



الهيئة التونسية للاستثمار  
TUNISIA INVESTMENT AUTHORITY



# Opportunities for Investors in Tunisia's Automotive Sector

# A GATEWAY TO AFRICA, EUROPE AND THE MIDDLE EAST – FLEXIBLE CAPABILITIES TO SERVE THESE MARKETS



■ Countries with which Tunisia has signed a free trade agreement and / or trade agreement

Main free trade / trade agreements ratified by Tunisia



GAFTA



Tunisia benefits from a key geographic proximity to European countries and has signed free trade agreements with the markets of Sub-Saharan Africa, the Middle East and the European Union

Area

163,610 km<sup>2</sup>

Population (2018)

11.55 millions

Time Zone

1+ GMT

Languages

French, Arabic, English

Capital

Tunis

Economic openness rate

87.7% (in 2017)

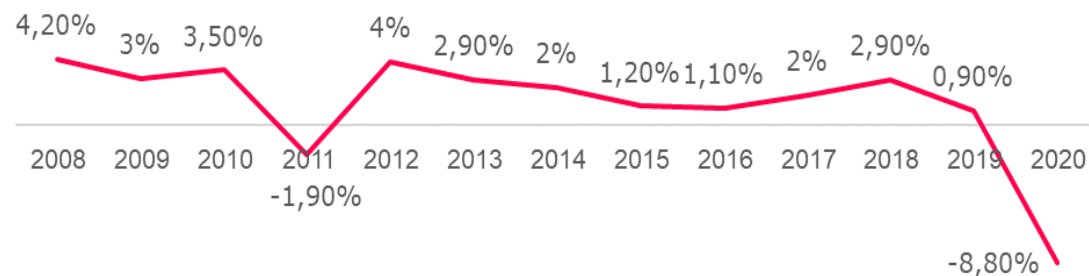
Free Trade Agreements

UE, COMESA, UMA, GAFTA

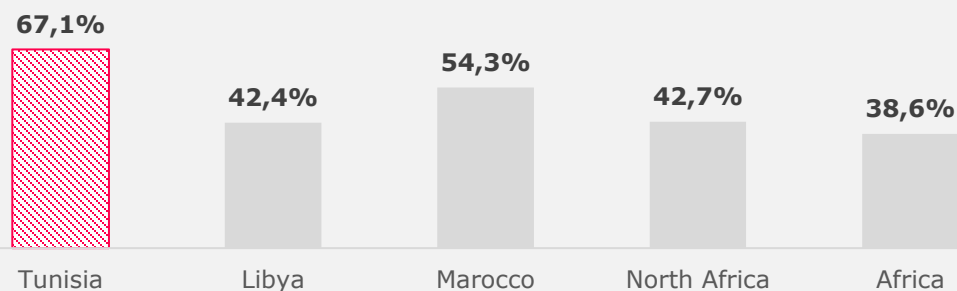


# COMPARED TO OTHER NORTH AFRICAN COUNTRIES, TUNISIA HAS THE HIGHEST STOCK OF INWARD FDI IN GDP

**GDP Growth Rate, %, 2008-20**



**Stock of Inward FDI in GDP, % , 2018**



**GDP (€, 2018)**

**32 M €**

**GDP Growth Rate (2018)**

**2,9%**

**GDP/Inhabitant (\$PPA 2018)**

**10,19 €**

**CPI Inflation (2020)**

**5,6 %**

**FDI Inwards Stock - 2018**

**21,97 M €**

**Flow of FDI (2018)**

**0,853 M €**

**# of FDI Projects announced (Destination Tunisia)**

**554**

**# of FDI Projects announced (source Tunisia)**

**93**

# TUNISIA OFFERS A PLEASANT LIVING ENVIRONMENT WITH A DEVELOPED HEALTH SYSTEM AND ONE OF THE MOST AFFORDABLE COSTS OF LIVING IN THE WORLD



### Access to renowned education systems

- **10** French educational institutions
- Access to Canadian, British, American, Italian and Jordanian education systems



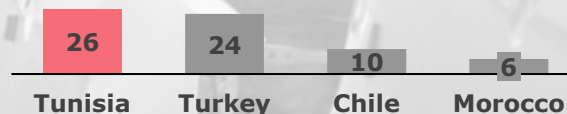
### A Mediterranean climate and a diversified nature

- **250** sunny days a year
- More than 1,400 km of beaches and diverse landscapes (beaches, forests, desert)
- Average temperature **18.1 °**



### A developed health system

**2<sup>nd</sup>** African destination for medical tourism (after South Africa)



26 doctors (per 1,000 inhabitants)



### A unique cultural heritage

- 8 Tunisian sites classified as World Heritage by UNESCO



### A beacon of individual freedoms

- **1<sup>st</sup>** African / Arab country in the field of **freedom of the press and civil liberties**
- **1<sup>st</sup>** African and Muslim country in terms of equality between man and woman



### One of the most affordable costs of living in the world

- Tunis is the **least expensive major city in Africa** and at the level of the Mediterranean basin for expatriates according to the MERCER index



# 5 KEY REASONS WHY TUNISIA IS THE RIGHT LOCATION FOR YOUR AUTOMOTIVE BUSINESS



## A Growing Sector

- The automotive sector is a priority in Tunisia and accounts for around 14% of the country's total exports
- In 2018, there were more than 260 companies operating throughout the value chain accounting for nearly 4% of the Tunisian GDP



## Availability of skilled labor

- More than 7,000 engineers enter the Tunisian job market each year
- 1,200 vocational training institutions with more than 370 specialties
- Ranks 3<sup>rd</sup> in terms of human capital and lifestyle among African countries



## Competitive Costs

- Large pool of high-quality labour at low costs
- Low rents for office and industrial spaces as well as low utility costs
- Ranks 1<sup>st</sup> in terms of cost effectiveness among African countries



## Innovative Ecosystem & Infrastructure

- 3<sup>rd</sup> most innovative economy in Africa
- 190+ tech start-ups specializing on IoT, AI, AR/VR, Blockchain and Big data
- 3.5+ M funding in 2020
- 169 technical and 135 financial support institutions as well as 22 facilitators
- 5<sup>th</sup> best start-up ecosystem in Africa



## Attractive incentives for investors

- Investment grants and grants based on job creation capacity
- Freedom to hold 100% of the company's capital and to transfer profits and assets abroad in foreign currency
- Ranks 3<sup>rd</sup> in terms of business friendliness among African countries

# THE GLOBAL AUTOMOTIVE INDUSTRY IS UNDERGOING SIGNIFICANT CHANGE DRIVEN BY ELECTRIC AND CONNECTED MOBILITY TRENDS

## Electric Mobility



Fleet of  
**8 to 9 million**  
electric or hybrid cars in the world in 2020

*Of a total of 93 million vehicles sold in 2017, this represents almost 10% of the fleet sold worldwide last year.*

**1 model**  
at least of electric cars developed or announced by OEM leaders

*OEM leaders worldwide compete to be the pioneers in the electric mobility*

**-30 % emissions**  
Target to be reached by 2020

*EU regulation requiring OEMs to reduce emissions from their vehicle fleet by 2020.*

## Connected Mobility



**100 Million code lines**  
in a modern premium car

*A modern premium car contains around 100 million lines of code, has a computing power of 20 modern PCs and processes an average of 25 GB each hour.*

**20 % of customers**  
ready to change car brands to have more developed connectivity features

*This figure increases to 40% for users spending more than 20 hours a week in their vehicles.*

**4 % of revenues**  
comes from connectivity features

*This figure will reach 7% in 2020 according to forecasts.*



# LEADERS IN THE TUNISIAN AUTOMOTIVE INDUSTRY ARE ENGAGED IN FUNDAMENTAL TRANSFORMATION

## Electric Mobility



## Connected Mobility



### Telematics



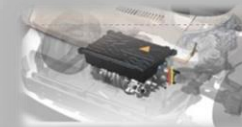
### Connected antennas



### Firmware over the Air



### Wiring Audi Q6 E-TRON



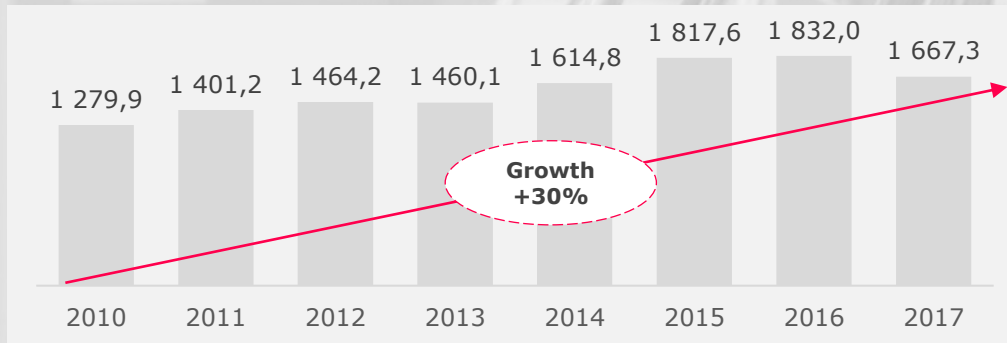
### Electric motors modules



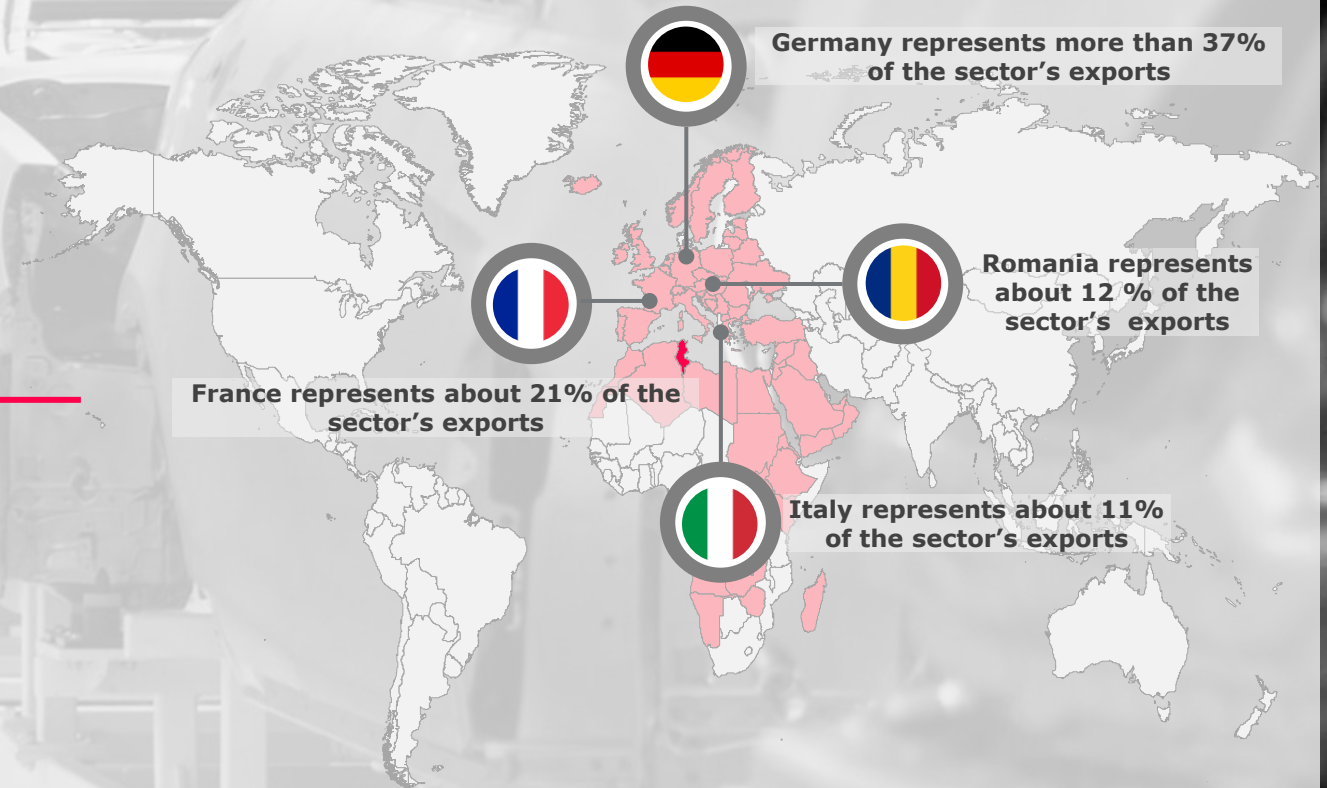
### Autolib project

**THE AUTOMOTIVE SECTOR IS A PRIORITY IN TUNISIA AND ACCOUNTS FOR AROUND 14% OF THE COUNTRY'S TOTAL EXPORTS, WITH AN INCREASE OF MORE THAN 30% BETWEEN 2010 – 2017**

### PROGRESS OF EXPORTS IN M TND



### BREAKDOWN OF THE SECTOR'S EXPORTS



### MAIN EXPORTED PRODUCTS

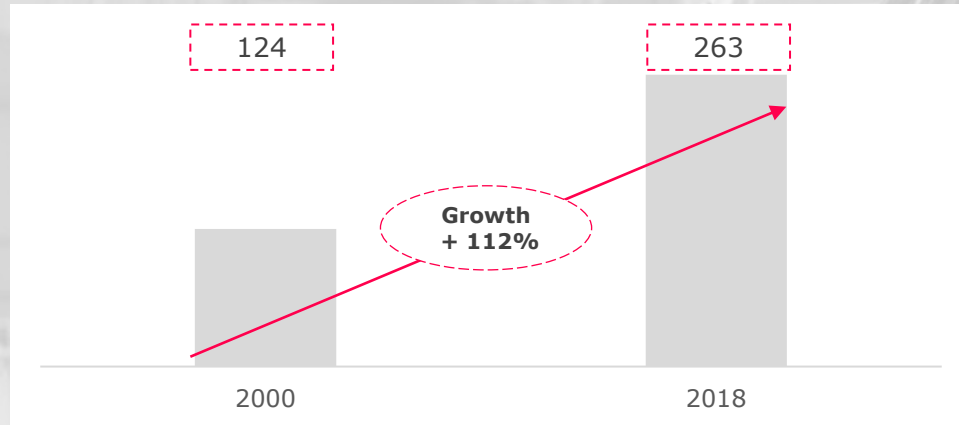
Tunisia ranks among **the top 3 exporters of automotive components in Africa**, including:

- Electrical and electronic components
- Chassis and body
- Engines and engine components
- Textiles and leathers
- Design, development and industrialization
- Spare Parts
- Plastics and rubber

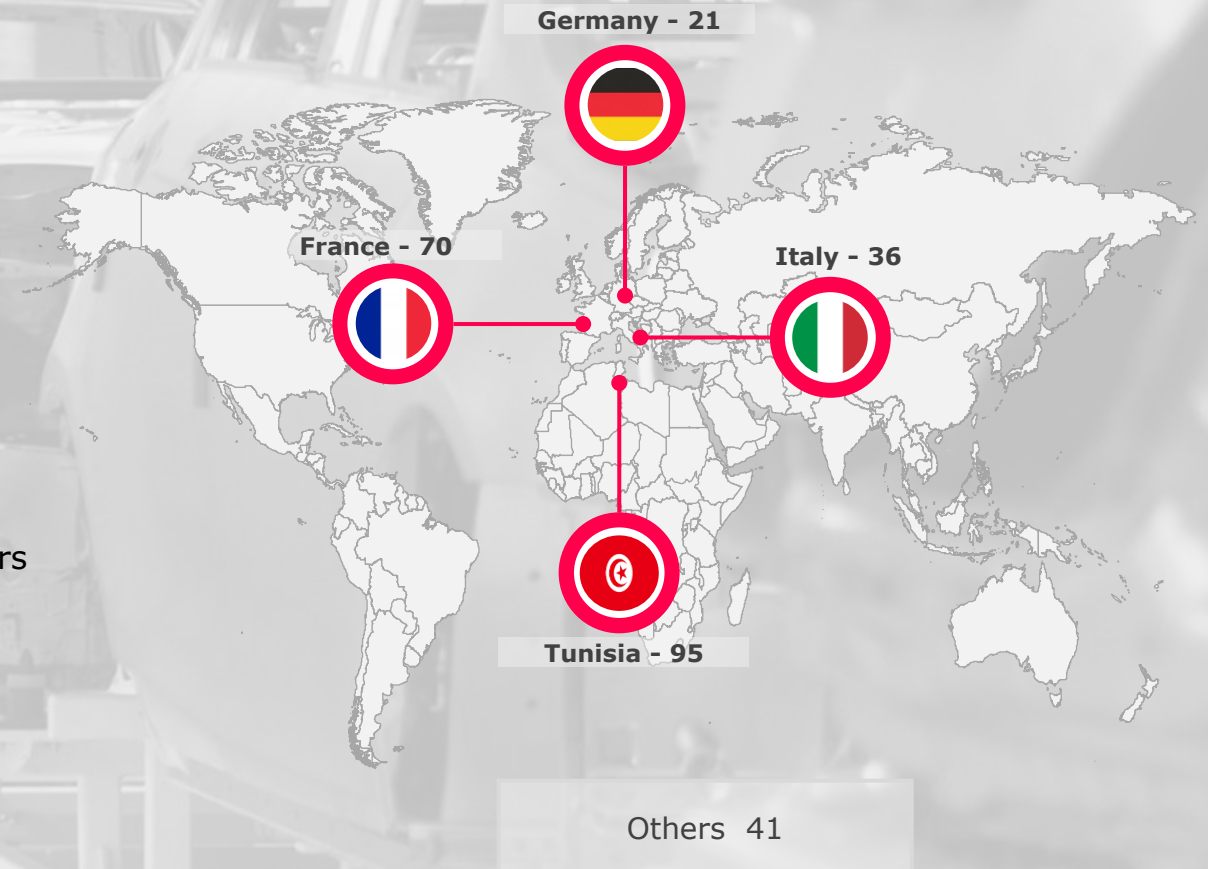


**IN 2018, THERE WERE MORE THAN 260 COMPANIES OPERATING THROUGHOUT THE VALUE CHAIN ACCOUNTING FOR NEARLY 4% OF TUNISIAN GDP**

### NUMBER OF COMPANIES IN TUNISIA'S AUTOMOTIVE SECTOR



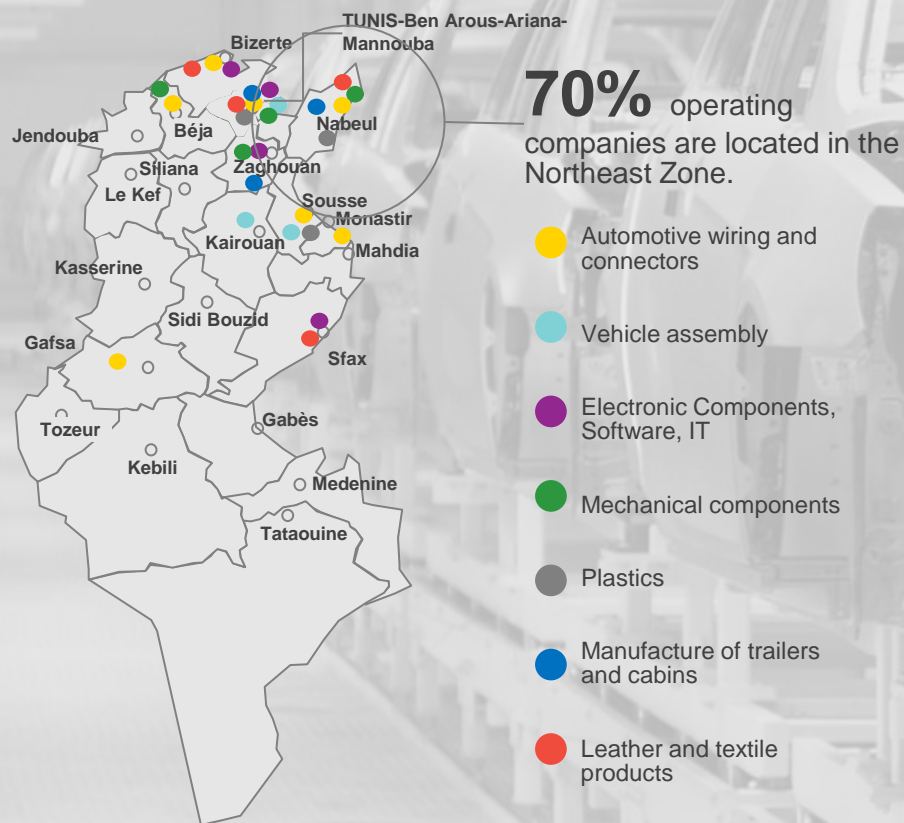
### BREAKDOWN OF ESTABLISHED COMPANIES BY ORIGIN



- The Automotive sector accounted for 4% of Tunisia's GDP
- The Automotive sector has experienced a **strong growth** for years and a **densification of its industrial fabric**, driven by the establishment of new leading foreign players in Tunisia.
- The sector has now more than **263 national and international companies** operating **across the entire value chain**, **65% of which are fully exporters**.

# WHICH RESULTED IN THE DEVELOPMENT OF A DENSE AUTOMOTIVE INDUSTRIAL ENVIRONMENT WITH A SECTOR KNOW-HOWS

### Activity Mapping



### Key figures

**~2**  
**Billions €**  
of exports in 2016 \*

**4 %**  
of GDP in 2016 \*

**x2**  
Total number of companies  
between 2000 and 2016

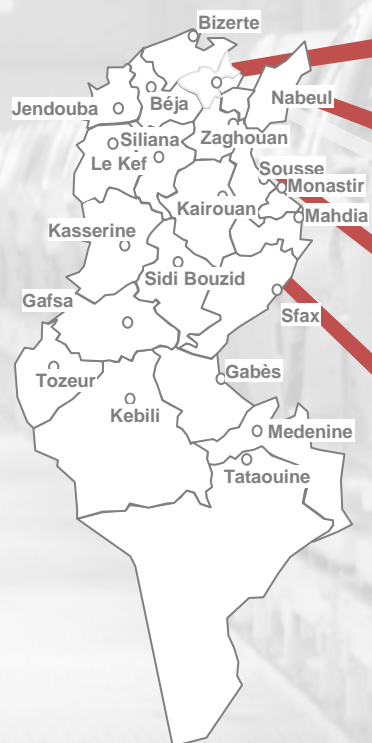
**+ 10.74 %**  
average growth in value of  
exports  
between 2010 and 2016

**~20** nationalities  
represented in the  
invested capital

**~80,000**  
employment in 2016



## TUNISIA'S AUTOMOTIVE INDUSTRY IS ALSO GEARED TOWARDS VALUE CREATION



### Technopole El Ghazela

Dedicated integrated cluster hosting several companies in information technologies and communication in general. Several companies in the automotive sector are present: Actia, Ardia, Telnet, Focus

**Software and embedded electronics**



### Industrial Zone Ben Arous

Concentration of the largest Tunisian automobile industry activity.

Several actors are present: Valeo, TIS, SagemCom, Peugeot Pick Up

**Electronic and Mechanical Components Assembly**



### Industrial Zone and competitiveness hub in Sousse

Several global players in car wiring are present in this area namely Leoni and Draxelmaier.

Yamaichi Electronics R&D Center

**Wiring mechatronics**



### Industrial Zone Manouba

Several players in mechanical components are installed like Misfat and LTM

**Mechanical components**

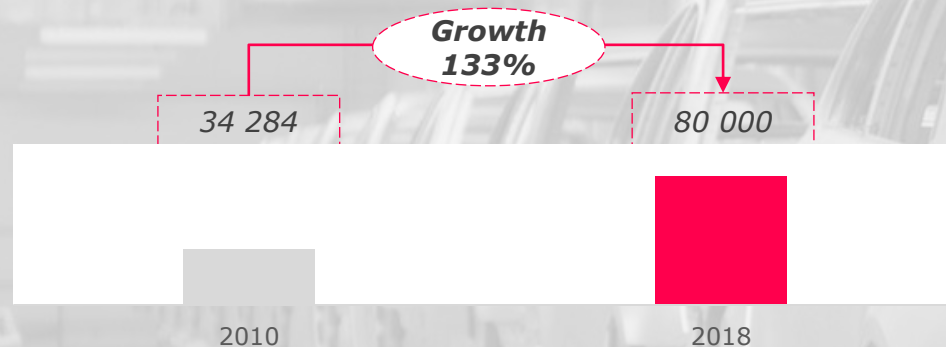


# ***Availability of Skilled Labour***

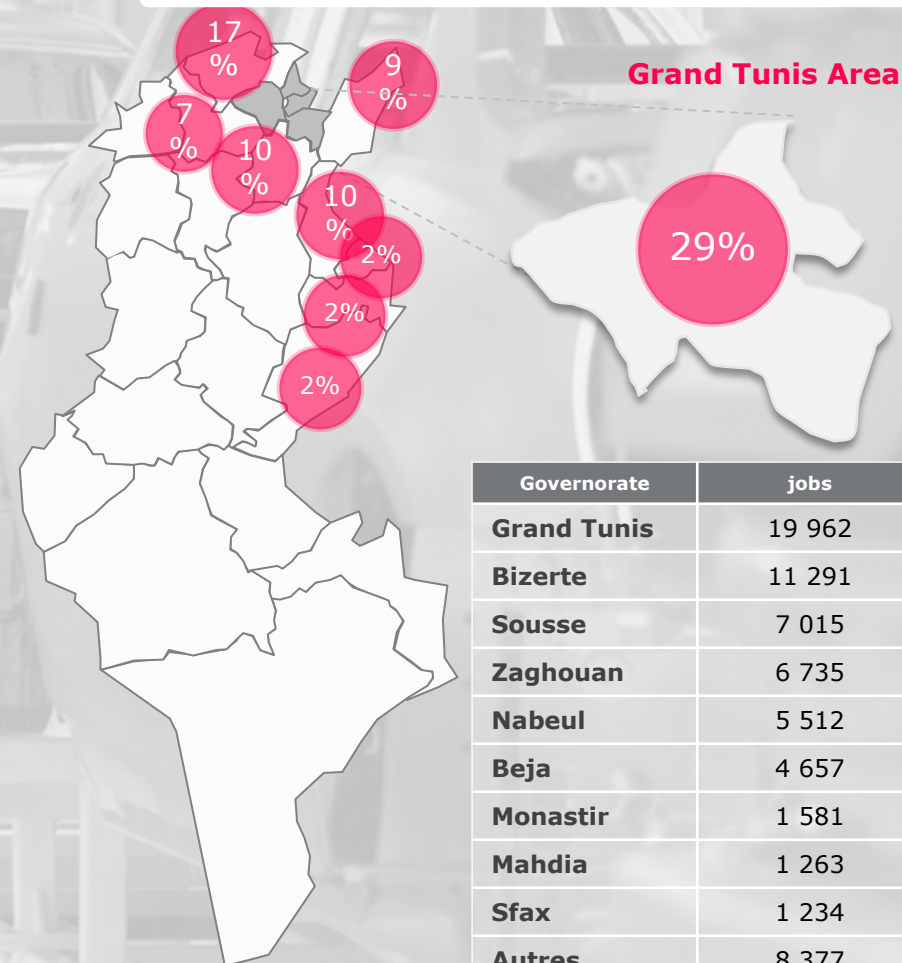


**WITH MORE THAN 80,000 DIRECT JOBS, THE SECTOR GREW BY MORE THAN 130% BETWEEN 2010 – 2018, WITH 80% OF JOBS BEING GENERATED BY THE WIRE & CABLE, MECHANICAL AND SPARE PARTS SUBSECTORS**

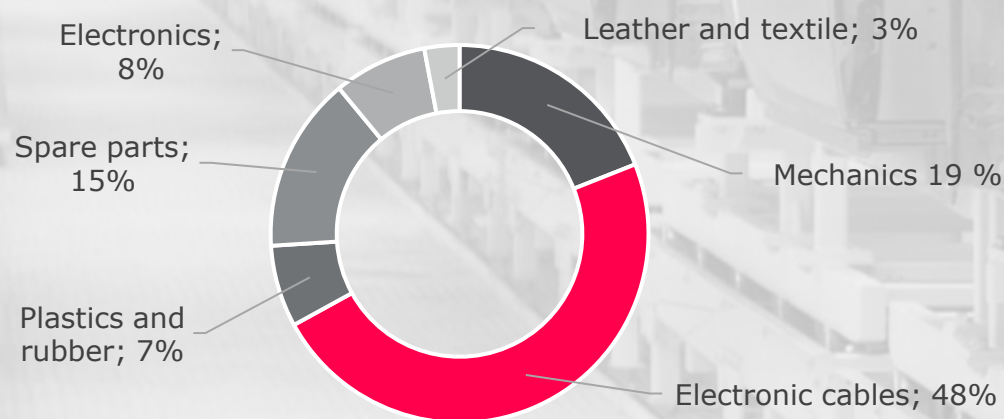
### PROGRESS OF SECTOR EMPLOYABILITY - 2018



### BREAKDOWN OF JOBS BY REGION - 2018

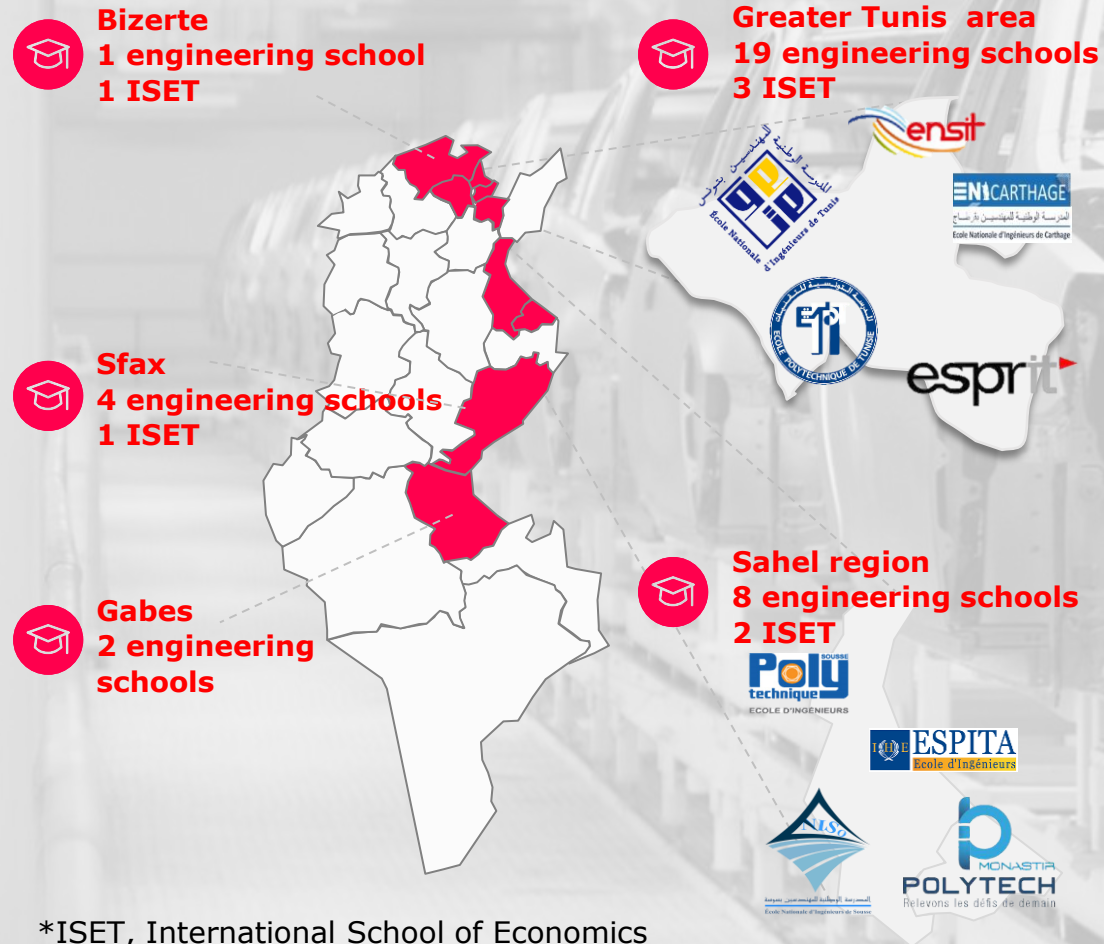


### BREAKDOWN OF JOBS BY SUBSECTORS

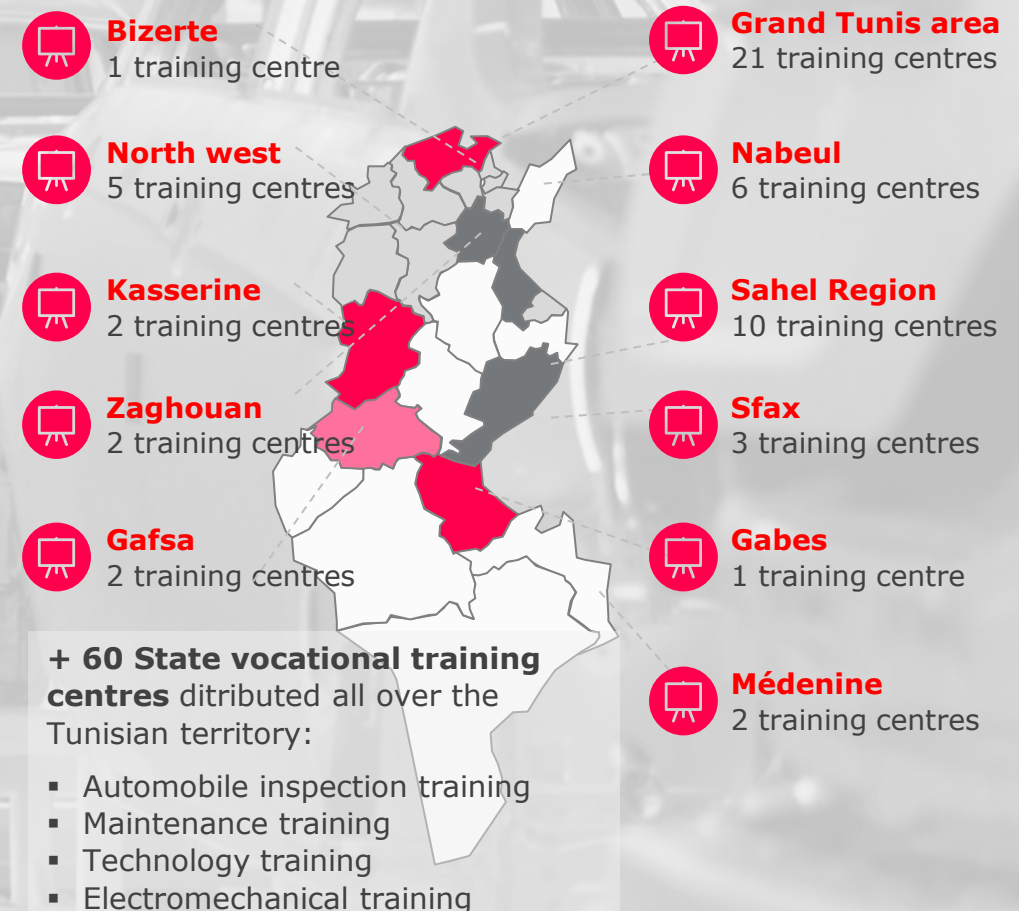


## MORE THAN 7,000 ENGINEERS ENTER THE TUNISIAN JOB MARKET EACH YEAR COVERING ALL THE SPECIALTIES SOUGHT BY KEY AUTO PLAYERS

### DISTRIBUTION OF ENGINEERING AND ISET\* SCHOOLS
















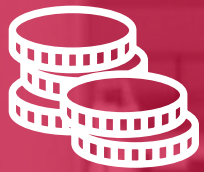
### DISTRIBUTION OF STATE VOCATIONAL TRAINING CENTRES





# TUNISIA ALSO PROVIDES QUALITY TRAINING SERVICES TO ITS WORKFORCE TO HELP THEM KEEP THEIR COMPETITIVE EDGE

University	Training and curriculum	Partnerships
Tunisia Polytechnic School (EPT)	<ul style="list-style-type: none"> <li>▶ Training engineers for design and project management and enabling them to monitor and control the evolution of advanced technologies</li> </ul>	<p>Industrial partnerships with national and international companies in the automotive industry</p> <p>     </p>
National Engineering School of Tunis (ENIT)	<ul style="list-style-type: none"> <li>▶ Several courses related to the automotive components industry are offered: Electrical Engineering, Mechanical Engineering, Advanced Techniques, Industrial Engineering ...</li> </ul>	<p>Academic partnership with ENSTA ParisTech</p> <p>  <i>Double degree course in Advanced Techniques for 18 students admitted to the national entrance examination for engineering schools</i> </p>
National Engineering School of Bizerte (ENIB)	<ul style="list-style-type: none"> <li>▶ Training of highly competent, enterprising and ready-to-integrate engineers <ul style="list-style-type: none"> <li>• <b>1<sup>st</sup> and 2<sup>nd</sup> year:</b> general phase composed of multidisciplinary courses, projects, business games and internships</li> <li>• <b>3<sup>rd</sup> year:</b> year of specialization with specialties related to the automotive components industry: Industrial Engineering, Mechanical Engineering</li> </ul> </li> </ul>	<p>Academic partnerships with French grandes écoles</p> <p>  <i>Exchanges of professors and students</i> </p> <p>  <i>Double degree course</i>  <i>Scholarship</i> </p>
Institut National des Sciences Appliquées et de Technologie (INSAT)	<ul style="list-style-type: none"> <li>▶ Training engineers, technicians, and computer scientists of high level with skills in methodologies and techniques related to software engineering and embedded electronics. <ul style="list-style-type: none"> <li>• <b>1<sup>st</sup> and 2<sup>nd</sup> year:</b> preparatory course</li> <li>• <b>3<sup>rd</sup> year:</b> year of specialization</li> </ul> </li> </ul>	<p>Partnership with industrialists specializing in IT</p> <p>    <i>Embedded systems</i>     <i>Software development</i>  <i>E-services</i> </p>

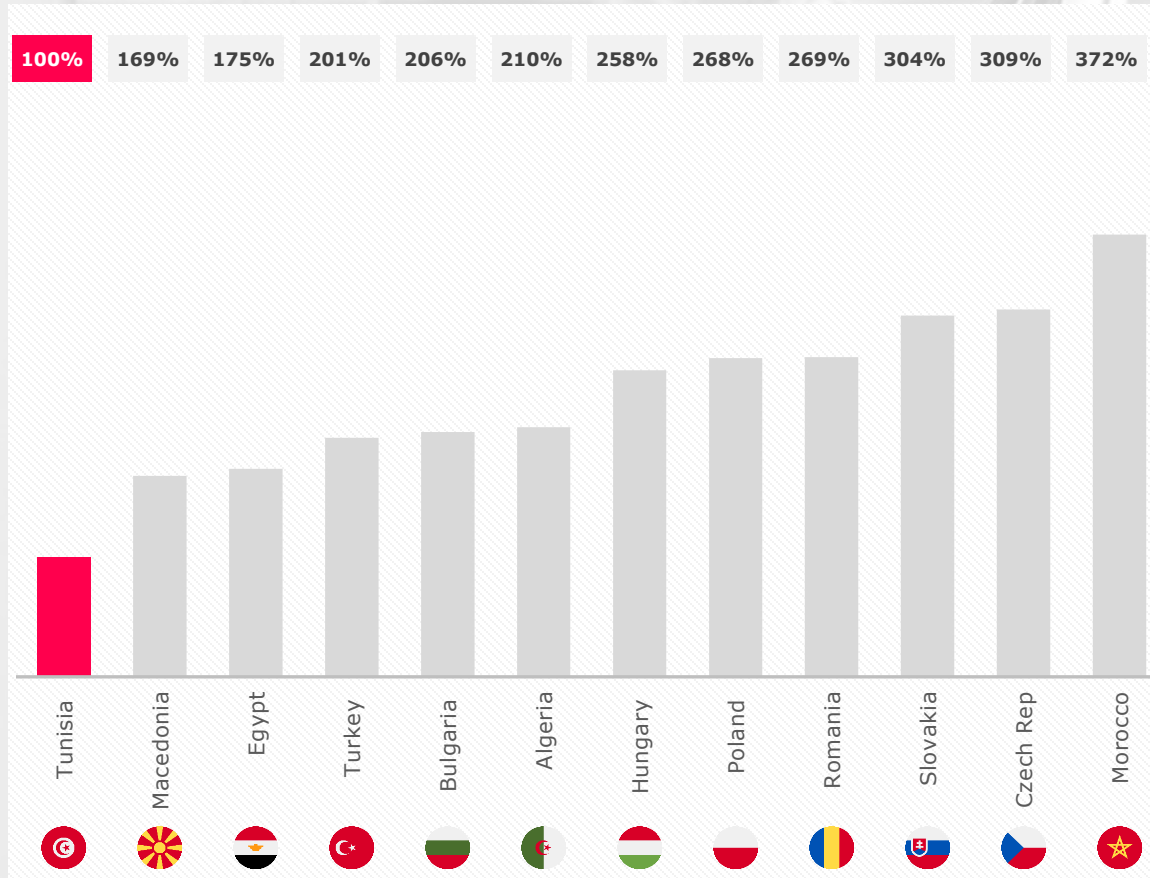


# ***Competitive Costs***

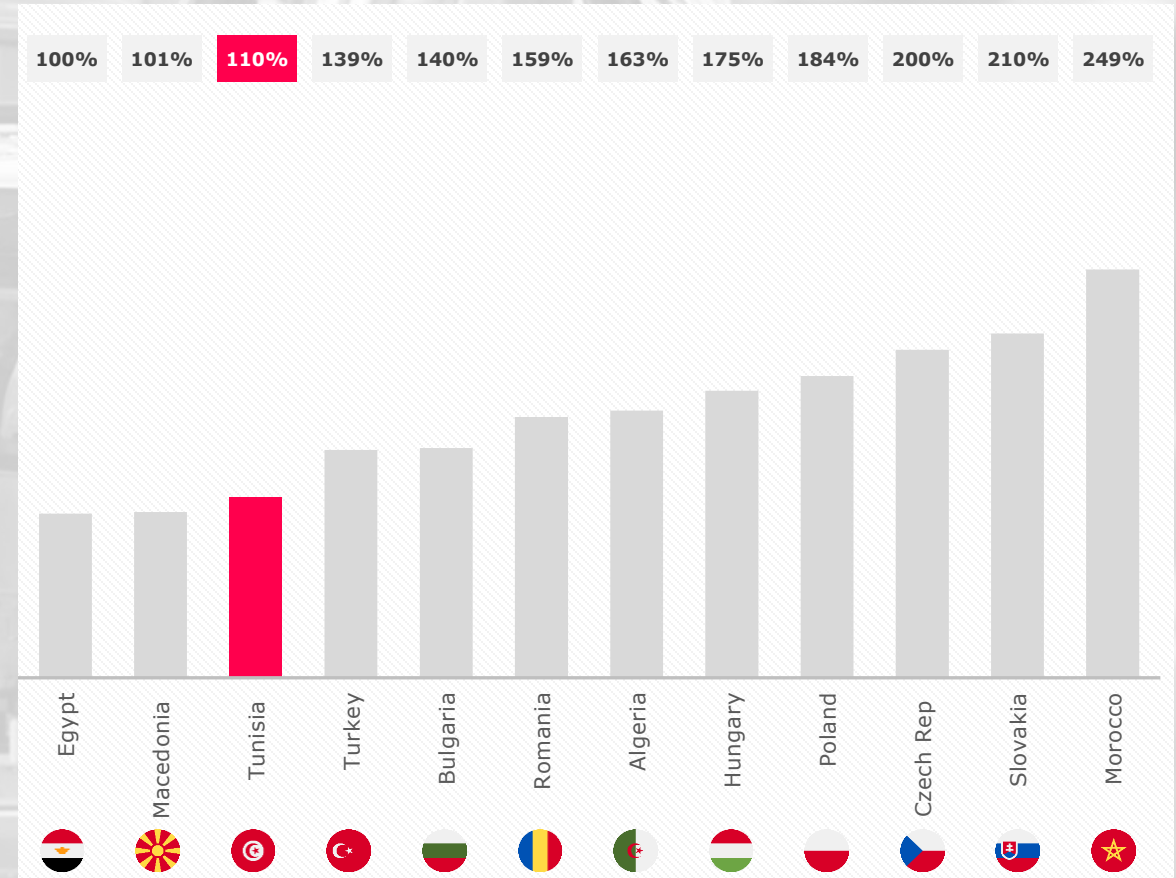


## TUNISIA PROVIDES ACCESS TO A TALENTED WORKFORCE AT COMPETITIVE COST

### ENGINEER - MANAGER



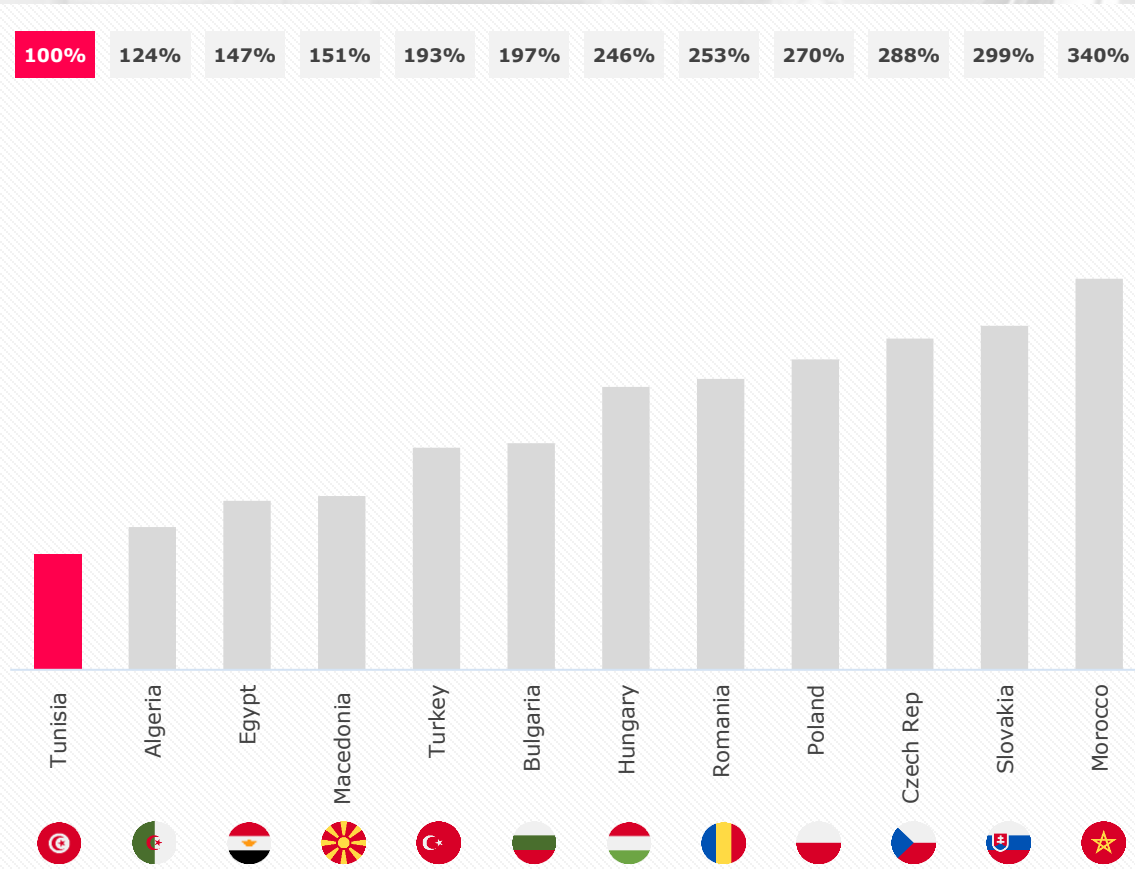
### ENGINEER - SENIOR PROFESSIONAL



Source : International HR compensation leader 2019

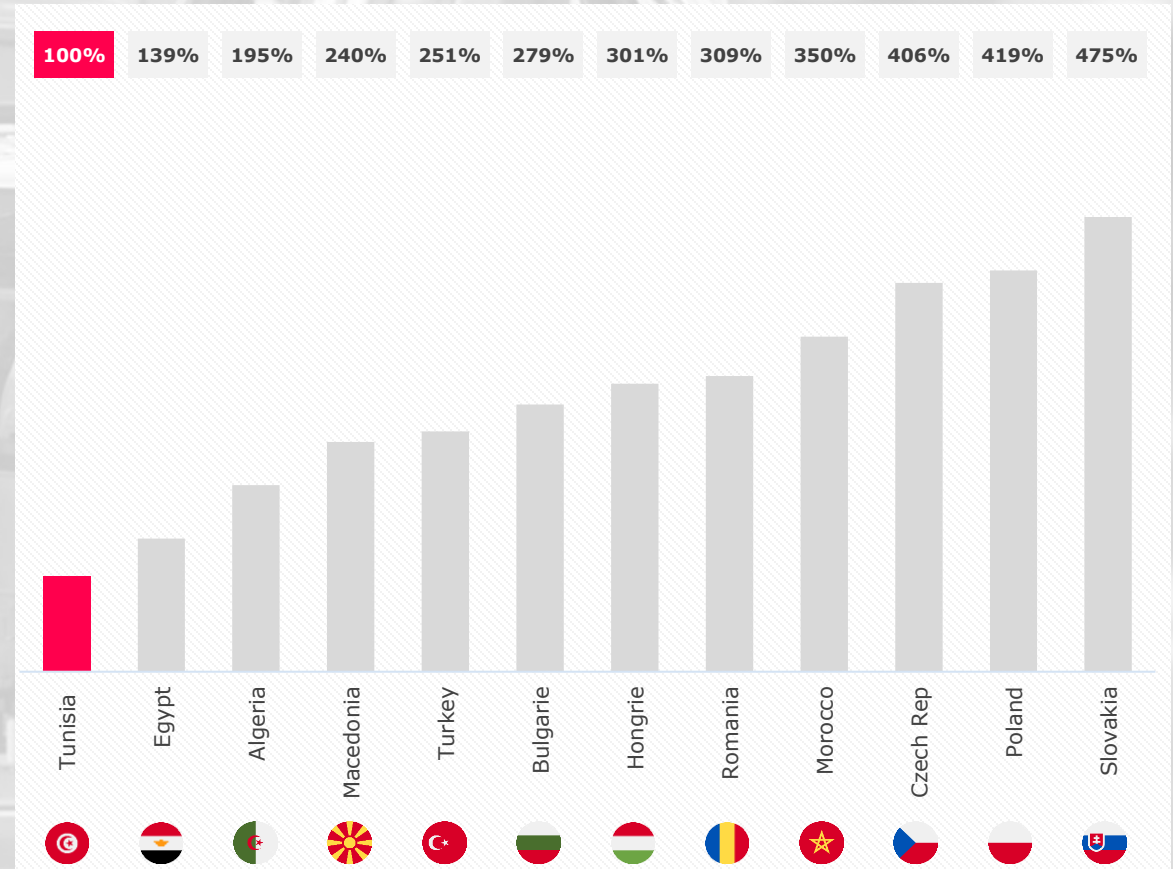
# THE AVERAGE ANNUAL COST OF A TUNISIAN ENGINEER IS VERY COMPETITIVE COMPARED TO THE MAIN COMPETING DESTINATIONS

### OPERATIONS - MANAGER



Source : International HR compensation leader 2019

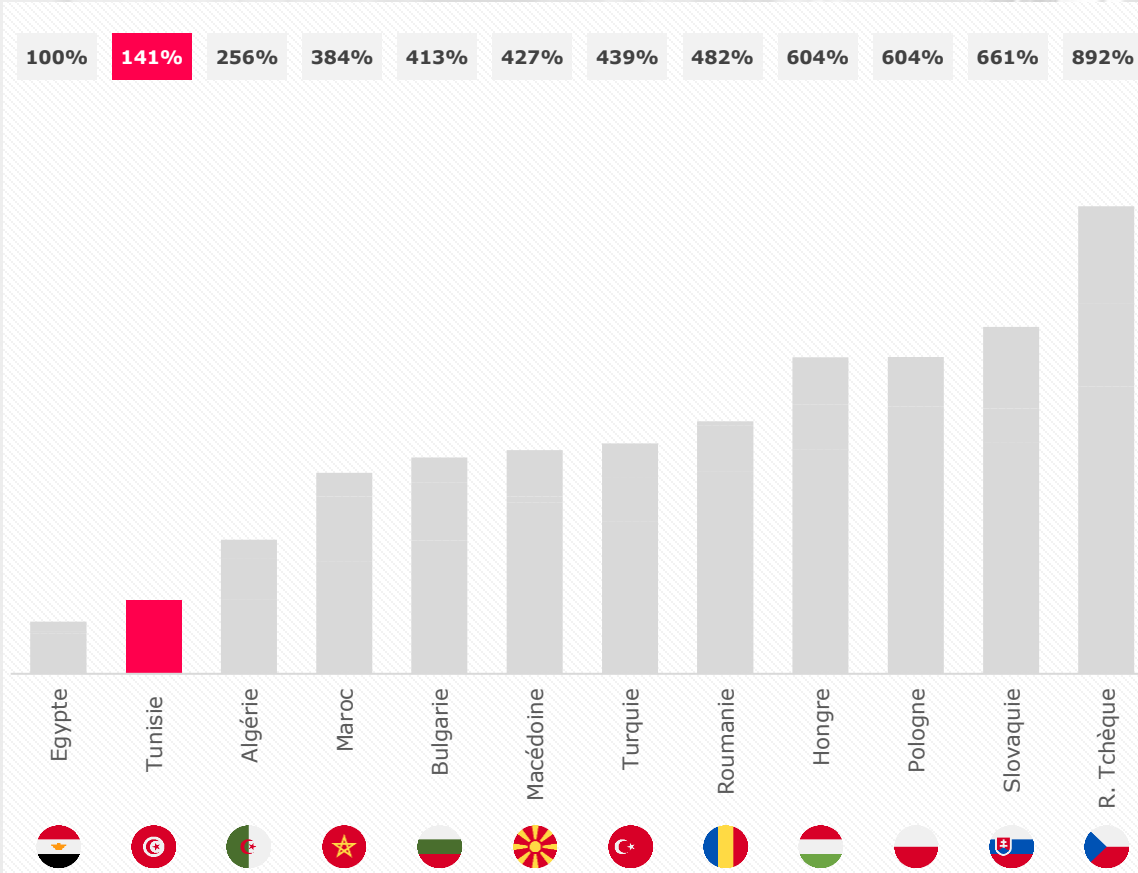
### OPERATIONS – SUPERVISOR





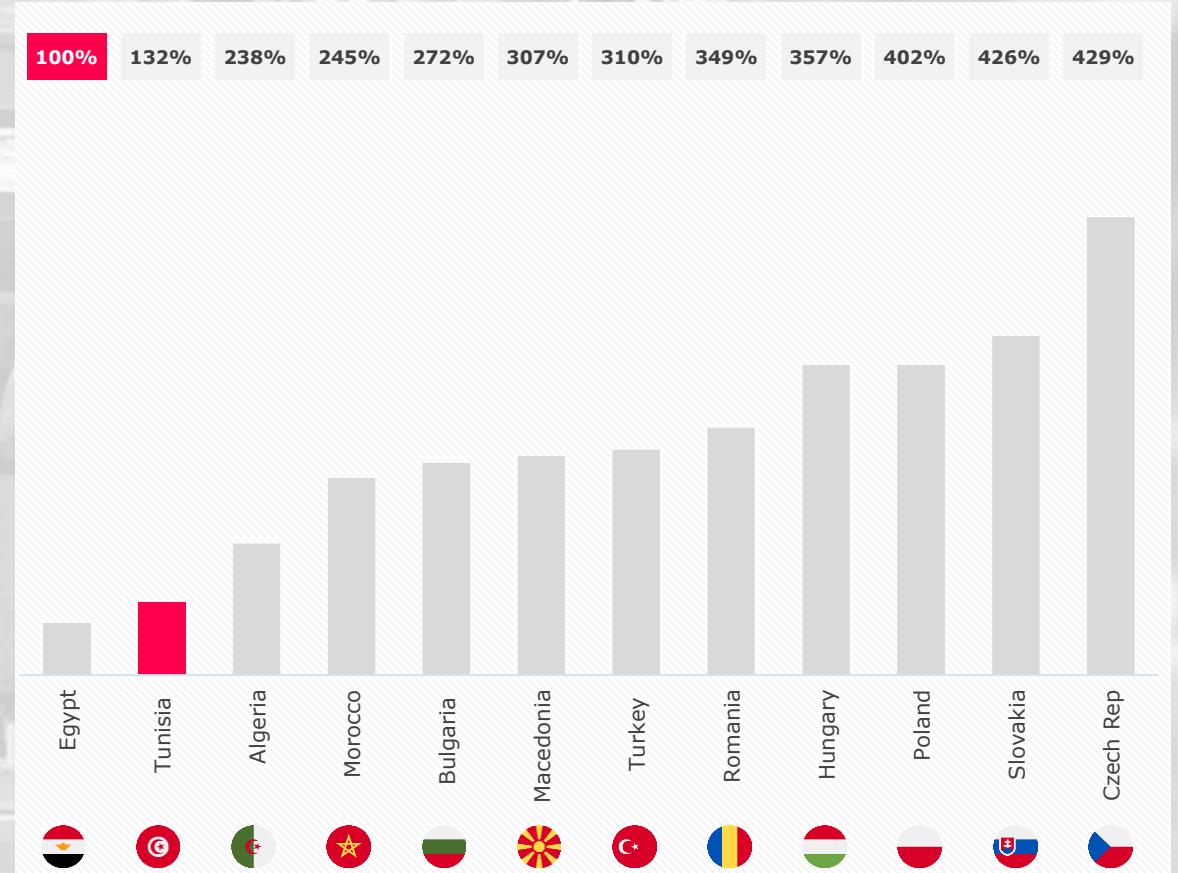
# SIMILARLY, THE AVERAGE ANNUAL COST OF A TUNISIAN OPERATOR REMAINS VERY COMPETITIVE

### OPERATIONS – OPERATOR - PROFESSIONAL



Source : International HR compensation leader 2019

### TECHNICIAN – SENIOR PROFESSIONAL



# TUNISIA ALSO OFFERS SOME OF THE MOST ATTRACTIVE OPERATING COSTS IN THE REGION



## Tunisia

Manufacturing factors	Cost	Rank
Annual industrial rent m <sup>2</sup>	46 €	1 <sup>st</sup>
Annual office rent m <sup>2</sup>	54 €	1 <sup>st</sup>
Electricity (cost Kwh)	0.08 €	3 <sup>rd</sup>
Gas (cost m <sup>3</sup> )	0.15 €	1 <sup>st</sup>
Water (cost m <sup>3</sup> )	0.43 €	1 <sup>st</sup>



## Romania

Manufacturing factors	Cost
Annual industrial rent m <sup>2</sup>	60 €
Annual office rent m <sup>2</sup>	276 €
Electricity (cost Kwh)	0.07 €
Gas (cost m <sup>3</sup> )	0.29 €
Water (cost m <sup>3</sup> )	0.92 €



## Morocco

Manufacturing factors	Cost
Annual industrial rent m <sup>2</sup>	46 €
Annual office rent m <sup>2</sup>	111 €
Electricity (cost Kwh)	0.11 €
Gas (cost m <sup>3</sup> )	0.34 €
Water (cost m <sup>3</sup> )	0.54 €



## Macedonia

Manufacturing factors	Cost
Annual industrial rent m <sup>2</sup>	--
Annual office rent m <sup>2</sup>	--
Electricity (cost Kwh)	0.11 €
Gas (cost m <sup>3</sup> )	0.32 €
Water (cost m <sup>3</sup> )	0.6 €



## Serbia

Manufacturing factors	Cost
Annual industrial rent m <sup>2</sup>	60 €
Annual office rent m <sup>2</sup>	246 €
Electricity (cost Kwh)	0.06 €
Gas (cost m <sup>3</sup> )	0.36 €
Water (cost m <sup>3</sup> )	1.3 €



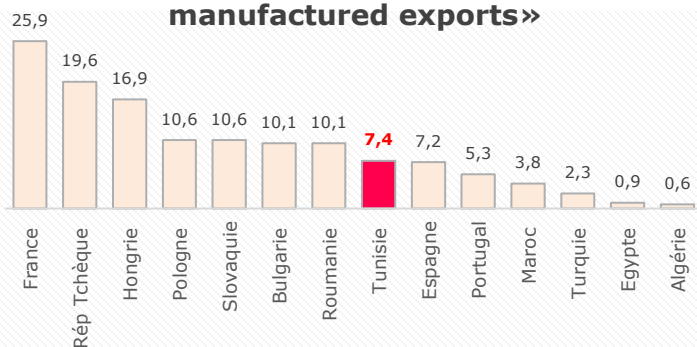


# ***Innovative Ecosystem & Infrastructure***

## TUNISIA'S AUTOMOTIVE SECTOR IS THRIVING – A FAVOURABLE POSITION IN TERMS OF HIGH-TECH EXPORTS, NUMBER OF RESEARCHERS AND INNOVATION AMONG ITS INTERNATIONAL COMPETITORS

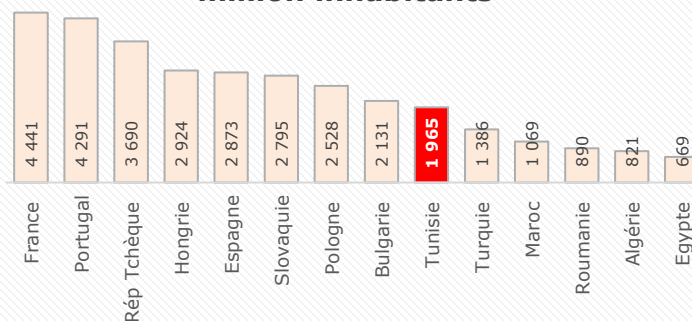
### TUNISIA IN THE INTERNATIONAL RANKINGS

« High-technology exports in percentage of manufactured exports »



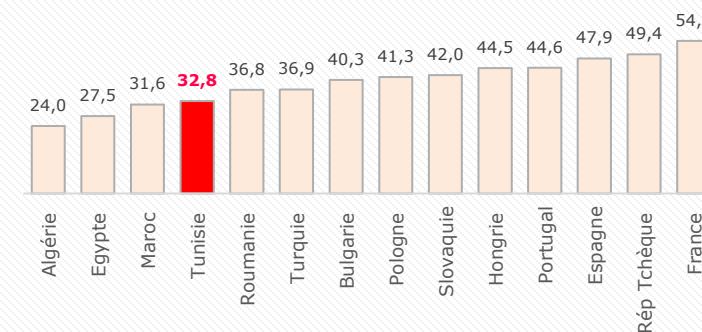
Source: World bank 2018 Data

« Number of researchers in R&D per million inhabitants »



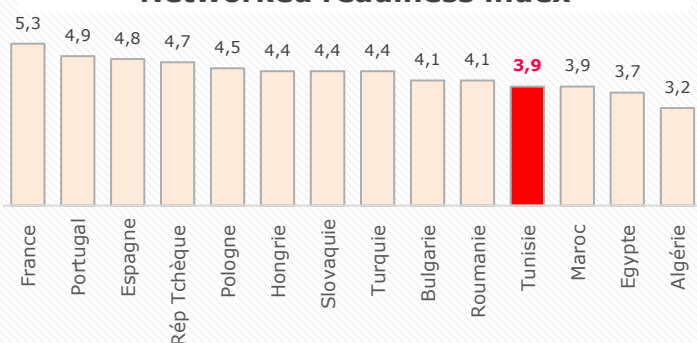
Source: World bank 2018 Data

« Global innovation 2018 » Score



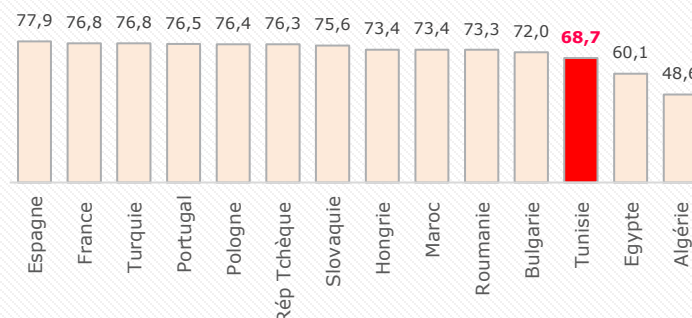
Source: Global innovation index 2018

« Networked readiness index »



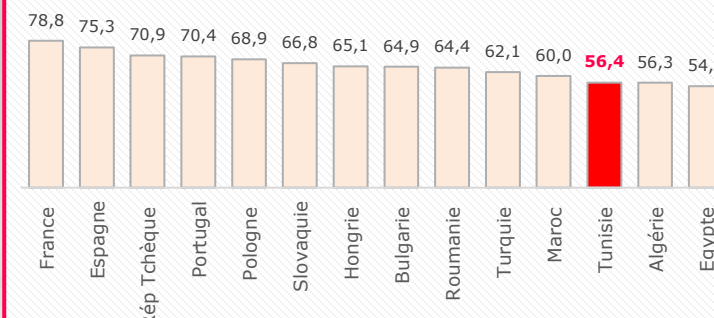
Source : Global Information Technology Report | Ease of adoption of emerging technologies and digital transformation = 7 being the best

« Doing Business Score »



Source: Doing Business 2020

« Global competitiveness index »



Source: Global competitiveness report 2019



# IN ADDITION TO ITS POOL OF TALENT, TUNISIA POSSESSES AN INNOVATIVE ECOSYSTEM

### 1<sup>st</sup> place in North Africa

for the "General Competencies" indicator (59th / 119th) of the Global Talent Competitiveness Index 2018



**Confirmed skills**



**A Digital Culture**

### Digital skills among population Score of 4.4/7

for this indicator of the 2018 Global Competitiveness Index

### The largest concentration of researchers

among the Arab and African countries and **50% of the scientific publications** of all the Maghreb countries



**Strong R&D activity**



**Availability of a large pool of graduates**

### 6,200 graduates per year

in disciplines related to the automotive components industry, of which 42% are engineers

### 100 % Tunisian management

for several international companies thanks to the availability of skills at various managerial levels



**Availability of a middle management**



**Attractiveness for talents**

### 1<sup>st</sup> place in North Africa

according to the " 2017 Competitiveness and Talent " Index, an indicator that measures the country's ability to attract, develop and retain talent

# THE TUNISIAN AUTOMOTIVE ASSOCIATION (TAA) PLAYS AN IMPORTANT ROLE IN BRINGING TOGETHER THE KEY PLAYERS IN TUNISIA'S AUTOMOTIVE INDUSTRY

## THE « TUNISIAN AUTOMOTIVE ASSOCIATION » (TAA)

*The Tunisian Automotive Association (TAA) aims to:*

- **Promote exchange**, collaboration and synergy between companies in the automotive industry in Tunisia
- Support the Tunisian authorities in the creation of a **favorable environment** for the development of the automotive sector in Tunisia
- **Promote** the Tunisian automotive industrial fabric on an **international scale**
- **Attract international investors** operating in the sector in order to strengthen local integration

## TAA Partners:



## TAA MEMBERS







# ***Attractive Incentives for Investors***

## TUNISIA'S NEW INVESTMENT LAW PROVIDES ATTRACTIVE INCENTIVES TO SUPPORT LARGE INVESTMENT PROJECTS IN THE COUNTRY: THE PROJECTS OF NATIONAL INTEREST

*Projects that meets the Investment Law's objectives and meet one of the following criteria...*



A minimum investment cost equal to **TND 50M** (~ €15M)



Creation of at least **500 jobs** in a **3-year period**

*...Can benefit from the following incentives*

- An **investment grant** within the limit of 1/3 of the investment cost of the project including internal infrastructure expenses with a ceiling of 30 million TND
- **Deduction of the benefits from the tax basis** in the limit of 10 years period
- **State participation** in the coverage of infrastructure expenditure
- Support for the **employer's contribution** to the social security scheme (up to 10 years)
- Granting of **non-agricultural state land**: long-term rental or in symbolic dinar

# THE AUTOMOTIVE SECTOR IS ALSO ONE OF THE PRIORITY SECTORS MENTIONED IN THE NEW INVESTMENT LAW WHICH AIMS TO PROMOTE INVESTMENT, REGIONAL DEVELOPMENT AND INNOVATIONS

<i><b>Incentives Type</b></i>	<i><b>Rate of incentives / Tax Incentives</b></i>	<i><b>Incentives limit</b></i>
<b>Regional Development</b> (except negative list)	Zone 1 : 15%/investment cost Zone 2 : 30%/ investment cost	Zone 1:1,5M TD (~€450k) Zone 2: 3M TD (~€900k)
	Zone 1: <b>Total deduction at 100%</b> from the tax base <b>for 5 years</b> and payment of 10% after <b>Taking in charge of the employer's contribution= 5 years</b> Zone 2: <b>Total deduction at 100%</b> from the tax base <b>for 10 years</b> and payment of 10% after <b>Taking in charge of the employer's contribution = 10 years</b> Deduction from the corporate tax base, revenues or profits reinvested in the <b>subscription to the initial capital or in its increase</b>	
<b>Priority sectors</b>	15% /investment cost	1M TD (~€300k)
<b>Support for the employer's contribution = 3 years</b>		
<b>Infrastructure subsidy (Regional Development)</b>	Zone 1: 65% Zone 2: 85%	10% /project cost Maximum limit 1MD



## TUNISIA PROVIDES INVESTORS WITH OTHER VARIOUS INCENTIVES...

<b><i>Incentives Type</i></b>	<b><i>Incentive rate / Tax Incentives</i></b>	<b><i>Incentive limit</i></b>
<b>Material investment :</b> New technologies and productivity enhancement	50% component cost	TND 500k (~ €150k)
<b>Intangible investment</b>	50% component cost	TND 300k (~ €90k)
<b>Research and development expenses</b>	50% component cost	TND 500k (~ €150k)
<b>Certification training cost</b>	70% component cost	TND 20k (~ €60k) /company
<b>Employability incentive</b>	Taking charge of the of salaries according to management rate	

\*1 TND = 0,302 € (April 2021)

## ...WHICH COULD CONTRIBUTE TO SUCCESSFULLY ATTRACT A MULTITUDE OF LEADING INTERNATIONAL PLAYERS THAT ARE NOW OPERATING IN TUNISIA

### MAIN PLAYERS IN THE AUTOMOTIVE SECTOR IN TUNISIA



# Success Stories & Company Testimonials





# TELEMATICS AND E-MOBILITY SOLUTIONS FOR OEM LEADERS WORLDWIDE ARE DEVELOPED BY TUNISIAN TALENTS



### Profile

- **Establishment** : 1997
- **Workforce** : 1,284 (2018) including 500 engineers and managers
- **Clients** : Volvo, Jaguar, PSA, Bolloré

### Expertise

- **Telematics, Dashboard, Entertainment systems**
- **Diagnosis Tools**
- **Multiplexed architecture**
- **Calculators**
- **Safety ISO26262**

### Key facts

- **1 heavyweight out of 2 manufactured in the world** is equipped with ACTIA

## Telematics et E-Mobility

### Telematics



- ▶ **World leader in telematics solutions** for trucks with 1.3 million equipped trucks per year.
- ▶ **Most of the embedded software** developed by ARDIA. Calculators **made in Tunisia** by ACTIA CIPI

### E-Mobility



- ▶ **Development of modules for electric motors** largely by Tunisian subsidiaries of ACTIA
- ▶ **> 1,500 Power Train per year** are manufactured by ACTIA

### Success Stories



- ▶ **Autolib**: electric vehicle sharing network in Paris
- ▶ **Volvo On Call**: App based assistance and diagnosis to remotely control its Volvo
- ▶ **Telematics & E-Call for Jaguar Land Rover** vehicles equipped with the ACTIA system

# THE Q6 E-TRON, AUDI 100 % ELECTRIC SUV, IS EQUIPPED WITH WIRING MANUFACTURED IN TUNISIA

**LEONI**  
Tunisia

### Profile

- **Establishment** : 1977
- **Workforce** : 16,500 (2018), 50 (1977)
- **Clients** : Mercedes Benz, Audi, BMW, Continental, Delphi...

### Expertise

- **Wiring of Motor Vehicles:** Engineering, Design, Development and Production

### Key facts

- **"Plant of the Year"** for the year 2017
- **1 Shared Service Hub** out of 6 at group level (31 countries)

## Electric car wiring

### Models



#### ► Audi Q6 E-Tron

100% electric SUV with a power of more than 400 hp and a range of over 400 Km. (In production)

### Development



- **2D wiring design** based on 3D models
- **Design and development** of production lines
- **Production of the cockpit wiring** for the Q6 e-Tron Audit

### Challenges



- **Guarantee the level of quality and safety requirements** of the cabling that manages the ultra-sensitive battery of the model.

# TUNISIAN TALENTS DEVELOPED SMART ANTENNA SOFTWARE IN PARTNERSHIP WITH CONTINENTAL AND PARROT



## Profile

- **Establishment** : 2003
- **Workforce** : 350 (2018), 10 (2006)
- **Partnerships** : Parrot, Continental

## Expertise

- **Application and embedded development**
- **Infotainment**
- **Connectivity (Bluetooth)**
- **Car safety check**

## Assets

- **Ability to adapt** to the changing customer needs
- **Time-To-Market competitiveness**

## Smart Antenna

### Technology



### Applications



### Challenges



- ▶ **Central point of contact** to connect a car with its environment
- ▶ **Secure transmission of data** between the car and the networks that surround it: local smart city network, cloud, 4G network ....

- ▶ **Remote tracking and real-time** of cars status
- ▶ **« Firmware Over the Air »** periodic software updates
- ▶ **Alerts et information** to users: traffic info, weather forecast...

- ▶ **Guarantee the level of security and reliability required**  
Development of a "Gateway-Firewall" allowing a reliable and secure distribution of data collected via the antenna to the various devices of the car.

Source(s) : Interviews with ACTIA Tunisia

Source(s) : Interviews with Focus Tunisia



# COFICAB IS AN EXAMPLE OF A TUNISIAN SUCCESS STORY THAT DEVELOPS INNOVATIVE CABLING FOR APPLICATION IN CONNECTED, AUTONOMOUS AND ELECTRIC CARS



### Profile

- Establishment : 1992
- Corporate HQ: Tunisia
- Workforce: 4000 (2018)
- Some clients: Leoni, Aptiv, Dräxlmaier, Yazaki, Sumitomo, etc.

### Expertise

Development and production of electric cables for vehicles with thermal or electric motors, as well as connected and autonomous.

### Key Facts

- Pinnacle Award for Supplier Excellence (Delphi 2016)
- Supplier of the Year Award (Lear Corporation 2015)

## Automotive Cables

### Centres of excellence (CoE)



#### ► CoE in Tunisia

Specialized in the R & D of electrical conductors (copper, aluminum and alloys) and the design of new cables, in order to reduce the space and weight of cables within vehicles, as well as improve their performance and reduce CO2 emissions.

### Innovative products



Inspired by the new trend in the automotive market: ECAD, COFICAB has developed innovative cable ranges for:

- E : Electrification: E-COF, COFALU
- C : Connectivity: COFDATA
- AD : Autonomous Driving: COFDATA and COFSENSE

### Key figures



- 19 % market share of automotive cable market
- In Tunisia: 2 production sites, 1 CoE and 1 ADC.
- The biggest OEMs are delivered from Tunisia: VW, Toyota, PSA, BMW, Daimler, FCA, GM, Hyundai Kia, Scania, etc.

# HOW CAN FIPA & TIA SUPPORT YOU IN TUNISIA

## Information



***On investment opportunities in Tunisia and the main reasons why Tunisia is such an attractive site for FDIs***

## Contact



***Our approach is to present the most satisfactory Tunisian offer for companies seeking internationalization***

## Advice



***On the appropriate conditions for the success of projects, regions of operation, investment plans, financing methods etc.***

## Assistance



***To investors on exploratory visits to Tunisia and in the various phases of project implementation***

## Support



***To improve the sustainability of the company through personalized monitoring***



# THANK YOU



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