

/ AUTOMOTIVE

Tunisia: A **pool of engineers**
that is recognized at regional
level for its **skills** and **quality**
of training



الهيئة التونسية للاستثمار
TUNISIA INVESTMENT AUTHORITY



WHY CHOOSE TUNISIA

- 1 A **pool of talent** recognized at **regional level** for its **skills** and **quality of training**
- 2 An **automotive cluster** grouping more than **38 companies** covering most of the segments of the sector's value chain
- 3 **Geographical proximity** to the **European countries** and **free trade agreements** with **Sub-Saharan Africa**, **Middle East** and **European Union markets**
- 4 Classified as the **most attractive country in North Africa** and among the most attractive ones in Africa, according to the main international economic rankings
- 5 A **new investment framework** aiming to **promote investment**, **regional development** and **Research & Development**
- 6 One of the **most competitive countries in the world** in terms of **human resources cost**, and also with regard to the rest of the **operating expenses** (utilities, infrastructure, etc.)

SECTOR'S KEY FIGURES

Around **4%** of GDP

8 maritime trade ports **9** international airports

+80,000 employees in the sector

+60 Vocational Training Centers related to the sector

1 667 M€ of exports in 2017

more than **260** companies operating in the sector

65,000 graduates, **10% of which** are engineers

47 engineering schools and **25 Institutes for technology studies (ISET)**

SUCCESS STORIES



Established since 2008, **KROMBERG & SCHUBERT** developed a large-scale production unit for **cabling systems manufacturing**, which has more than **4000 employees** and a **regional R&D site**



40-year history in Tunisia, **3 production sites**, more than **500 employees** and expressed commitment to continue **investment** in the automotive sector in Tunisia

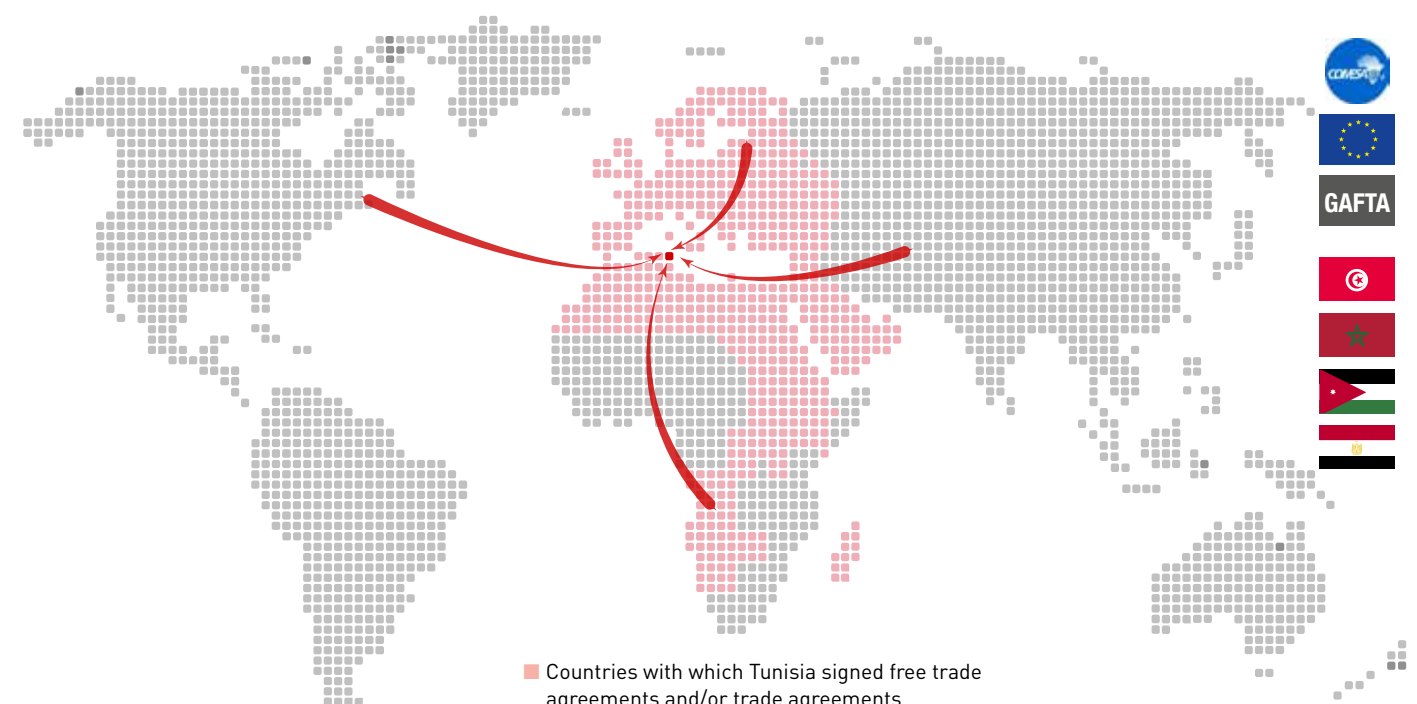


One of the main **world cable production actors** with a market share of around **13%** and a **leading position** in the **European and MENA markets**

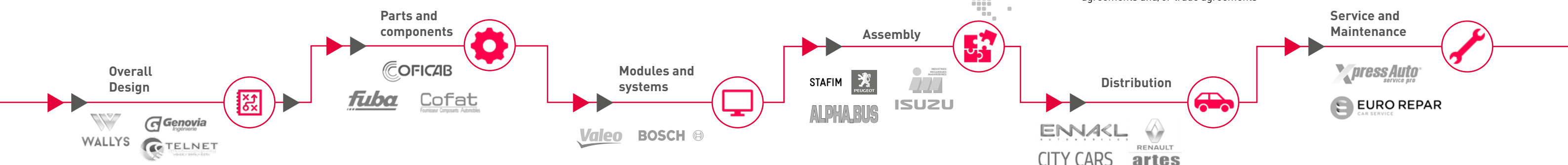


A production covering **95% of european filtration market** and a **customer presence** in close to **60 countries**, Misfat filtration has become a recognized supplier of **OE products**

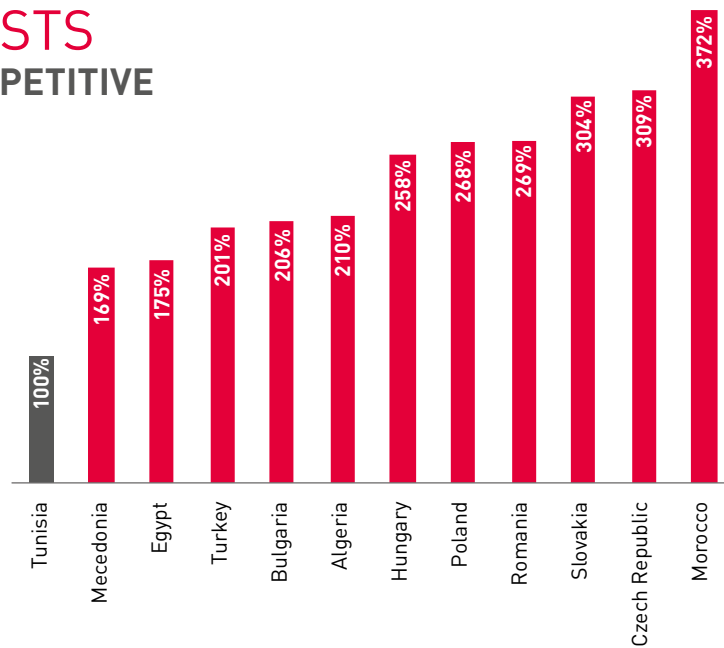
GATEWAY TO AFRICAN MARKET



■ Countries with which Tunisia signed free trade agreements and/or trade agreements

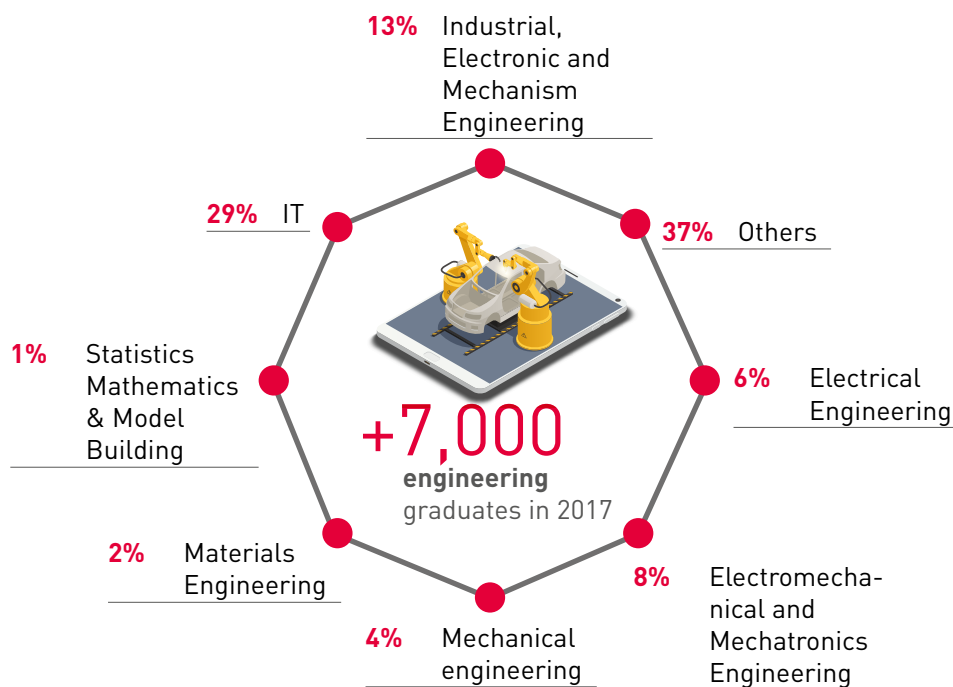


LABOUR COSTS ARE WIDELY COMPETITIVE

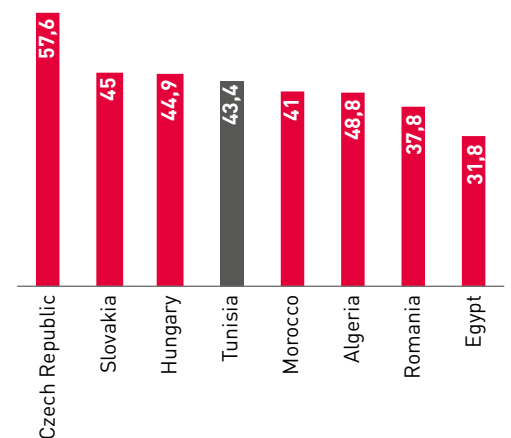


Source: International HR compensation leader

SKILLED PROFESSIONALS SATISFYING THE NEEDS OF THE SECTOR



QUALITY OF GRADUATES' SKILLS (SCORE)



Source: global competitiveness report 2018