

## EXHIBITION AREA

### International Fair of Industrial Development

An area devoted to 120 Tunisian companies operating in industry and services integrated into the process of innovation and 60 foreign companies from various countries (Europe, America, Asia ...).

### Innovation and Technology Center

Within this space, participants and professional visitors can learn more about the services offered by the Technological Poles, Technical Centers, Research Centers, mechanisms supporting the promotion of technology and innovation, Universities, Association of inventors, Business incubators, PECAM Programs (Business and market access support program) and PASRI (Research and innovation support project)...

### Funding and Support Center

To give companies the opportunity to learn more about:

- ▶ the services provided by investment support structures and Tunisian finance institutions.

- ▶ the assistance of international funding programs and institutions such as the EIB, EBRD, Islamic Development Bank, World Bank, AFDB, FMO.

- ▶ investment opportunities in five economic regions of Tunisia (North West, North East, Central West, Central East and South).

- ▶ partner country's contribution to Tunisia's development.

## CONFERENCE AREAS

The covered topics will focus on technology and innovation, regional development, entrepreneurship and SMEs such as:

- ▶ Territorial industry: doing business differently.
- ▶ A new generation of businesses: making innovation a lever for development.
- ▶ Public Private Partnership: Pillar of regional development.
- ▶ Development of cluster policies to promote innovation and partnership.
- ▶ Promoting women entrepreneurship.
- ▶ Complementary activities and regional interaction.
- ▶ Interface between business, university and research institutions.



## NATIONAL INNOVATION COMPETITION

An award ceremony will be hosted for the winners of the National Innovation Competition at the closing session of CAT 2014.

## INTERNATIONAL PARTNERSHIP AREA

### B to B meetings

This area is devoted to pre-arranged professional B2B meetings, on partnership opportunities, offered by Tunisian companies. A catalog will be published and made available to their international counterparts (European, American, Asian and Arab). 100 international industrial enterprises and 150 Tunisian companies are expected to participate to the meetings with around 800 pre-scheduled bilateral business contacts.

### Research-University-Enterprises meetings

The purpose of such meetings is the promotion and the development of innovative projects and knowledge activities with high added value in fostering closer collaboration University / Enterprise and initiating networking on sector-based innovation between the worlds of research and industry in association with the support structures.

Exchanges and meetings will take place around twenty research projects submitted by R&D institutions and the participation of 30-40 companies.



**CAT 2014** is an opportunity to dispel doubt, better inform and assure investors about the reality of the business environment in Tunisia which remains, today, in spite of the isolated events that the country might have experienced, a privileged partner and a country of openness, peace and moderation.

And... do not forget that Tunisia remains a country where it is always good to live: 6.3 million tourists were welcomed in 2013!

### CAT 2014 IS:

- 20 000 m<sup>2</sup> dedicated to the event;
- 10,000 expected professional visitors, including 1,000 foreign participants
- 400 exhibitors, including 200 international and 100 Tunisian industrial companies
- 800 pre-scheduled B2B contacts.

### TO PARTICIPATE, PLEASE CONTACT

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**YES!  
I INVEST  
IN MY COUNTRY**

**...YES  
I INVEST  
IN TUNISIA**



**giz**



**PASRI**



Ministry of Industry,  
Energy and Mines



Agency for  
the Promotion of  
Industry and Innovation

**CAT**  
**2014**

## BUSINESS AND TECHNOLOGY EXCHANGE

**PARC DES EXPOSITIONS DU KRAM  
TUNIS. 16<sup>TH</sup>-17<sup>TH</sup>-18<sup>TH</sup> OCTOBER 2014**

**THE SPRING OF SMEs  
TUNISIA  
DISPLAYS ITS ASSETS**





## YES, I INVEST IN TUNISIA

### WHY?

#### A ROOTED INDUSTRIAL VOCATION

The Tunisian company is departing from an image that used to be associated with subcontracting. It now aspires to a partner status in innovative industries with high technological content such as mechanics, electronics, electricity, renewable energy, biotechnology and new communication technologies. Several companies have already made this choice of development in partnership or on their own by developing, in spite of all the experienced uncertainties, a consolidated image of a country with strong determination to move forward.

- ▶ The industrial fabric of Tunisia has about 6,000 companies with a staff of ten or more employees:
- ▶ More than 2,600 of these companies are totally exporting, i.e. one out of two companies working exclusively for export.
- ▶ Two out of three jobs are active exclusively for export.
- ▶ 1 out of 5 companies is wholly exporting in the industries of aerospace, electrical and electronic and automotive components.

The mechanical, electrical and electronic industries, alone, contributed to nearly 40% of the country's export revenues in 2013 representing an increase of 6.7% compared to 2012.



#### A HIGHLY EFFICIENT BUSINESS ENVIRONMENT

Pioneer in setting up the one stop shop concept for business creation, Tunisia wants to preserve its status of a country where doing business is, in no way, an obstacle course. The authorities are fully determined to give new impetus to facilitating procedures, backed by greater transparency and banishing all forms of corruption.

The continuity ensured within the Tunisian administration has allowed it not to waver, in spite of the ups and downs experienced by the country.



#### TUNISIA, is today;

in many respects, a country that draws attention by its determination to develop successfully. This is definitely a country that combines tradition and modernity, a bewildering country by its indefinable attractiveness, its proximity to Europe and its different aspirations.

#### COMPETITIVE ADVANTAGES

The investment regulations grant any investor, whether foreign or national, equal treatment and freedom to invest in most sectors and reinforce the openness of the Tunisian economy to the outside world.

A full range of incentives are provided in the form of tax exemptions, investment premiums, payment for infrastructure work and employers' contributions to the social security scheme.

Tunisian companies, both large and small, are now able to demonstrate to investors from all venues and origin, Europe, Asia, America and the Arab world that their country remains a privileged site offering competitive

#### A DETERMINATION TO MAKE INNOVATION A CORPORATE CULTURE

Through 241 laboratories and 174 scientific research units, 9 competitiveness clusters and technology poles specialized in organic technology, mecatronics, food industry, IT, multimedia, new communication technologies, renewable energy, water and environment.



benefits, a conducive environment for their business and a transparent regulatory framework.

Hence Tunisia continues to move forward with a continuous improvement of the business environment to strengthen its level of attractiveness in terms of investment and creating projects, to consolidate its competitiveness and thus assert its sovereignty through comprehensive and sustainable development.

The new Constitution adopted through a consensus process and the advent of the 2nd Republic will be its guarantors.



#### REGIONAL RESOURCES, WEALTH AND POTENTIALITIES THAT ARE SEEKING DEVELOPMENT

The new constitution has just written a new page in the administrative and participatory architecture of regions with regionally and locally elected councils as pillars of regional and local development and a civil society acting as a true development partner. Local and regional authorities, hence become key actors enjoying more autonomy and greater responsibility

for their development to address private sector initiatives working as driving engines for local economy and sustainable development and providing great opportunities in the various sectors of the industry, new communication technologies and renewable energy.

#### AND... ICING ON THE CAKE, A CONFIRMED EXPERTISE

More than 300,000 students, including 62% female, attend 200 higher public and private educational institutions, which annually graduate 12,000 IT professionals, 10,000 managers and 8,000 engineers.

#### TUNISIA

- ▶ A dynamic and open friendly country
- ▶ Freedom to invest in many sectors
- ▶ A favorable investment legislation pooled into a single investment incentives code
- ▶ A one-stop shop to simplify and facilitate the administrative procedures
- ▶ Competent staff capable of mastering and quickly assimilating new technologies
- ▶ Real legal protection for investors
- ▶ An exchange market with freedom of transfer
- ▶ A continuously improving functional infrastructure

#### THEY TRUSTED TUNISIA



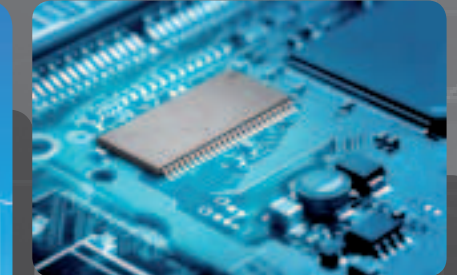
### HOW?

With the inevitable development in the country of sectors with high added value, subject to the establishment of suitable conditions for the country's integration into global value chains, the **Agency for the Promotion of Industry and Innovation is organizing from 16th to 18th October 2014 in Tunis, the sixth edition of the Business and Technology Exchange (Carrefour d'Affaires et de Technologies) CAT 2014**, an ideal platform for exchanges between professionals from sectors with high growth potential.

##### Food industry



##### Renewable Energies and Environment



##### Mechanics, electricity and electronics, automotive and aerospace components



##### New information and communication technologies



##### Technical Plastics



##### Health, biotechnology, pharmacy, life sciences ...

#### COMPONENTS OF CAT 2014

Three days and three different venues for fruitful exchanges are fully dedicated to professional participants: Exhibition Area, International Partnership Area and Conference Area. The awards ceremony for the winners of the National Innovation Competition is scheduled on the sidelines of the event.

