Jobs

## RECYCLING OF TUNA FISH WASTE



Slaughter waste of Tuna fish is thrown directly into the receiving environment with increased risks of contamination of the groundwater. The quantity of this waste over the last decade has been estimated at 150,000 tons around the Mediterranean rim.

The results of our biochemical study showed that this waste has an excellent quality and an exceptional richness in omega3 (5 times richer compared to the raw material used by competitors).

Our Process uses a new concept that has been tested through clinical studies conducted in France on 123 patients. The results showed that the preventive effect against cardiovascular diseases is 30% more significant.

We can then enjoy both lower cost and higher efficiency! Our products are both 30% cheaper and 30% more effective.



### Sponsor

Experienced Company if the fish processing



### Location

Tunisia



### Investment cost

17 millions USD



### Suggested Partnership

1. Industrial equipment supplier specializing in the separation industry and the ultra-refining of marine oils.
2. Commercial partner for the European, Asian and American market.
3. Financial partners (Japanese investment fund, crowdfunding, venture capital, seed fund, accelerators etc.)



## SOFT SHELL CRAB PROCESSING

«Temna» is a soft shell crab rearing and processing company. It will be located on the seashore in the south of Tunisia near the island of Djerba.

The main product is derived from blue crab and processed using the «crabjar» which is a patented process nationally and submitted internationally through PCT.

Our goal is to create this unprecedented product in the whole of Africa due to blue crab being a new invasive species. This will add a new protein source for the local population as well as a much needed source of income.



### Sponsor

Local Sea Food Industrial Companies



### Location

Djerba, South of Tunisia



### Investment

One million USD



### Value Proposal

Crab has been invading the South of Tunisia for the past few years. Nowadays, it's become a new source of revenues and export activities due to the high demand in Europe.



### Investment Considerations

Excellent Export Perspectives to Europe and Japan



### Suggested Partnership

Technical partners  
Financial partners.

One M  
USD

Investment  
requirements

87

Potential Jobs



THE NEW **ACCORD**  
DRIVES YOU FORWARD



*Disponible aussi en vente Hors Taxes*



**Tunis**  
Route de Gammarth BP 127 - 2076 Horne Elriadh  
Tel: +216 98407900  
e-Mail: [contact@honda.tn](mailto:contact@honda.tn)

**SOUSSE**  
ZPS Zone Industrielle - 4002 - Soussa  
Tel: +216 20 377777  
e-Mail: [commercial@certech.com.tn](mailto:commercial@certech.com.tn)



# **DIGITAL, ARTIFICIAL INTELLIGENCE & SPACE TECHNOLOGY**

Solution to optimize energy usage and carbon footprint

4.0 Platform Solution for Productivity Improvement

Smart Irrigation Solution

African Nano-Technologies University

Mobile Application for Coffee producers

Touristic Smart Mobile Application

Tunisian Japanese Audiovisual Production

Supply Chain Digitalization

IT Technopark on Public Private Partnership

Digital Payment using QR Code

Development of an E-Commerce Eco-System In Tunisia

IT platform for Advanced Intensive Care Information System

Virtual Reality for the Rehabilitation of People

Production of Intelligent Swimwear

African Center for Excellence in Artificial Intelligence

Manufacturing of robotic systems and mobile robots

Creation of Aeronautics Training Center

Design and manufacturing of the academic Satellite «TUNSATI»

Production of Fixed End Drones

Industrialization of Nanosatellites

## SOLUTION TO OPTIMIZE ENERGY USAGE AND CARBON FOOTPRINT



This project was created in 2018 by a team of energy and IT engineers. It has developed an IoT solution that helps companies optimize their energy usage (consumption & production) in order to reduce their costs and their carbon footprint.

The project is currently in an acceleration phase in Tunisia and in an expansion international scaling, with a focus on the Middle East and African regions.

The clients span across several sectors and industries, going from retail, telecoms, buildings, town halls, and even within the industries, APPOLO is working with players from the pharmaceutical industry, to aeronautics, cement plants, and others.



### Sponsor

Company specialized in the development of energy management solutions.



### Location

Tunis, Tunisia



### Investment made

1.8 million USD.



### Staff

12 employees.



### Sales 2021

300k USD



### Value Proposal

The solution allows customers to be in control of their energy usage, through a visualization of their energy consumption, in real time, on a Dashboard and mobile application, but also through the automation of certain processes.



### Investment Considerations

A wide range of customers, and cover several sectors.

The mastery of technology.  
The market is in strong growth.



### Suggested Partnership

The company is looking for technical and financial partners for the realization of the planned extension in MENA and Africa

1.8 USD  
million

Investment  
requirements

40

Potential Jobs

1 year

Time of realization

## 4.0 PLATFORM SOLUTION FOR PRODUCTIVITY IMPROVEMENT



Industry X.o has created a digital way forward for industrial operations with one elegant solution, the CIP AUDIT. The fully integrated and the most complete system digitizes and centralizes continuous improvement processes right from the shop floor.

CIPA is the problem-solving solution for Industry 4.0 created by Industry X.o. It's a collaborative platform mobile and web application based with a field inspection application that empowers your staff. It can be used as inspection software that provide visibility and insight to help and improve environmental, safety and quality performance levels in a business. CIPA also serves as an inspection management tool, allowing your team to collect reliable data, standardize procedures, provide reports, and highlight problems that need to be resolved, follow their resolution in a structured and agile way.



**Sponsor**  
Startup



**Location**  
Tunis, Tunisia



**Investment made**  
1.23 K USD.



**Staff**  
10 employees.



### Suggested Partnership

The company is looking for financial partners for the development of the market

5 USD  
million

**Investment  
requirements**

1 year

**Time of realization**

# Possibility is transforming challenges into opportunities

**Proud partner of the Japanese African-led Development.**

With a network that covers **35** countries in Africa, Marsh is the continent and world's leading risk advisor, insurance and reinsurance broker. We provide our clients with a holistic view of risk, offering bespoke insurance solutions that navigate trends across industries, geographies, goals and business strategies.



**marsh.com**

IRIS building , 2<sup>nd</sup> level, Lac Mälaren Street  
Les Berges du Lac 1  
+216 70 168 089  
Mayssa.Haouet@marsh.com

## SMART IRRIGATION SOLUTION



We propose an intelligent irrigation solution to help agricultural producers minimize production costs and increase productivity via our connected soil sensor and mobile online platform.

We offer self-calibrating sensor without requiring any technological know-how or the intervention of a technician to install it and set it up for customers



### Sponsor

A Startup mastering connectivity



### Location

Tunisia



### Investment

0,5 million USD.



### Staff

20 employees.



### Value Proposal

Soil and Water preservation is very important in the current climate crisis humanity is enduring.



### Investment Considerations

Very Dynamic team



### Suggested Partnership

Technical, Commercial & Financial partner to explore next markets

0,5 M  
USD

Investment  
requirements

20

Potential Jobs

1 year

Duration of the  
extension



## AFRICAN NANO-TECHNOLOGIES UNIVERSITY

A unique degree program in materials physics and nanotechnology, students receive a fundamental education in physics, chemistry and mathematics, combined with technology-oriented materials science courses and a solid background in the design and development of systems and solutions in micro and Nano electronics :

- FPGA Programmable circuit
- VLSI « Very-Large-Scale Integration ; very large scale integrated circuit.
- LDP
- CPLD
- Etc...



### Sponsor

Recognized major group of companies in Tunisia



### Location

Tunisia



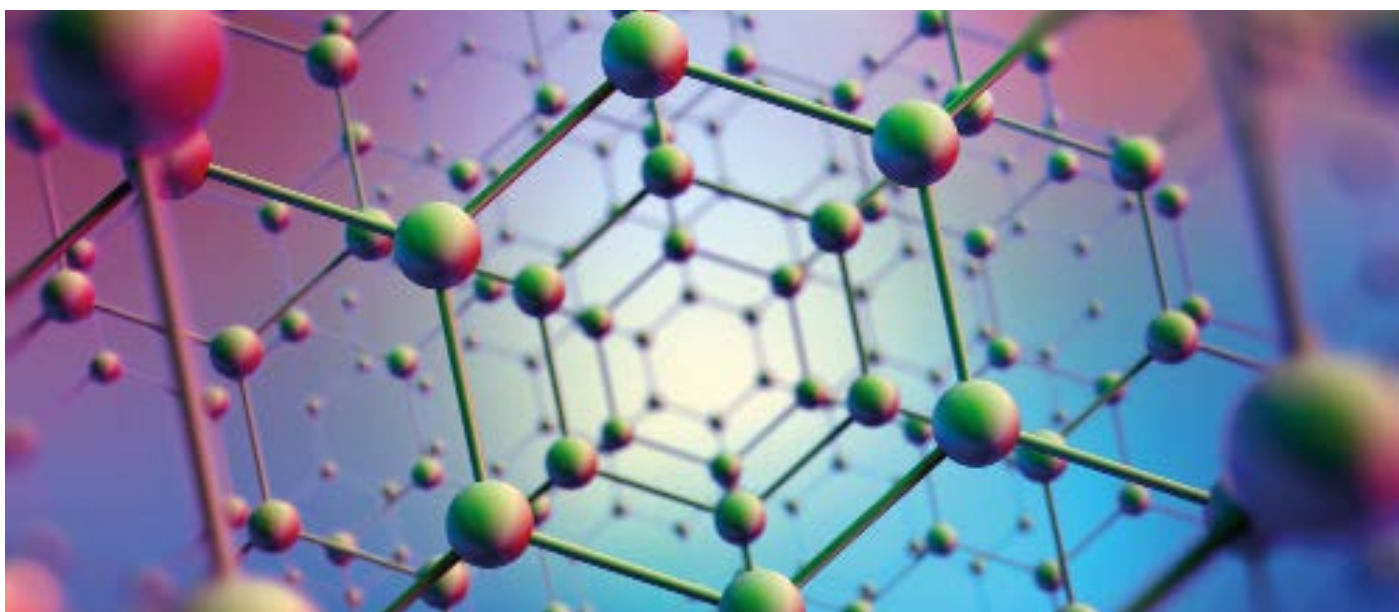
### Investment

650 K USD.



### Staff

50 employees.







## MOBILE APPLICATION FOR COFFEE PRODUCERS

The largest coffee exporters in the world are trying to protect coffee farms around the world to ensure the good quality of the beans and to gather as much as possible data that can help increase productivity.

Our project is a no-code web and mobile application that provides various features to manage and analyze different information captured from connected sensors to optimize the quantity and the quality of the crop.



### Sponsor

A Startup mastering needed integration



### Location

Tunisia



### Investment

One million USD.



### Staff

40 employees.



### Value Proposal

Several sensitive factors can affect the quality and the quantity of any crop.

Mobile computing, sensors and data analysis can help optimizing the production of any type of produce.



### Investment Considerations

Confirmed technical mastering



### Suggested Partnership

Commercial & Financial partner

One M  
USD

Investment  
requirements

20

Potential Jobs

**TuNur is a renewable energy, transmission & green hydrogen developer, specialised in the Mediterranean region.**

**TuNur社は、地中海地域に特化した再生可能エネルギーの発送電事業、及び水素事業デベロッパーです。**

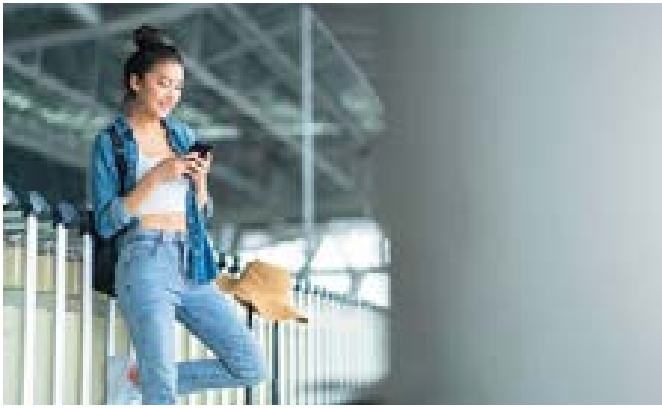
Development of large-scale decarbonisation projects in Tunisia and the Mediterranean region.

Long-term partner of Tunisia, contributing to renewable energy growth in the region.

Opening new low-carbon energy corridors between Africa and Europe.



## TOURISTIC SMART MOBILE APPLICATION



We have developped a touristic guide to show you around historical sites in a given city. These sites are located through their GPS coordiantes. The user will have videos and useful information about the history of the cite.

Our solution also offers intelligent circuits for tourists so that they visit the city intelligently without wasrting time.



### Sponsor

A Startup mastering needed integration



### Location

Tunisia



### Investment

100 K USD.



### Staff

10 employees.



### Potential Jobs

10



### Investment Considerations

Confirmed technical mastering



### Suggested Partnership

Commercial & Financial partner

## TUNISIAN JAPANESE AUDIOVISUAL PRODUCTION FOR AFRICA



Our activity is focused on the Japanese and Tunisian audiovisual and cinematographic market due to the dual Japanese and Tunisian culture of the manager, his professional experience in Japan for 10 years and the Japanese language skills of the team.

The company has carried out projects with Japanese companies including a documentary project with the Japanese public channel NHK. Moreover, the linguistic skills of Tunisians in French and English allow to cover the whole African continent. The proposal is to develop partnership with audiovisual companies in Japan to realize projects and specific missions in Africa.



### Sponsor

Well Experienced Japanese and Tunisian team



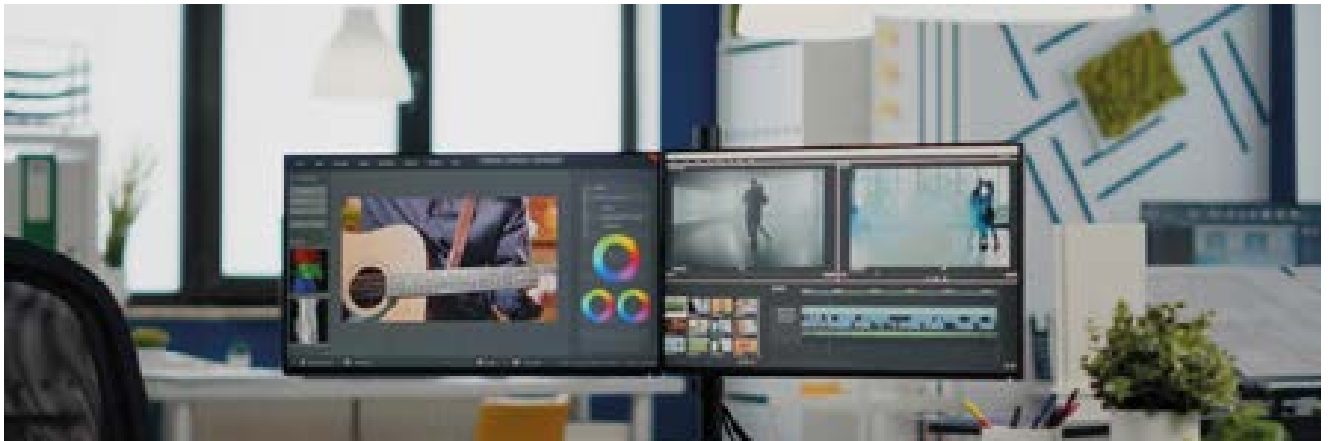
### Location

Tunisia



### Staff

10 employees.



### Value Proposal

Dual culture Japanese-Tunisian team



### Investment Considerations

Totally integrated services in the domain of Audiovisual production



### Suggested Partnership

Technical, Commercial & Financial partner to explore African Markets



## SUPPLY CHAIN DIGITALIZATION

Supply chain digitalization in a PPP with the ministry of trade and export development and the ministry of agriculture of Tunisia.

1. modelling of digital solutions covering the management of production as well as the follow-up of services with agricultural stakeholders and the Ministry of Agriculture.

2. modelling of digital solutions covering supply chain processes wholesale markets, agricultural transport and cold storage units.



### Sponsor

Digital Company based in Tunis and in London



### Location

Tunis-UK



### Value Proposal

The control of the cost and the distribution of agricultural products in the African continent can contribute to the reduction of prices and corruption.



### Investment Considerations

Multinational team in the digital domain



### Suggested Partnership

Technical, Commercial & Financial partner to explore new markets in Africa

1 year

Duration of the extension

20

Potential Jobs



## IT TECHNOPARK ON PUBLIC PRIVATE PARTNERSHIP

The project is aimed at a creation of an Ecosystem that promotes innovation in an already existing technology campus in Manouba, Tunis.

It will be created through a Private Public Partnership venture with the Private having a minimum of 51% stake. International players in the ICT field will be attracted



### Sponsor

Tunisian Government



### Location

Manouba, Tunisia



### Investment

332 millions USD.



### Value Proposal

Tunisia is among top African countries having highest per capita engineers in the ICT field. Several international companies are already installed in Tunisia and Startup ecosystems are very active



### Investment Considerations

Very profitable field of investment compared to Europe, Asia and certain region in Africa



### Suggested Partnership

Private Partners

332 USD  
million

Investment  
requirements

3 years

Time of realization

## DIGITAL PAYMENT USING QR CODE



Any company can integrate this mobile payment solutions without the need of having its own website.

A specific QR code is generated as a result of the payment using a bank card.



**Sponsor**  
Tunisian Government



**Location**  
Manouba, Tunisia



**Investment**  
2 millions USD.



**Value Proposal**

Mobile payment can be generalized vis this application. The technology of QR code is the key feature of this technology.



**Investment Considerations**

Very useful for African countries where sophisticated payment technologies are not accessible.



**Suggested Partnership**

Fund raising

2 USD  
millions

**Investment requirements**

2 years

**Time of realization**

20

**Potential Employment**



## DEVELOPMENT OF AN E-COMMERCE ECO-SYSTEM IN TUNISIA



The aim of this project is the development of a complete E-Commerce Eco-System on an Industrial Scale including Domestic delivery, to make Tunisia a major B2C e-commerce exporter and a hub to and from EU and Africa. This project can then be duplicated to other African countries which have a good potential for the integration of such technology.



### Sponsor

Experienced European-Tunisian E-commerce team



### Location

Tunis



### Investment

2 millions USD



### Value Proposal

Bringing international best practices at large scale & integration to partners worldwide



### Investment Considerations

Duplicable project for other African countries



### Suggested Partnership

Co-Investors  
To set up a fleet of electric utility vehicles with a partnership of a Japanese automaker

2 years

Duration of the realization

2 USD millions

Investment requirements

200

Potential Jobs

## IT PLATFORM FOR ADVANCED INTENSIVE CARE INFORMATION SYSTEM



Founded in 2015, the startup provides hospitals with innovative clinical information systems to manage the most complex and expensive care in a very demanding environment.

The company leverages clinical data to improve overall patient safety, quality of care, and financial performance and facilitate clinical research.

Designed to be interoperable with all electronic equipment and technical platforms, the solutions provide the healthcare team with advanced decision support, structured documentation and powerful analysis tools across the entire spectrum of care services.



### Sponsor

The start-up was founded by a group of engineers who graduated from top French schools and a doctor with extensive experience in Europe and North America in e-health and medicine.



### Location

Tunis



### Realized Investment

720k USD



### Staff

7



### Sales 2021

50k USD.



### Value Proposal

The start-up offers innovative diagnostic solutions and proactive care by leveraging clinical data to provide solutions to complex care while putting the patient at the center.



### Investment Considerations

Technical platform at the cutting edge of technology.  
Equipment of one of the most important university hospital in North Africa.  
E-health and AI health market in very strong growth market.



### Suggested Partnership

Financial partner for the implementation of the business plan.

Partnership in the certification and distribution of the solutions in Asia, Africa and Europe.

16,000

Number of man-days  
of development

3.9 USD  
million

Investment  
requirements

40

Potential Jobs



# BTNET

BUSINESS *Plus*

## ACCÉLÉREZ VOTRE TRANSFORMATION DIGITALE

La gestion de vos flux et de vos  
liquidités 100% digitalisée.



Optimisez  
vos paiements



Pilotez  
votre trésorerie



Certifié par TUNTRUST  
pour la signature  
électronique



Centre de relation client 81 10 12 12

[www.bt.com.tn](http://www.bt.com.tn)

## VIRTUAL REALITY FOR THE REHABILITATION OF PEOPLE



Our Company is developing a new solution using virtual reality and portable computing for the rehabilitation of people with disabilities caused by stroke and brain damage with the possibility of treating patients who suffer from Post Covid syndrome. The same solution could also be applied for sports activities.



### Sponsor

Very Dynamic Startup



### Location

Tunisia



### Investment

0,5 million USD.



### Staff

20 employees.



### Value Proposal

Computer assisted rehabilitation and medical care in general has a noble mission especially in the post covid situation



### Investment Considerations

Very Dynamic team



### Suggested Partnership

Technical, Commercial & Financial partner to explore next markets

0.5 M  
USD

Investment  
requirements

20

Potential Jobs

1 year

Duration of the  
extension



## PRODUCTION OF INTELLIGENT SWIMWEAR

Our Company is working on developing a smart swimwear using Artificial Intelligence helping detecting a swimmer facing a drowning accident and evacuating him out of the water using a hidden inflatable buoy.

The project is the results of the research conducted by Dr. Mohamed Kharrat while following a Master and PhD program at The University of Tokyo.

	<b>Sponsor</b> A Startup mastering needed integration
	<b>Location</b> Tunisia
	<b>Investment</b> One million USD.
	<b>Staff</b> 30 employees.

### Value Proposal

Artificial Intelligence is assisting in saving lives and reacting to unforeseen incidents. Drowning is among these incidents where fast intervention is needed and AI will help.

### Investment Considerations

Confirmed technical integration capacities

### Suggested Partnership

Commercial & Financial partner

One M  
USD

Investment  
requirements

200

Potential Jobs

# AFRICAN CENTER FOR EXCELLENCE IN ARTIFICIAL INTELLIGENCE



Based on our long Experience, the African Center of Excellence in Artificial Intelligence and a Tunisian-Japanese center will bring together innovation, training, R&D, industrialization, and incubation.

The objectives of the center to develop innovative solutions based on data and artificial intelligence IOT, robotics etc, which meet African needs and contexts.

Train African skills on data and artificial intelligence and management 4.0 necessary for the development of a resilient and innovative economy.



**Sponsor**  
A technology Park specialized in AI, Industry 4.0



**Location**  
Tunisia



**Investment**  
10 millions USD.



**Staff**  
1012 employees.



**Value Proposal**

Well experienced Technology park, open on the international market and ventures



**Investment Considerations**

Totally integrated Technology Park



**Suggested Partnership**

Technical, Commercial & Financial partner to explore African and European Markets



## MANUFACTURING OF ROBOTIC SYSTEMS AND MOBILE ROBOTS

This project is an innovative start-up specialized in the design, manufacturing and marketing of robotic systems and mobile robots.

The company launched in September 2021 the commercialization of an autonomous patrol robot for all kinds of outdoor sites, and is currently experiencing rapid growth as evidenced by its growth, in 2022 order book.

To accelerate its commercial traction, strengthen its technical leadership through R&D and launch version 2 of its robot in 2024, the company plans to raise a round of financing of 5 to 8 USD million. Through this new model the company plans to expand its market worldwide.



### Sponsor

The start-up was founded by a Tunisian engineer



### Location

Sahel region.



### Realized investments

1.5 USD millions



### Staff

25 employees



### Sales 2021

550k USD.



### Value Proposal

The company provides security companies and their customers with high value-added solutions that enable them to strengthen their security systems, improve their performance and reduce their risks.



### Investment Considerations

Strong trends are driving the rapid growth of the robot safety market. Strategic partnerships with companies of international renown. Technical know-how.



### Suggested Partnership

The company is looking for financial partners, to finance its business plan.

8.5 USD million

Investment requirements

3 years

Time of realization

280

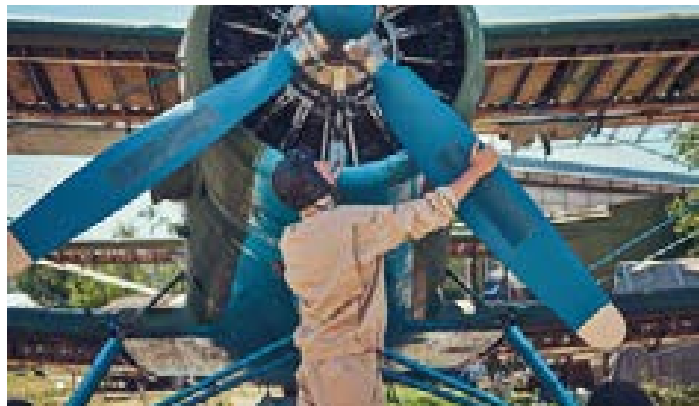
Potential Jobs

19.8 USD million

Sales in 2024



# CREATION OF AERONAUTICS TRAINING CENTER



Group of 51 companies active in the aeronautics and spatial field based in Tunis since 2006 is considering the establishment of a Aeronautics training center.

Tunisian skills have reached high levels of training to meet the requirements of the aerospace industry.

The establishment of this training center will pool of human skills directly responding to the needs of the industrialists forming this group.



## Sponsor

Group of companies in the field of aeronautics



## Location

Tunisia



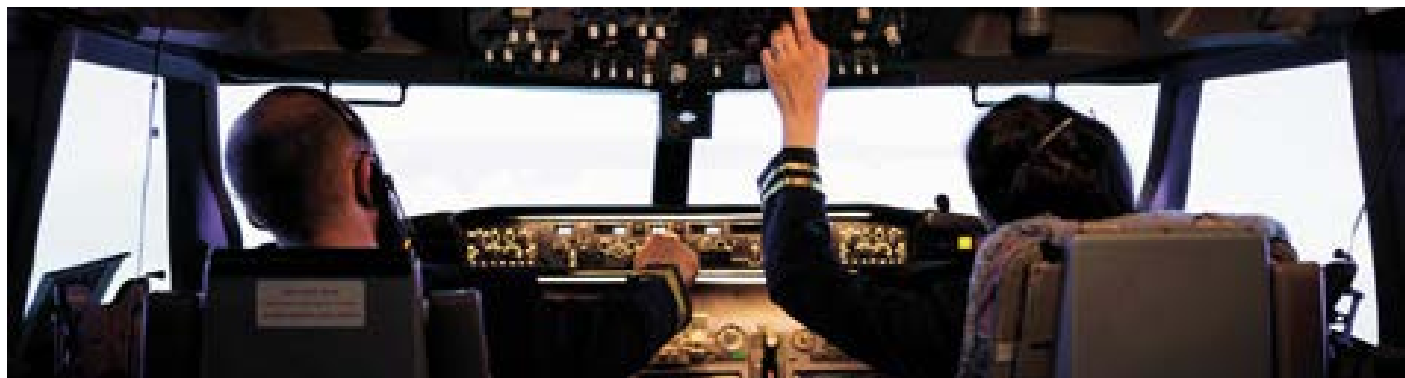
## Investment

3.5 million USD.



## Training capacity/year

600 technicians



## Value Proposal

The existing systems do not provide a specific aeronautical training hence the need for the establishment of a specialized center

A strong demand from the aeronautical industry in human resources estimated at 1500 operators for the years 2023/2024



## Investment Considerations

The local market  
The international market



## Suggested Partnership

Technology partners.  
Technical and and financial partners.  
Management and operation.

## DESIGN AND MANUFACTURING OF THE ACADEMIC SATELLITE «TUNSAT1»



In February 2022, the United Nations announced that the team from the School of Engineering and Applied Technologies (ESPITA) of Sousse, Tunisia, has won the 6th edition of the «KiboCube» program and will have the opportunity to launch the academic satellite «TUNSAT1» to the International Space Station (ISS) in 2023.

The Japanese Space Agency, has a program to grant the funds needed to launch a satellite to the ISS.

ESPITA has started the studies to manufacture its satellite in the next 18 months.



### Sponsor

IHE-ESPITA



### Location

Tunisia



### Investments costs

325.000 USD



### Manufacturing work

15 to 18 months



### Provisional launch of the satellite

End of the year 2023



### Value Proposal

The main objective of this annual global competition is to provide educational and research institutions demonstrating in the exploitation of peaceful outer space, an opportunity of free launch of their first



### Investment Considerations

Develop research with scientific and industrial partners for collaborative R&D projects (technical solutions, skills, competencies...)

Search for support and funds to support the project Provision of technological, equipment, knowledge sharing.



### Suggested Partnership

Technology partners.  
Technical and/or financial.  
Academic partners



## PRODUCTION OF FIXED END DRONES

Creation of an industrial unit for R&D, design, and manufacturing of fixed-End drones with automatic piloting for multidisciplinary and long-range civilian applications.

Embedded payloads will be based on image processing and artificial intelligence. Our group of companies has a confirmed experience in aerospace, AI and digital in general.



### Sponsor

A Startup mastering connectivity



### Location

Tunisia



### Investment

5 million USD.



### Staff

30 employees.



### Value Proposal

Drones for civilian applications are becoming determining factor for the well being of humans in vital domains such as agriculture and climate change.

Africa is the major terrain for the coming decades.



### Investment Considerations

Very Dynamic group of companies in the aerospace field.  
Confirmed experience at the international level.



### Suggested Partnership

Technical, Commercial & Financial partner



# TMI

**TMI, PARTENAIRE  
TECHNOLOGIQUE  
DE RÉFÉRENCE SUR  
24 PAYS D'AFRIQUE**



**TMI**  
[www.tmi.com.tn](http://www.tmi.com.tn)

## INDUSTRIALIZATION OF NANOSATELLITES



Our proposal encompasses the entire industrialization phase of Nanosatellites from conception to orbit, in addition to the installation of several Nanosatellites control centers and the development of several thousand intelligent and autonomous mobile terminals for IoT applications.

The Transfer and Development of Skills for the African countries involved in this project is a very important added value.



### Sponsor

A Startup mastering connectivity



### Location

Tunisia



### Investment

70 million USD.



### Staff

200 employees.



### Value Proposal

The project of constellation of Nanosatellites for African countries is based on the new technologies of space in IoT and Earth Observation and will have very important socio-economic benefits for Africa.



### Investment Considerations

Very Dynamic group of companies in the aerospace field.

Confirmed experience at the international level.



### Suggested Partnership

Technical, Commercial & Financial partner

7 M  
USD

Investment  
requirements

200

Potential Jobs



# PHARMACEUTICAL & MEDICAL

Pharmaceutical Unit for Injectable and Ophthalmological  
Equipment for the storage and conservation of vaccines and reagents.  
Development, Production and Distribution of Medicines for Human Use  
Extension of a Pharmaceutical manufacturing unit  
Development of a compound of decavanadates for the treatment of breast cancer  
Extension of a pharmaceutical laboratory  
Manufacturing of Pharmaceutical Rapid Diagnostic Tests  
Artificial Intelligence for Medical Rehabilitation  
Chamss Health Village for PSYCHOTHERAPY  
African Center for Digital Health Pedagogy Training  
Creation of a medical polyclinic  
Advanced intensive care information system  
Creation of a private Hospital  
Development & Manufacturing of medical breathing machines  
Pediatric Hospital of Manouba  
Multidisciplinary Clinic in the Ivory Coast  
Medical facility to reduce sanitary evacuation from MALI

## PHARMACEUTICAL UNIT FOR INJECTABLE AND OPHTHALMOLOGICAL



We aim to establish a Pharmaceutical Unit specialized in injectable sterile ampoules and another line reserved to Ophthalmological drugs.

This project extension will give our group of pharmaceutical companies a better visibility for export to Europe and Africa



### Sponsor

Major Pharmaceutical Company based in Tunisia



### Location

Tunis



### Realized Investment

20 Millions USD



### Staff

150 employees



### Suggested Partnership

The company is looking for partners in the financial and exploitation aspect for African Market







## EQUIPMENT FOR THE STORAGE AND CONSERVATION OF VACCINES AND REAGENTS.

Having a long experience in the distribution of Japanese and European equipment for storage in the medical field, our company plans to launch its production line of biomedical freezers for vaccines, reagents and serums.

The company operates mainly on the Tunisian market with Japanese and European partners and plans to expand its networks to Africa where there is a growing need for such high quality equipment.



### Sponsor

Experienced Company in the distribution of Medical conservation equipment.



### Location

Tunis



### Realized Investment

1.3 Millions USD



### Staff

30 employees



### Suggested Partnership

The company is looking for partners in the financial and exploitation aspect for African Market





## DEVELOPMENT, PRODUCTION AND DISTRIBUTION OF MEDICINES FOR HUMAN USE

Boost export objectives, particularly to africa and new markets obtaining certificates of compliance with good european and american manufacturing practices (eu gmp , us gmp) create new value partnerships integration of new pharmaceutical forms in order to create growth and synergy with existing products, including generic and biosimilars



### Sponsor

Experienced Production unit in Pharmaceutical Field



### Location

Sfax , Tunisia



### Realized Investment

28 Millions USD



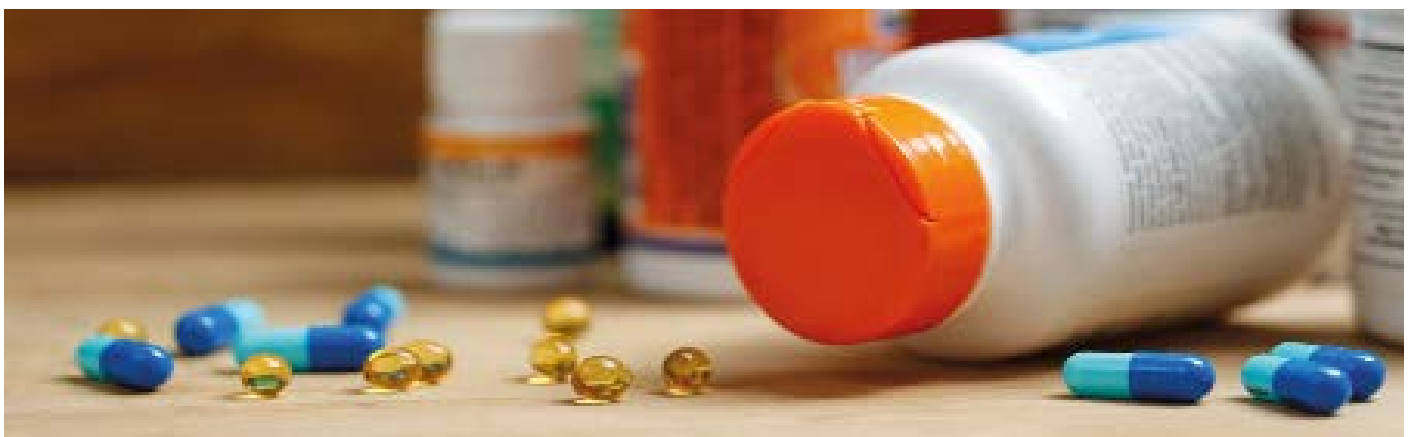
### Staff

450 employees



### Suggested Partnership

The company is looking for partners in the financial and exploitation aspect for African and European patients.





## EXTENSION OF A PHARMACEUTICAL MANUFACTURING UNIT

This project was created in 2015 aimed to the manufacturing of dry forms of drugs. After 4 years of effective activity, the company plans to increase its production capacity by the installation of a second unit for sterile forms (injectable and ophthalmic) .

The company operates mainly on the Tunisian and Libyan markets and plans to expand its distribution network by targeting the African market. In this context, the company has started the registration procedures in four African countries and has signed a distribution agreement covering the Senegalese market.



### Sponsor

Versatile group of pharmacists with academic, industrial, management and marketing backgrounds.



### Location

North West Region - Tunisia



### Realized Investment

6 USD millions



### Staff

60 employees



### Sales 2021

2 USD millions.



### Value Proposal

Develop biosimilars and other innovative molecules with high added value and of high therapeutic interest by the implementation of a modern process that complies with international standards.



### Investment Considerations

Experience acquired in the field of drug manufacturing. Increasing hospital needs for injectable and ophthalmic drugs both in Tunisia and in Africa in general.



### Suggested Partnership

Technical and financial partners financial partners for the planned envisaged extension.

Development of export activity to Africa.

10 USD  
million

Investment  
requirements

2 years

Duration of the  
extension

50

Potential Jobs



## DEVELOPMENT OF A COMPOUND OF DECAVANADATES FOR THE TREATMENT OF BREAST CANCER

This project is led by a team of researchers in partnership with the Pasteur Institute of Tunis. Decavanade molecules have been tested on breast cancer cells of the MDA-MB231 type. The results confirm the inhibition of their proliferation and migration, suggesting their potential use as molecular therapy for breast cancer (Article published in The Journal of Molecular Structure 2021 & 2022).

Our Decavanadate compound was initially evaluated for its cytotoxicity by measuring the viability of MDA-MB-231 cells following their treatment with different concentrations (from 0.625 to 100 µg/mL) over 24h.

After treatment,  $(C_7H_{10}N)_4[H_2V_{10}O_{28}] \cdot 2H_2O$  showed an inhibitory and proliferative effect of these cells with an  $IC_{50}$  value of 3.4 µg/mL  
KSIKSI et al Journal of molecular structure 2022



### Sponsor

Team of researchers from the laboratory of «Materials, Crystallochemistry and Applied Thermodynamics» Faculty of Sciences of Tunis and the team of the laboratory «Venoms and Therapeutic Biomolecules» of the Pasteur Institute of Tunis.



### Location

Tunis



### Building area

The project consists of two research labs at the within the University of Tunis- EL-manar.



### Number of Researchers

5 Professors and 5 Doctors



### Value Proposal

Prepare a patent in collaboration with a Japanese partner covering the most active molecules in order to carry out clinical tests.



### Investment Considerations

Prepare a more active breast cancer treatment than chemotherapy.  
This treatment will be more economical than chemotherapy.



### Suggested Partnership

Technical & Financial Partner

400k  
USD

Investment  
requirements

Janvier  
2023

Beginning of activity

10 ans.

Number of researchers  
involved

1

Number of patents  
per year



## EXTENSION OF A PHARMACEUTICAL LABORATORY

This project consists of a research and development program in biotechnology. The objective of the project is to engage in sterile forms and the production of biotechnology drugs.

With an experience of almost 30 years in the pharmaceutical field, the company has acquired a strong expertise in the research, development and manufacturing of complex solid and liquid forms.

With an active and dynamic Research and Development department, the company intends to extend its field of application to new therapeutic areas.



### Sponsor

Pharmaceutical laboratory



### Location

North-West of Tunis



### Investment cost

15 M. USD



### Value Proposal

The best sources of active ingredients and excipients for flawless quality.

Continuous training that guarantees quality, reproducibility and safety.



### Investment Considerations

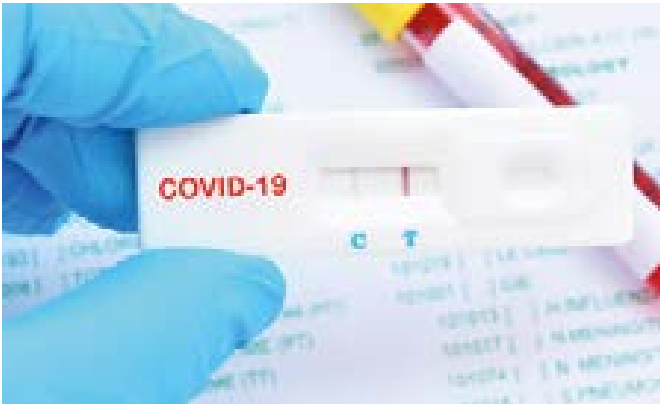
Strong demand from European and African markets;  
Notoriety of the Tunisian medical sector on the international level.  
Offer of quality care at competitive prices.



### Suggested Partnership

Technical and/or financial financial partners.

## MANUFACTURING OF PHARMACEUTICAL RAPID DIAGNOSTIC TESTS



Unimed Tunisia, which specializes in the manufacture of ophthalmic and auricular drugs, liquid injectable products and penicillin, cephalosporin powders, has made the strategic choice to extend its field of activity to the manufacture and marketing of rapid diagnostic tests detecting antigens, anti-IgM and anti-IgG antibodies. Production according to the quality standards applied at Unimed, which is Eu GMP, ISO 13485 certified and WHO pre-qualified,



### Sponsor

Experienced Pharmaceutical Unit



### Location

Sousse, Tunisia



### Investment cost

500 K USD



### Value Proposal

Partnership with an internationally renowned Japanese startup specialized in artificial intelligence in scientific research.



### Investment Considerations

Synergize, with GCUBE japan which masters the technology of rapid diagnostic tests.



### Suggested Partnership

Commercial partners

500 k  
USD

Investment  
requirements

2023

Date of start of  
activity



## ARTIFICIAL INTELLIGENCE FOR MEDICAL REHABILITATION

The Startup project is in the development phase and aims to introduce innovative solution using virtual reality and portable computing for the rehabilitation of people suffering from a handicap caused by a stroke and brain injuries.

The solution could also treat patients suffering from Post Covid Syndrome as well as it can be used in sports activities.

The proposed solution promotes virtual rehabilitation/therapy at home as well as the follow-up of the physical activity of the patient with KPIs.

The startup targets to install its product in rehabilitation centers, hospitals and for individual patients.



### Sponsor

The startup was founded by a Tunisian engineer.



### Location

East Region Sahel- Tunisia



### Realized Investment

65k USD.



### Staff

7 employees



### Value Proposal

Innovative diagnostic solution allowing recovery time to be reduced by 65% .

The use of accessible technology (tablettes, mobile, etc).



### Investment Considerations

Reduce the pressure on hospitals and rehabilitation centers.

Very strong growth in the e-health market.



### Suggested Partnership

The company is looking for financial and commercial partners.

110k  
USD

Investment  
requirements

1 year

Time of realization

10

Potential Jobs





# CHAMSS HEALTH VILLAGE FOR PSYCHOTHERAPY

With his experience in the field of psychotherapy and given his two SPA projects in the Philippines and Morocco, Dr Cyril GAROND in partnership with tunisian friends set up the chamss health village company in order to create a private psychiatric hospital with 200 beds as well as a pilot weaning center on a plot of 50ha located by the sea (1st position on the beach of Salloum near Sousse, Tunisia ) and which was the subject of long-term work by the promoter to make it available.



## Sponsor

Medical Doctors with similra centers in other countries



## Location

Sousse , Tunisia



## Realized Investment

6 Millions USD



## Staff

300 employees



## Suggested Partnership

The company is looking for partners in the financial and exploitation aspect for African and European patients.





## AFRICAN CENTER FOR DIGITAL HEALTH PEDAGOGY TRAINING

Our aim is the development of a center for innovative pedagogies and digital learning in health sciences intended for Subsaharan African countries: Guinea Conakry (already created), Burkina Faso (Year 2) and Mali (Year 3) based on a PanAfrican partnership between UMM Group (Tunisia) and FITIMA foundation (NGO based in Guinea Conakry) with the financial support of a Japanese partner (65%) co-investing in the Tunis-based Center.

The center will specialize in physiotherapy, midwifery and careers in Conakry and then will extend its activities to Ouagadougou (Burkina Faso) where Fitima is already present and then in Bamako (Mali).



### Sponsor

Notorious Tunisian Training institution in Health Education having experience with Africa



### Location

Tunis, Tunisia



### Realized Investment

1.2 Millions USD



### Staff

20 employees



### Suggested Partnership

The company is looking for partners in the financial and exploitation aspect for African





IDEAS | PEOPLE | TRUST



## GROWING YOUR BUSINESS TOGETHER

Exceptional client service

Audit, Advisory, Corporate Finance,  
Tax & Legal  
Business Services & Outsourcing

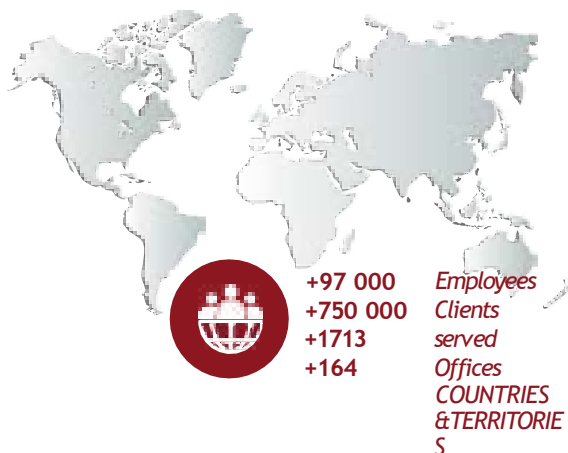
## WHO ARE

**WE?**  
BDO IS THE 5<sup>TH</sup> LARGEST AUDIT  
& ADVISORY NETWORK IN THE  
WORLD



- With a presence in 164 countries, we have been delivering exceptional service to our clients since 1963.
- Thanks to their skills and experience, our people are trusted to deliver the quality of service that our clients expect.
- We offer a tailored approach to every client and our people have the skills and experience to take responsibility for the work they do.
- We are agile and quick in responding to client demands. Our approach involves: Listening to our clients, understanding their expectations and delivering the caliber of service associated with a leading global financial services firm.

### Key figures



**Office**  
BDO Tower, Bloc E - International City Center 3  
Center Urbain Nord, 1082 Tunis  
TUNISIA  
Office: (+216) 70 221 600  
Fax: (+216) 70 221 616  
BDO TUNISIE  
bdo@bdo.tn www.bdo.tn

## BDO IN TUNISIA OVER 35 YEARS IN SERVICE

- Founded in 1987
- Member firm of BDO International since 1995
- 6 Partners and over 120 Professionals
- 5 service lines: Audit, Advisory, Corporate Finance, Tax & Legal and Business Services & Outsourcing
- A large portfolio of public and private companies in several sectors

BDO aims to be the leader of **exceptional client service** in Tunisia as well worldwide.

We believe that close contact and professional expertise are prerequisites keys for successful and lasting relationships with our clients.

BDO is committed to provide a seamless, integrated service and to deliver the highest quality services to all clients.

- Public or private companies looking for growth and performance
- SMEs needing assistance for their international growth
- International companies or individuals looking for investment and implementation in Tunisia
- Startups or project entrepreneurs
- Organizations searching for best practices in strategy, risk management and compliance
- SMEs and groups seeking for business restructuring, consolidation or introduction to capital market
- Family Businesses to be consolidated and restructured
- Lenders, investors or stakeholders dealing with SME business (valuation and transactions)



## CREATION OF A MEDICAL POLYCLINIC

It is a polyclinic created in close collaboration with a team of international experts and Tunisian doctors in compliance with European standards of safety, quality of service, respect of procedures and sustainability.

Its sober architecture respects the setting in which it is located. Each department has its own entrance accessible directly from the roadways, allowing for a great flow of traffic along with parking areas on the ground floor and in the basement.

Aside of the medical departments, The Venus project will also house a separate space dedicated to doctors' offices.



### Sponsor

Internationally renowned group of physicians operating several private polyclinics.



### Location

Tunis



### Constructed area

The polyclinic is built on a plot of 6000 m<sup>2</sup> and will cover an area of 13000 m<sup>2</sup>.



### Number of beds

230 beds spread over 84 rooms, 8 suites including 1 ambassador suite and 18 intensive care beds.



### Investment costs

20 USD million.



### Value Proposal

To develop and implement an innovative medical platform to serve national and international patients.



### Investment Considerations

Strong demand from European and African markets.  
Notoriety of the Tunisian medical sector at the international level.  
Offer of quality care at competitive prices.



### Suggested Partnership

Equipment suppliers.  
Technical and/or financial partners  
Technical assistance : process digitalization, Lean management.

January  
2024

Date of start of  
activity

250

Potential  
jobs

13 000

Number of patients  
per year



## ADVANCED INTENSIVE CARE INFORMATION SYSTEM

Founded in 2015, the startup provides hospitals with innovative clinical information systems to manage the most complex and expensive care in a very demanding environment. The company leverages clinical data to improve overall patient safety, quality of care, and financial performance and facilitate clinical research.

Designed to be interoperable with all electronic equipment and technical platforms, the solutions provide the healthcare team with advanced decision support, structured documentation and powerful analysis tools across the entire spectrum of care services.



### Sponsor

The start-up was founded by a group of engineers who graduated from top French schools and a doctor with extensive experience in Europe and North America in e-health and medicine.



### Location

Tunis



### Realized Investment

720k USD



### Staff

7



### Sales 2021

50k USD.



### Value Proposal

The start-up offers innovative diagnostic solutions and proactive care by leveraging clinical data to provide solutions to complex care while putting the patient at the center.



### Investment Considerations

Technical platform at the cutting edge of technology.  
Equipment of one of the most important university hospital in North Africa.  
E-health and AI health market in very strong growth market.



### Suggested Partnership

Financial partner for the implementation of the business plan.

Partnership in the certification and distribution of the solutions in Asia, Africa and Europe.

16,000

Number of man-days  
of development

3.9 USD  
million

Investment  
requirements

40

Potential Jobs



## CREATION OF A PRIVATE HOSPITAL

The project consists in the realization of the first private hospital in Tunisia connected with polyvalent diagnostic centers in the main African capitals with at start Abidjan, Yaoundé and Libreville.

The diagnostic centers will have several components:

- (i) A complete imaging unit (conventional radiology MRI, CT and ultrasound examinations)
- (ii) A digestive endoscopy unit
- (iii) A medical biology laboratory
- (iv) A non-invasive cardiac exploration unit (echography, stress test, rhythmic and blood pressure holters) .



### Sponsor

A consultancy firm specialized in consulting and assistance in the field of health.



### Location

Tunis Center



### Total Area

30000 m²



### Number of beds

315



### Sales of the 1st year of operation

22 millions USD



### Value Proposal

The first health care facility where physicians work full time and exclusively within a private hospital for a better care of the patients. Connection with DIAGNOSTIC CENTERS in the different African capitals whose main objective is to make the first reliable diagnosis.



### Investment Considerations

The project is supported, among others, by the strategic position of Tunisia, crossroads between Europe and Africa, as well as by its new innovative and precursory model.



### Suggested Partnership

Technical partners

Financial partners.

120 USD  
million

Investment  
requirements

2 years

Time of realization

700

Potential Jobs



## DEVELOPMENT & MANUFACTURING OF MEDICAL BREATHING MACHINES

This project is carried out by a Tunisian startup specialized in the manufacture and development of medical devices and consumables for oxygen therapy.

The project was developed in close collaboration with health professionals collaborating with JICA and Novation City Tunisia

The startup believes it can offer its customers innovative connected devices (notifications, alerts) and remote data collection.



### Sponsor

The start-up was founded by Tunisian engineers



### Location

Sahel Region



### Social Capital

15k USD



### Staff

5 employees



### Sales 2021

27K USD.



### Value Proposal

The development and implementation of connected medical devices oxygen therapy.



### Investment Considerations

A strong demand for medical devices medical devices after the Covid-19 in target markets. Very strong growth in the e-health market. growth.



### Suggested Partnership

The company is looking for technical and financial partners having experience in the field of Healthcare.

120k  
USD

Investment  
requirements

1 year

Duration of the  
realization

10

Potential Jobs

185k  
USD

Sales revenue 2024





**YOUR **ALLY** FOR BETTER  
ACCESS TO ELECTRICITY**



## **About Us**

STEG International Services (STEG-IS) is a subsidiary of the Tunisian Company of Electricity & Gas (STEG).



STEG International Services was founded in 2006 as an EPC Contractor operating in the energy sector.



Our main activities are: planning, study, design, supply, implementation, operation and maintenance of electricity and gas facilities, generation, transmission and distribution, as well as energy management, energy efficiency, training and capacity building.

[www.steg-is.com](http://www.steg-is.com)

## PEDIATRIC HOSPITAL

### CONSTRUCTION AND EQUIPMENT IN LEASEBACK OF AN HOSPITAL



The construction of a new pediatric hospital with a capacity of 400 beds equipped with developed materials and machines and which groups all the services and specialities.

An operation of such a large size can only be envisaged through a form of public private partnership (PPP - LEASEBACK )



#### Promoter

Tunisian Smart Cities



#### Location

Mannouba, Tunisia



#### Investment cost

120 million USD



#### Surface

40 000 m<sup>2</sup>



#### Partenaires potentiels

SETEC – CDC



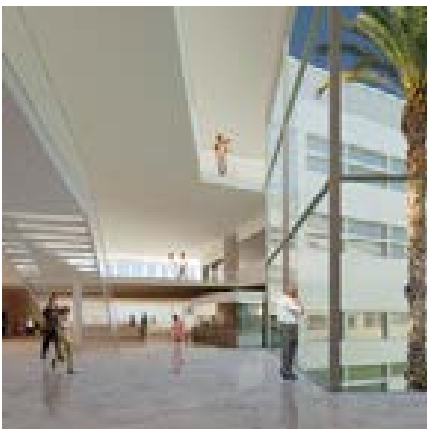
#### Partenaires Japonais potentiels

Academic partners, Industrial partners in the health field, Financial partners



#### Objectives

Ensure a modern, reliable and quality public health for a fragile segment of society, namely the children.



#### Project components

General pediatric department (60 beds) composed of 2 units of 30 beds each

Specialized pediatric department (8 units) : 90 beds

Pediatric surgery department (6 units) 60 beds

Department of anesthesiology

Medical and physiological imaging.

Physiology and functional exploration department.

Medical analysis laboratories

Consultations

Kinesitherapy and functional rehabilitation unit

Pediatric transport

Socio-educational unit

Medical logistic and pharmacy

Pedagogical block for medical and para-medical training

Internship and guest accommodation



Pharmaceutical & Medical

## MULTIDISCIPLINARY CLINIC IN THE IVORY COAST

Construction of a Tunisian-Ivorian multidisciplinary clinic in Abidjan with an integrated center for Radiology, Biology, and surgery.

The project aims to develop the health sector in ivory coast with the participation of tunisian skills and know-how in the health sector.

We aim to start this project in ivory coast then duplicating it in other countries of West Africa



### Sponsor

Private investors from Ivory Coast & Tunisia



### Location

Abidjan, Mali



### Investment cost

22 M. USD



### Value Proposal

Tunisian Medical competences are well respected in Mali. Currently, several hundreds of Malian Patients travel to Tunisia every year for medical care.



### Investment Considerations

The project will be financed by Tunisian and Malian investors and local government of Mali.



### Suggested Partnership

Technical and financial partners

22 M  
USD

Investment  
requirements

3 years

Duration of the  
realization

544

Potential Jobs

# MEDICAL FACILITY TO REDUCE SANITARY EVACUATION FROM MALI



A hospital center located in Bamako, Mali, dedicated to the task of taking in charge specific multiple pathologies in order to reduce sanitary evacuation from Mali due to the lack of infrastructure and human competences.

Tunisian engineers and medical experts will be involved in the construction and eventually in the know how transfer. Urgent and surgical intervention will be performed with the collaboration of Tunisian medical staff.



## Value Proposal

Tunisian Medical competences are well respected in Mali. Currently, several hundreds of Malian Patients travel to Tunisia every year for medical care.

## Investment Considerations

The project will be financed by Tunisian and Malian investors and local government of Mali. Tunisian competences are needed to construct and manage this facility

## Suggested Partnership

Looking for Tunisian know how transfer and Japanese equipment suppliers.

66 M  
USD

Investment  
requirements

3 years

Duration of the  
realization

400

Potential Jobs





# INDUSTRIAL PROCESSING & AGRICULTURE

Packaging Unit

Extension of a manufacturing unit for fancy boats

Silver Silica Sand Production

Deli Meat Production for West Africa

Canned Food Production Facility for Export

Production of Essential oils essential oils and oleoresin

Unit for Foundry parts in Lamellar Graphite Cast Iron and Spheroidal Graphite

Unit for aluminum profiles surface treatment by anodic oxidation

Unit for aluminum profiles surface treatment treat by powder coating

Shaping and Transformation of Flat glass

Extrusion of Aluminum Profiles

Integrated Textile Unit in the Country of Benin

Olive Tree Plantations, Oil Mills, Bottling and Export of Olive Oil

Dairy cattle breeding & cheese production

## PACKAGING UNIT



The project consists printing unit set up, roll/roll or roll/sheet and manufacture of compact and flexible cardboard packaging using an innovative machine, unique in Tunisia and Africa, which allows both to print supports of different material with thicknesses ranging from 12 microns to 700 microns thick.

The project mainly revolves around this machine which provides in-line printing up to 8 colors on both sides, total and selective UV varnishing, cold foil, personalization and scraping and cutting, all in a single pass.

The flexibility and speed of changing jobs makes it possible to cover a very wide range of products and a wide print run spectrum from medium to large runs.



### Sponsor

Experienced Company in Packaging



### Location

Tunis, Tunisia



### Investments

2 Millions USD



### Staff

35 employees



### Suggested Partnership

The company is looking for partners in the financial and exploitation aspect for Africa





## EXTENSION OF A MANUFACTURING UNIT FOR FANCY BOATS

This Project is for the design and construction of semi-rigid boats for pleasure or professional use.

Created in 2019 in partnership with a famous English firm, the Galaxy project has acquired technical know-how for the manufacture of several models of boats ranging from 3 to 9 meters.

Shortly afterwards the company signed a second partnership with a Greek shipyard that allowed it to enrich its offer by manufacturing boats up to 12 meters in length with more than dozen of different models.

Today the company exports its boats to several European and African countries (France, Malta, Greece, Great Britain, Libya, Algeria, Spain) to serve demanding customers



### Sponsor

Company specialized in the design and construction of semi-rigid boats.



### Location

Tunisia



### Realized investments

1.2 USD millions



### Staff

20 employees



### Sales 2021

215 USD millions



### Value Proposal

Low cost and high quality construction of quality of semi-rigid boats under license of an internationally known brand for the armed forces, tourism, and pleasure boating.



### Investment Considerations

A great added value in terms of transfer of technology and know-how.

Growing market and presence in several European and African countries.



### Suggested Partnership

The company is looking for technical and financial partners to diversify its product range, strengthen its position in its current markets and expand its distribution network.

2 USD  
million

Investment  
requirements

1 year

Duration of the  
extension

20

Potential Jobs

50

Number of boats  
2025





## SILVER SILICA SAND PRODUCTION

A large Silica sand mine is available in the center of Tunisia. An industrial processing unit is to be built in order to produce industry grade Silica byproducts as listed below.

- 1/ Treatment, washing, screening, attrition, demagnetization, drying of 750,000 T OF SILICA SAND
- 2/ Production of 30,000 T/Year of High Purity Silica HPQ
- 3/ Production of 5000 T/Year of Silica Flour.

These 3 products are intended to be exported for use in the glass industry, foundry, sandblasting, filters, paint, sealing products, abrasives, bulk Sand, chemical industries, solar collectors, electronic chips, High Tech battery components



### Sponsor

Experienced Company in processing



### Location

Kairouan Tunisia



### Investments

50 Millions USD



### Staff

50 employees

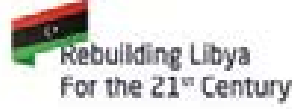


### Suggested Partnership

The company is looking for partners in the financial and exploitation aspect for export



# مجموعة السهل القابضة AlSahl Group Holding



AlSahl Group Holding (SGH) is one of Libya's largest business conglomerates and a pioneer in many sectors of activity. The group's origins date back to the late 1950s, when Mr. AL Mahdi Gadad founded it as the first local olive and grain production company in the newly vital agribusiness sector of post-war Libya, then in the midst of a renaissance and reconstruction.

"Our group is active in a wide range of industries vital to Libya and regional development, including investment, production, import, marketing and distribution of products and services in the agribusiness, industrial, healthcare, consumer and business services, and real estate investment and construction sectors. "We cater to the needs of B2B, B2G and B2C consumers in Libya, as well as in the rest of Africa and the Middle East," he added.

Chaired by Dr. Abdulmagid Gadad, and owned by the founder's sons, a distinguished family of intellectuals and business pioneers in Libya and the region, the group is further led and managed by a multinational team of seasoned professionals with decades of experience in SGH's business sectors. "AlSahl Group is one of the largest employers in Libya, with a workforce of over 3,000 direct employees.

Through its massive investments spread across 24 companies in Libya, as well as the development of some of the most advanced and modern industrial complexes in the country, comprising 33 factories and supported by an extensive network of leading international suppliers from Europe, Asia and North America, AlSahl Group has also become the largest importer/distributor of cereals in the country. "SGH is now a dominant force in ensuring Libya's food security, thanks to its equally dominant role as one of the country's leading producers/distributors in the growing feed and food additives sector, poultry products, and the production, import and distribution of many of Libya's high-end consumer goods to meet the needs of a growing middle class. AlSahl Group Holding is also a key competitive force in supplying a wide variety of medicines, medical equipment and infant nutrition to Libya's extensive healthcare infrastructure and is also a leading provider of high-end personal care products catering to the diverse needs of the entire family.

The group's ever-expanding consumer and business services business currently includes the supply of leading brands of automobiles, home appliances and consumer electronics to B2C consumers, as well as the supply of conventional and alternative power generation infrastructure and construction equipment to the construction industry. The group's offering also includes products and services targeting the needs of companies operating in Libya's maritime sector and the country's vast oil and gas sector, with several of its supplier partners.

AlSahl Group Holding's business activities are complemented by growing investments and developments in the real estate sector, which is essential to Libya's reconstruction, and by its growing role as one of the country's leading producers of construction and industrial materials.

Building on its rich history of long-standing and mutually beneficial relationships with leading international companies active in its various business sectors, AlSahl Group Holding is actively exploring strategic partnerships with international companies capable of contributing to the realization of the Group's Transformation Vision, which aims to turn Libya into a 21st century economy within the next 5 years, while positioning the country as a gateway to the fast-growing industrial and consumer opportunities present in Africa and the Middle East."

## INDUSTRIAL SECTOR



## AGRIBUSINESS SECTOR



## HEALTHCARE SECTOR



## CONSUMER & BUSINESS SERVICES SECTOR



## REAL ESTATE INVESTMENT & CONSTRUCTION SECTOR



AlSahl Group Holding

Head office : AL-Ghiran, Tripoli-Libya - PO BOX 89086  
info@alsahlgroupp.com - www.alsahlgroupp.com

## DELI MEAT PRODUCTION FOR WEST AFRICA



The creation of a Deli Meat factory (poultry and beef) and a cold storage platform in TOGO for the distribution in west Africa



### Sponsor

Experienced Company in Poultry



### Location

Tunis, Tunisia



### Realized investments

5 millions USD



### Staff

60 employees



### Suggested Partnership

The company is looking for partners in the financial and exploitation aspect for African





## CANNED FOOD PRODUCTION FACILITY FOR EXPORT

Our long experience in the food processing industry gave us a good exposure in the local and international market.

Our new company, which will be dedicated to canned food. As part of the export market integration improving :

Purchase of a peeled - aseptic line and to comply with environmental requirements purchase of a water purification line and unloading channel for water.

This new unit, will be totally dedicated to export to Africa, Middle east and Europe



### Sponsor

Renown group of companies



### Location

Tunisia



### Investments

5 Millions USD



### Suggested Partnership

1 / Search for a company for the development of the project, assembly and start-up

2/Search for access to subsidized credits for the financing of RE



## PRODUCTION OF ESSENTIAL OILS ESSENTIAL OILS AND OLEORESIN



Created in 2018, the Project is a startup in marine and plant biotechnology and aims at the cultivation of particular strains of microalgae for the extraction of antioxidants and active biological molecules for human consumption.

These molecules exert broad-spectrum therapeutic effects.

The therapeutic effects on the signs of aging and age and oxidation related diseases. The flagship product of the project is astaxanthin, the strongest marketable antioxidant in the world.



### Sponsor

The start-up was founded by a company specialized in the chemical industry.



### Location

South-East of Tunisia



### Realized investments

2,1 USD millions



### Staff

5 employees



### Value Proposal

The project will be used to support the health industries in formulate solutions to age-related and oxidation-related diseases (degeneration of neuronal cells «Alzheimer, Parkinson», macular cells and skin cells) by providing them with active biological molecules with therapeutic effects.



### Investment Considerations

Optimize the culture in bioreactors of the latest generation with the introduction of technology (different light spectra) and extraction by Supercritical CO<sub>2</sub>.



### Suggested Partnership

The company is looking for suppliers of desalination technologies Financial partners.

3 USD  
million

Investment  
requirements

Less than  
an year

Duration of the  
extension

60

Potential Jobs

4.4

Sales revenue in  
USD million



## UNIT FOR FOUNDRY PARTS IN LAMELLAR GRAPHITE CAST IRON AND SPHEROIDAL GRAPHITE



Our long experience in industrial processing industry gave us a good exposure in the local and international market.

Our new company consists of the installation of a machining unit aiming at creating added value in relation to the cast iron products, making it possible to gain market share on the European .

This new unit, will be the first in Tunisia and will eventually oriented toward export.



### Suggested Partnership

1 / Search for a company for the development of the project, assembly and start-up

2/Search for access to subsidized credits for the financing of RE



### Sponsor

Renown group of companies



### Location

Tunisia



### Realized investments

9 millions USD





## UNIT FOR ALUMINUM PROFILES SURFACE TREATMENT BY ANODIC OXIDATION

Our long experience in industrial processing industry gave us good exposure in the local and international market.

Our new company consists of the installation of a facility for aluminum profiles surface treatment by anodic oxidation intended mainly for the African market with an annual capacity of 5,000 tons.



### Sponsor

Renown group of companies



### Location

Beja, Tunisia



### Investments

4,6 Millions USD



### Suggested Partnership

1 / Search for a company for the development of the project, assembly and start-up

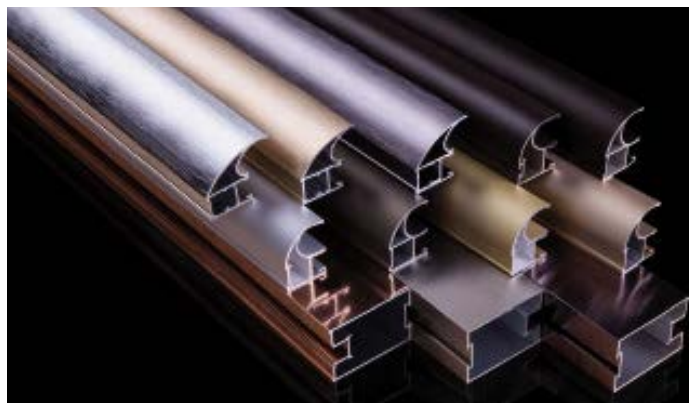
2/Search for access to subsidized credits for the financing of RE





## UNIT FOR ALUMINUM PROFILES SURFACE TREATMENT TREAT BY POWDER COATING

DEDICATED TO AFRICAN MARKET



Our long experience in industrial processing industry gave us a good exposure in the local and international market.

Our new company consists of the installation of a facility for aluminum profiles surface treatment by powder coating intended mainly for the African market with an annual capacity of 15,000 tons.



### Sponsor

Renown group of companies



### Location

Tunisia



### Realized investments

4,5 millions USD



### Suggested Partnership

1 / Search for a company for the development of the project, assembly and start-up

2/Search for access to subsidized credits for the financing of RE



## SHAPING AND TRANSFORMATION OF FLAT GLASS



The project consists of the realization of a line for the shaping and transformation of «technical» pale glass (tempered glass, laminated glass and double glazing) intended for the construction and public works sector.

An extension of the activity is possible towards the manufacture of glasses for the automotive construction market (windscreen, side windows and rear windows)



### Sponsor

Renown group of companies



### Location

Beja, Tunisia



### Investments

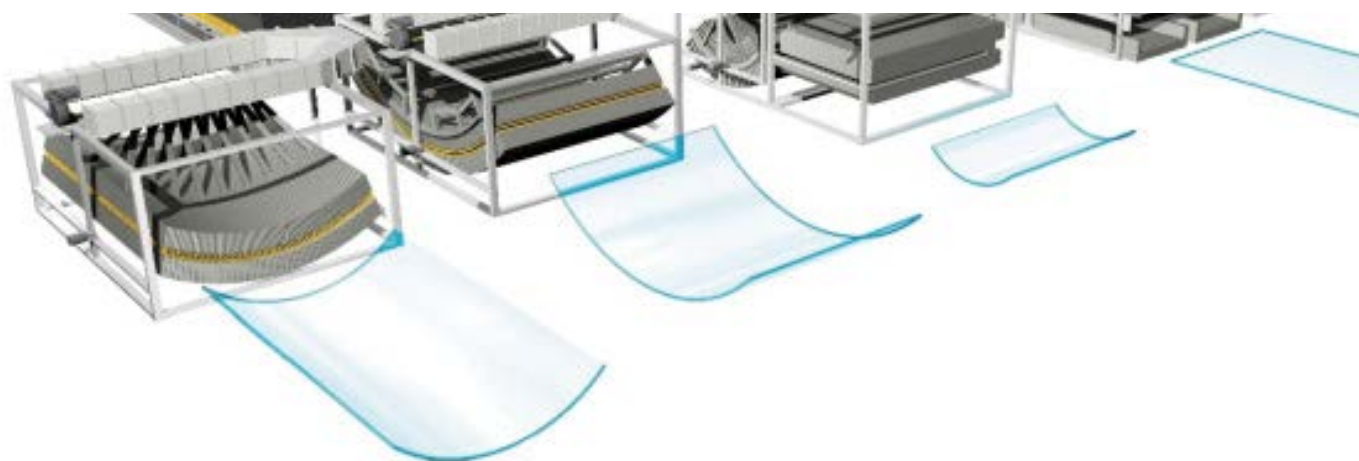
4.7 Millions USD



### Suggested Partnership

1 / Search for a company for the development of the project, assembly and start-up

2/Search for access to subsidized credits for the financing of RE





## EXTRUSION OF ALUMINUM PROFILES

This is a project in the process of being created which will have as its object the transformation, manufacture, trade, import and export of all kinds of articles in aluminum profiles.

Our investment consideration are:

- Upstream integration with parent company one of North Africa's largest aluminum producers and exporters
- Technical team with the necessary experience and know-how
- Project in a regional development zone: Exemption from corporation tax during the first 10 years of activity
- The TPR group is already established in Ivory Coast through a commercial subsidiary



### Sponsor

Renown group of companies



### Location

Tunisia



### Realized investments

4,5 millions USD



### Suggested Partnership

1 / Search for a company for the development of the project, assembly and start-up

2/Search for access to subsidized credits for the financing of RE



## INTEGRATED TEXTILE UNIT IN THE COUNTRY OF BENIN



The aim of this project is the creation of an integrated textile unit in the Benin country known for its high quality Cotton production. The unit will include: the production of Cotton thread, creation of an industrial and logistic platform for export to Tunisia and Europe for processing



### Sponsor

Experienced Tunisian Textile Entrepreneurs



### Location

Tunisia



### Investment

24 millions USD.



### Value Proposal

Good quality Cotton with highly experienced Tunisian textile operators



### Investment Considerations

Duplicable project for other African countries



### Suggested Partnership

Co-Investors  
Equipment provider

24 M  
USD

Investment  
requirements

2 years

Duration of the  
extension

350

Potential Jobs



## OLIVE TREE PLANTATIONS, OIL MILLS, BOTTLING AND EXPORT OF OLIVE OIL



This project aims to create various olive tree plantations in hyper-intensive aspect, spread on over 1000 hectares .

This projects will be established in sub Saharans countries where olive industry is new.



### Sponsor

Family owned business



### Location

Sub Saharan Countries



### Investment

170 millions USD.



### Value Proposal

Big Development Potential



### Investment Considerations

Long Experience in the field of Olive Oil



### Suggested Partnership

The company is looking for financial and commercial partners.

170 M  
USD

Investment  
requirements

2 years

Duration of the  
extension

2550

Potential Jobs

# Japanese Desk *in Africa*



“Africa’s phenomenal growth and vast natural resources has made it an economic powerhouse, creating wide ranging opportunities for Africa-Japanese trade and investment. There has been significant foreign direct investment by both private and public sector in Africa by Japan. Similarly a number of companies from Africa or connected to Africa are seeking to build partnership with Japanese companies to exploit available business opportunities in or outside Africa. To assist Japanese and African companies that want to explore the abundant investment opportunities in Africa has to offer, MK Development and BDO with collaboration of Sun Travel and Logistics have set up an Africa Desk in Tunisia.”



MK Development is a consulting firm that provides integrated government and public affairs services, leveraging the right tools at the right time to help our clients solve problems and grow their businesses. MK Dev combines former top officials and high-profile business and institutional consulting to solve your toughest challenges. We apply our deep knowledge to navigate your project, thinking through strategic business implications to better understand your organization’s goals or employing our powerful policy know-how to help you uncover new opportunities. Our expertise has enabled us to cultivate long-standing relationships across political, economic and social main actors—and as your partner, we’ll bring the benefits of this wide-ranging network back to you.



Since its establishment in 2000, Travel Sun have been providing general arrangements to meet the needs of various companies and government agencies, mainly Japanese clients. Travel Sun have Japanese staff on hand to provide services in Japanese and provides a wide range of services including business assistance, travel arrangements and assistance, car rentals, arrangement of Japanese, French, English, and Arabic interpreters/translators, video production / shooting and events planning.

## Contact



### Ramsès KOMURO

Office : BDO Tower, International City Center 3

Centre Urbain Nord, 1082 Tunis Tunisia

Office: (+216) 70 221 600

Fax: (+216) 70 221 616

Email [link2ramses@gmail.com](mailto:link2ramses@gmail.com)



BDO TUNISIA provides audit, advisory, accounting and tax services to a broad range of clients - from large listed companies to small and medium sized entities, individuals and public sector. BDO TUNISIA is member of BOD global network with 1,728 offices in over 167 countries, we have been delivering exceptional services to our clients since 1963. Because of our skills and experience, we are trusted to deliver a quality of services that is underpinned by a tailored approach to every client. Our people have the skills and experience to take responsibility for the work they do and are agile and quick in responding to client, understanding their expectations and delivering the caliber of services associated with a leading firms.

## KAMMOUN & KALLEL

Kammoun & Kallel is a full service law Firm resulting from the association of lawyers specializing in business law with solid legal expertise. The Firm offers personalized assistance and the guarantee of a constant referral partner, both in terms of advice and litigation. The Firm advises private entities and international public entities for their establishment in Tunisia as well as for the development of their operations or investments.

The Firm is very active in the following sectors of activities: Corporate; Mergers & Acquisitions; Project Finance & Capital Market; PPP; Public Contracts & Privatizations; Litigation & Arbitration and provides legal advice in almost every area of business law including commercial law, corporate law, contract law, foreign investment and control exchange law, banking law, financial law, stock exchange law, private international law, labour and social security law, competition law, distribution law and intellectual propriety law, telecommunications law, energy law, PPP, and concessions law, real estate law, pharmaceutical law, insurance law and tax law.



# Our Client Service Commitment

OUR COMMITMENT IS TO DELIVER EXCEPTIONAL CLIENT SERVICE THROUGH A LONG-TERM RESPONSIVE RELATIONSHIP MATCHING YOUR NEEDS WITH OUR EXPERIENCE.

Along with the personalized service our professionals are committed to delivering, we've defined these five clear client service objectives based on what we heard you say you need in a service provider. We are confident we are your distinctive choice in meeting these needs.

**A GLOBAL NETWORK :** We have an impressive global footprint with offices in 167 countries and territories, including 24 African countries, allowing us to provide local advice but act as one cohesive team.

**ACCESS TO KEY DECISION MAKERS :** You will have access to world class experts with deep knowledge in different business areas. Our strong understanding of the client's business and the industry, in conjunction with our global and local capacity for achieving the results, are the base of our success.

**FULLY INTEGRATED TEAM :** What sets us apart is our fully integrated team which is committed to exceed your expectations on every engagement, big or small, for every client, local or multinational

**PROVEN INDUSTRY EXPERIENCE :** Our industry expertise is one of the key facilitators in our success and benefits from a common framework which leverages and communicates our expertise across borders. We aim to be our clients' preferred expert and adviser across many industries and in every market.

## VALUE FOR FEES :

We provide complete transparency in pricing our work along with proactive communication so there will be no surprises.

# Comprehensive service offering



*We believe that no one else in the market can combine our scale with our agility.*





## DAIRY CATTLE BREEDING & CHEESE PRODUCTION

Extension of a dairy cow breeding project by creating dairy goats (Alpine breed) and dairy ewes (local Sicilo-Sarde breed) and processing milk into cheese. By this project, we aim to protect and multiply of an endangered local breed with excellent quality



### Sponsor

Experienced farmer



### Location

Tunis, Tunisia



### Investment

550 K USD.



### Value Proposal

Absence of a large structure in Tunisia for the production of goat's and sheep's cheese



### Investment Considerations

Return on investment on 4 years



### Suggested Partnership

Financial and commercial Partner

500 k  
USD

Investment  
requirements

3 years

Duration of the  
extension

23

Potential  
Employment



# INFRASTRUCTURE & LOGISTICS

Africain digital Hub

Competitiveness cluster: Multisectoral platform for Africa

Development of the sebkha zone of ben ghayadha

Industrial and logistics platform

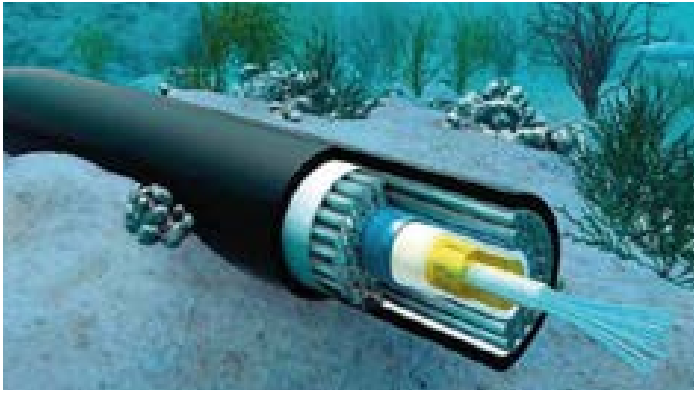
Vectorys Logistic Platform

Public Private Urban Transport

BRT of Tunis

Bizerte port consortium terminal RO-PAX

## AFRICAN DIGITAL HUB



African Digital Hub (ADH) is both a founding and a federating project. Founding, because the challenge is to create a digital foundation that Africa needs, both in terms of connectivity and the ability to domesticate its own data on the continent.

Federative, because ADH is a primordial solution to orchestrate a real common project at the scale of Africa, which must face a demographic evolution, and gain in strategic, economic and social sovereignty.

African digital hub offers the establishment of a set of digital cardinal on the African continents, which will ensure the inter-connection of Africa with the rest of the world through a sovereign mesh of submarine cables.

The city of Bizerte (north of Tunisia) has launched with the African Development Bank a feasibility study for the first operational phase of this ambitious project. In addition, ADH is part of a desire to pursue a green digital decarbonated path, using a partnership with renewable energy production supported by university-funded research.



**Promoter**  
SPV ADH



**Location**  
Bizerte, Tunisia



**Number of jobs**  
500 employees



**Investment cost**  
307 million USD



**Submarine cables**  
10 cables



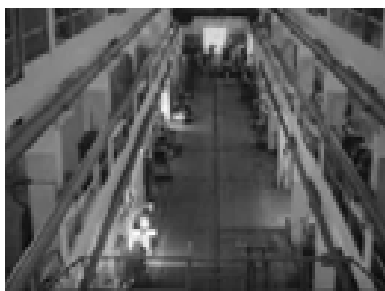
### Value proposition

Digital ecosystems will enable the giants of data in the world to have two options for storing their data : open access and offshore.

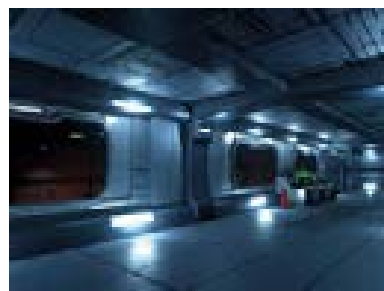
**1 - Classical storage**

**2 - Storage in a hyper-secure digital safe**

**" NUMERICAL SAFE "**



Existing



Projected



### African Dimension





## COMPETITIVENESS CLUSTER: MULTISECTORAL PLATFORM FOR AFRICA

Holding of companies listed on the Tunis Stock Exchange composed of 108 subsidiaries generating one billion USD.

SIRUS aim is to create a pole by integrating an industrial platform, a research center and a university.

The fields of manufacturing of electronic boards, green ammonia, biomass as well as research in these sectors are of major interest



### Sponsor

Groupe de sociétés multisectorielles



### Location

Tunis, Tunisia



### Investment cost

230 millions USD



### Value Proposal

Industrial zone with objective :  
Innovative projects, with high added value  
Support for investment, technological transition and employability. Including start-ups and SMEs



### Investment Considerations

The local market  
Neighborhood markets.



### Suggested Partnership

Technological partners.  
Technical and/or financial financial partners.  
Management and operation  
Research Partnerships



**UNIMED**  
Committed to quality



## DEVELOPMENT OF SEBKHA BEN GHAYADHA ZONE

### THE PEARL OF THE MEDITERRANEAN

The project concerns the rehabilitation and development of Sebkha (Lake) Ben Ghayadha. The urban design of the site is based on certain principles and guidelines such as:

- The fluid connection with existing tissues through junction and connection nodes.
- The prioritization of axes and flows and the promotion of soft modes of mobility.

A mix where housing, work, services and leisure coexist, allowing the real projection of the city concepts where the citizen has access to all of these life necessities in a maximum duration of 15min in soft mobility. The development of the area is based on 5 fundamental components :

A multimodal exchange hub, an innovation center, a shopping center, a fair, an aquatic park and a cultural center.



#### Promoter

Sebkha Ben Ghayadha Study and Development Company



#### Location

Mahdia, Tunisia



#### Investment cost

USD 120 m



#### Number of jobs

+ 30 000 employees



#### Surface

142 Ha



#### Potential Market

POC to export to Africa



#### Potential Partners

SETEC, CDC



#### Potential Japanese Partners

Financial Partners, Academic Partners, Smart City Partners, Transportation System Partners



#### Value Proposition

The Project provides an eco- logical and protective approach for the natural site of the sebkha of Beni Ghayadha through the conservation of the body of water and the island, by declaring them a protected natural park.

The body of water will be a mooring area for traditional lateen sails. The islet called «Bird Island» will be a protected area that will allow the return of a multitude of migratory birds that made the place a landmark before the impact of industrial pollution on the area.



#### African Dimension

This project can be a POC «Proof of concept» to be transferred to cities on the African continent. A transfer which is based above all on the process of cleaning up the former industrial site and on a public consultation logic with civil society, citizens and local and regional authorities, the objective of which is to define the programming, the design and development of the city.



#### Next Steps

The clearance operation as well as the dredging works, art works and part of the VRD being carried out by the public development company of sebkha ben ghayadha.

A development plan for the Site and its environments will be done through international Call Tenders open to private or public investors or by unsolicited proposal.



The project consists of the realization of a logistic platform which will reinforce the existing land transport ecosystem in the sector, El Alia - Khitmine, north of Tunisia with more than 1200 trucks.

On an area of more than 30 hectares, industrialists, transporters, the port and the new ROPAX terminal will be able to rely on a modern infrastructure that will serve as a basis for the regional, national and international logistic chains.



## INDUSTRIAL AND LOGISTIC PLATFORM



### Promoter

Group of professionals



### Location

Northern Tunisia



### Number of jobs

2500 employees



### Surface

+ 30 Ha



### Investment cost

USD 170 million



### Potential market

The Maghreb, Middle East, Africa and Europe



### Potential partners

DTA MAP, SETEC and UFI GROUP



### Potential Japanese partners

Financial Partners, Industrial Partners, Logistic Partners



### Value proposition

The project offers to equip and support the new terminal Port of Bizerte (Ro-Pax), with a logistic platform at the heart of the ecosystem of the automotive industry of Menzel Jemil.

The added value of the project lies in the establishment of refrigerated units, which will ensure the food and supply for cruises and goods as well as the strengthening of agricultural products exportation to international markets.



### Dimension African

The geographical position of Tunisia and Bizerte will ensure that the services of this project will be associated with African ports in addition to the business expertise that could be developed within the framework of a capacity building program for transport and Japanese logistics for African partners.



### Next steps

The development project of the logistic and industrial zone of Menzel Jemil will be done through private investments and strategic partners who will bring their expertise.





## VECTORYS LOGISTIC PLATFORM

It is a logistics platform extended over a total area of 14 Hectares, of which 10 Hectares will be developed and intended for all activities related to national and international transport and offering complete solutions for managing the logistics process.

Its aim is to strengthen the structure of logistics in Tunisia, but also to meet the requirements, needs and current huge industrial demand in search of logistics performance.



### Sponsor

Logistic Expert



### Location

Tunisia



### Investment cost

46 millions USD



### Staff

1200 employees



### Suggested Partnership

Financial and Technical financial partners.





## PUBLIC PRIVATE URBAN TRANSPORT

Subsaharian countries lack of reliable urban transport. With the experience we acquired in Tunisia since 1990, we intend to create this company in subsaharian countries to offer a different public transportation.



### Sponsor

Experienced urban Transport Company



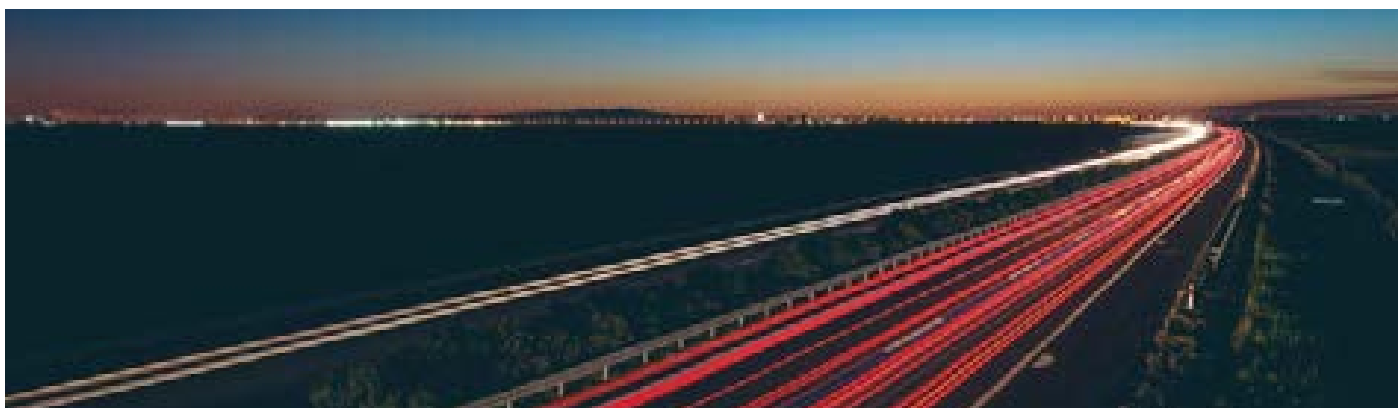
### Location

Subsaharian Countries



### Investment cost

4 millions USD



### Value Proposal

Partnership with an internationally renowned Japanese startup specialized in artificial intelligence in scientific research.



### Investment Considerations

Synergize, with GCUBE japan which masters the technology of rapid diagnostic tests.



### Suggested Partnership

African and Japanese Partners

4 M  
USD

Investment  
requirements

2023

Date of start of  
activity

300

Potential Jobs

## BRT OF TUNIS (BRT)

### RAPID BUS TRANSIT - TUNIS



The BRT is a new public transport project that aims to improve the mobility of TUNIS.

The BRT will improve the economic performance of the intervention area and offers better access to people whose residence is further away.

BRT infrastructure includes a separate 15 km bus corridor, 17 stations, 4 interchanges, and 80 buses.

The BRT will cover the area around the northern lake of Tunis.



#### Promoteur

SPV - Al Buhaira facilities ( Grouping )



#### Localisation

Tunis, Tunisia



#### Investment cost

100 million USD



#### Estimated sales revenue

+8 million USD per year.



#### Itinerary

15 km



#### Interchange pole

3



#### Stations

15



#### Proposition of value

An express BRT with high frequency during non-peak hours will connect the interchanges at a speed of 50 km/h and an average time interval of 6 minutes between each interchange.

The objective is to promote the use of public transport by a global network structured in an adequate planning.



#### Dimension African

The project is a POC to be transferred to African cities, which is based mainly on the ecological approach of public transport, land development, and consultation with users of transport infrastructure in order to achieve citizen ownership of new urban mobility projects.



#### Next steps

A development plan for an exclusive right-of-way «BRT» loop and its surroundings will be carried out through an international call for tenders open to private or public investors or through spontaneous proposals.





## BIZERTE PORT CONSORTIUM: RO-PAX TERMINAL

PROJECT IN PROGRESS



### Promoter

SPV BPC (Grouping)



### Location

Northern Tunisia



### Investment cost

USD 190 million



### Number of jobs

+2 000 employees



### Estimated turnover

USD+10 million



### Surface

14 Ha

The ROPAX Bizerte South - Zarzouna terminal is an urban port project that has been designed in perfect harmony with its immediate environment and ensures an interface with the city shared with the local actors.

This project brings a new offer of maritime traffic RORO, Containers, Passengers and Cruises.

The port will occupy a strategic location in the Mediterranean, specifically, in the main passage area between the two shores of the Mediterranean



### Value proposition

The geographical position of Bizerte will make this port one of the most competitive ports in Tunisia based on the traffics to Europe ...

This position gives it a strategic role, both for the flow of goods and people, in addition to services related to bunkering, repair and shipbuilding.



### African dimension

This integrated economic development project should take place partly on the southern quay of the Bizerte. This project will increase the attractiveness to eventually become the first port in the country to fit into a perfect logic of multimodality, connectivity and rank among the GREEN ports in the Mediterranean and in Africa.



### Next steps

The development plan for the RO-PAX Bizerte Sud/South terminal and its surroundings will be carried out in three phases:

Phase 1: 40% of the port project

Phase 2: 60% of the port project

Phase 3: Urban project - outside the port area

190 m  
USD

Investment  
needs

24 ans

Investment cost payback  
period

2 K

Number of jobs to be  
created

355 m  
USD

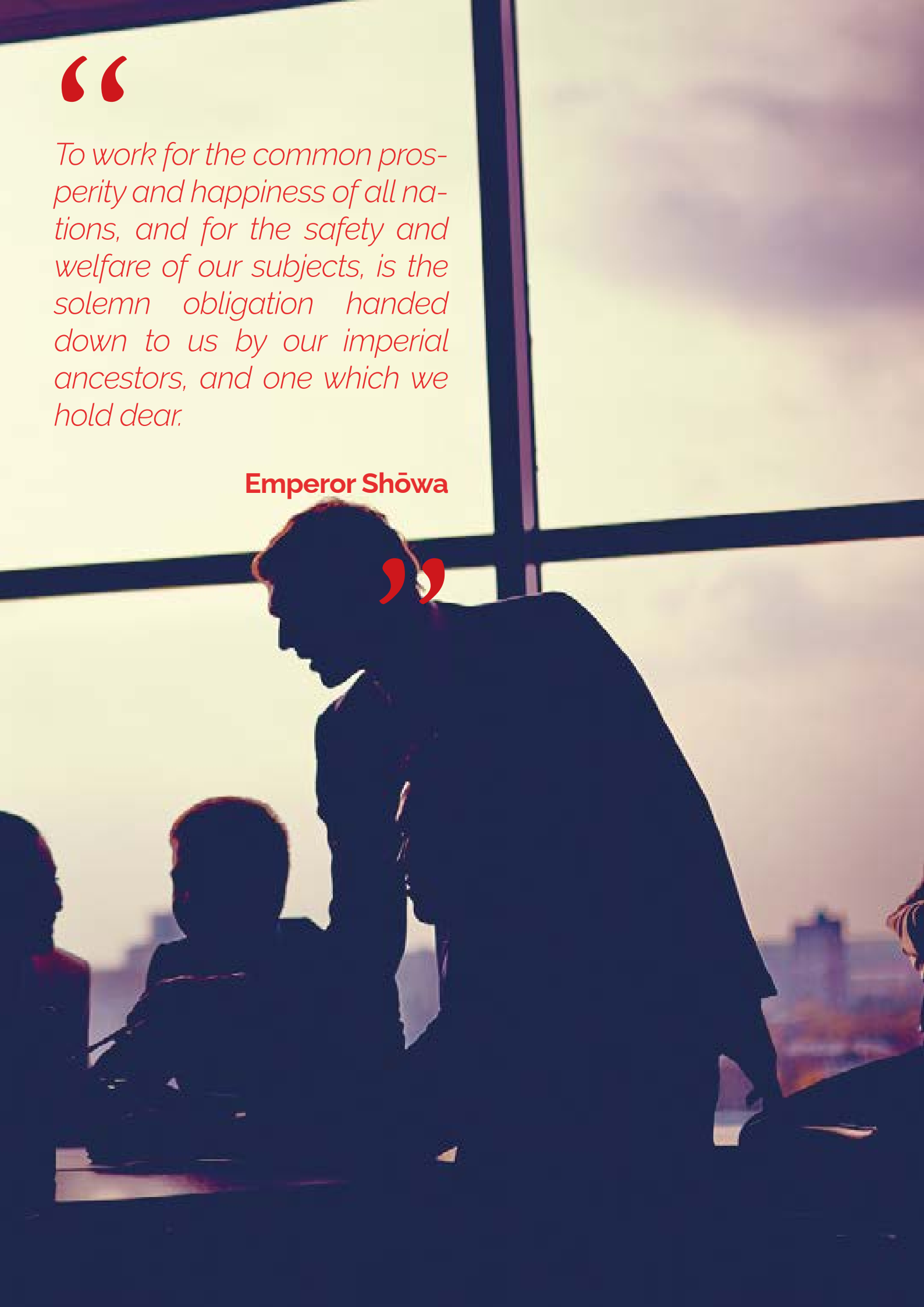
Actual net  
value

“

*To work for the common prosperity and happiness of all nations, and for the safety and welfare of our subjects, is the solemn obligation handed down to us by our imperial ancestors, and one which we hold dear.*

**Emperor Shōwa**

”





# FINANCE

Diversification of public debt financing instruments  
Specialized investment fund



## DIVERSIFICATION OF PUBLIC DEBT FINANCING INSTRUMENTS

### Key Project Considerations

Exogenous factors and hazards (COVID, wars, etc.) have made emerging economies even more fragile and have increased the financing needs of governments.

The depreciation of local currencies in relation to the debt currencies for external borrowing increases the cost of international financing.

With one of the highest debt ratios in the world, Japan has succeeded in ensuring the sustainability of its debt, which is almost exclusively provided by local investors, and has a great deal of expertise.



### Value Proposal

Attract national and international investors to a market with strong potential.

Develop the liquidity and attractiveness of the public debt market to the general public.



### Suggested Partnership

The promoter seeks to develop a partnership with Japanese actors mainly around the following themes

Technical assistance to boost the debt market and diversify its instruments.

Active participation with Japanese investors in public bond issues of African countries (20% in the case of Tunisia) which become a locomotive that affects private debt instruments and create an ecosystem on this market. Identify and create relay structures, which will perpetuate the approach, culturally transform national savings, and create investment vehicles intended for the general public (banks, insurance companies, stock market intermediaries).

The Japanese experience is interesting in more than one way:

Democratize and make more attractive the financing of sovereign debt.

Create an ecosystem capable of offering services to citizens with a better risk/return ratio. To have a liquid and dynamic secondary market for debt instruments.

Strengthen the confidence of savers in the financing of infrastructure projects (Project-Bonds).

### Sponsor

Stock Exchange of Tunis

### Project objectives

The Gold project aims at boosting the African financial market through the creation of new instruments for financing public debt.







## SPECIALIZED INVESTMENT FUND

This project is a Specialized Investment Fund (SIF) composed of two compartments (Tunisian Dinar TND, and US Dollar USD).

The fund aims to finance resilient Tunisian companies of intermediate size in order to enable them to propel their development plan, to become stronger and more competitive internationally, and to create social and environmental impact for all stakeholders.

The fund is eligible to companies with a turnover of around 10 MDT or more, with a positive EBITDA during the last years and with a strong development potential. The preferred sectors are: health / food industry / export industries / transport and logistics / education / renewable energies / industries related to information and communication technologies.



### Sponsor

The fund was created by two leading private equity players



### Location

Tunis / London



### Raised funds

50 MTND (first closing)



### Finance

6-10 resilient Tunisian SMEs for a ticket that varies between 5-10MTND



### Distribution by region

100MTND in Tunisia with the possibility of financing international expansion plans, particularly in Africa and Europe.



### Value Proposal

We offer adequate financing to Tunisian SMEs using adapted financial instruments such as equity and quasi-equity.

In addition to financing, the management team ensures the follow-up and the accompaniment of financed SMEs by calling upon its large network.



### Investment Considerations

We offer adequate financing to Tunisian SMEs using adapted financial instruments such as equity and quasi-equity. In addition to financing, the management team ensures the follow-up and the accompaniment of financed SMEs by calling upon its large network.



### Suggested Partnership

Assistance in raising funds from international investors (Fund of Funds, DFI's, HNWI, etc.)  
Co-financing



# UBCI LE PARTENAIRE DU DÉVELOPPEMENT



**UBCI Partenaire des investisseurs japonais en Tunisie,  
capitale économique de l'Afrique.**



## THE TUNISIAN JAPANESE CHAMBER OF COMMERCE AND INDUSTRY

**Phone Number:** (+ 216 53 351 747) ET (+216 53 301 797)

**E-MAIL:** [Contact.ccitj@gmail.com](mailto:Contact.ccitj@gmail.com) Or [Contact2.ccitj@gmail.com](mailto:Contact2.ccitj@gmail.com)

**ADRESS:** 5 Avenue de la République Résidence Essaada, 1er étage, 2070 La Marsa, Tunisie, La Marsa, Tunisia



## **Conception : Agence Maap**

**Tel:** +216 71 26 30 54 - 70 29 86 88

**Mobile:** + 216 53 60 38 30

**E-mail:** mohamedali.aboudi@maapcommunication.com

**Site web:** [www.maapcommunication.com](http://www.maapcommunication.com)

**Adresse:** Résidence Assawer , Jardins de Carthage , Carthage



TUNISIAN  
**Smart Cities**  
Let's make it



البرنامج الوطني للمدن الذكية والمستدامة

# Programme National Tunisian Smart Cities

“من التوعية و التحسيس الى التطبيق على ارض الواقع”

OSONS NOTRE FUTUR...

2009 - 2025



(+216) 29 514 965



contact@tunisiansmartcities.com



Tunisian Smart Cities



Certified  
**ISO**  
9001:2015

**OVERSEAS  
OFFICES**

**25+ Years**  
experience

**100%  
FREE  
SERVICES**

FIPA-Tunisia  
     
[Investintunisia.tn](http://Investintunisia.tn)

