



**USAID**  
FROM THE AMERICAN PEOPLE

# TUNISIA MARKET SPOTLIGHT

## Investment Landscape

Tunisia's young and highly skilled workforce is a driving force for growth, including a vibrant start-up culture that is attracting the attention of venture capital firms. Tunisia is also a top destination for affordable luxury tourism in North Africa; an attractive location for renewable energy production; and globally connected via its strategic Mediterranean location, multiple free trade zones, and free trade agreements that grant unique access to nearly 2B consumers across Africa, the Middle East, and the European Union (EU)—the destination of over half of Tunisia's exports. Exports include electronics, precision mechanical parts, and computer software for highly technical industries such as aerospace. Tunisia also produces top notch textiles, apparel, and agricultural products.

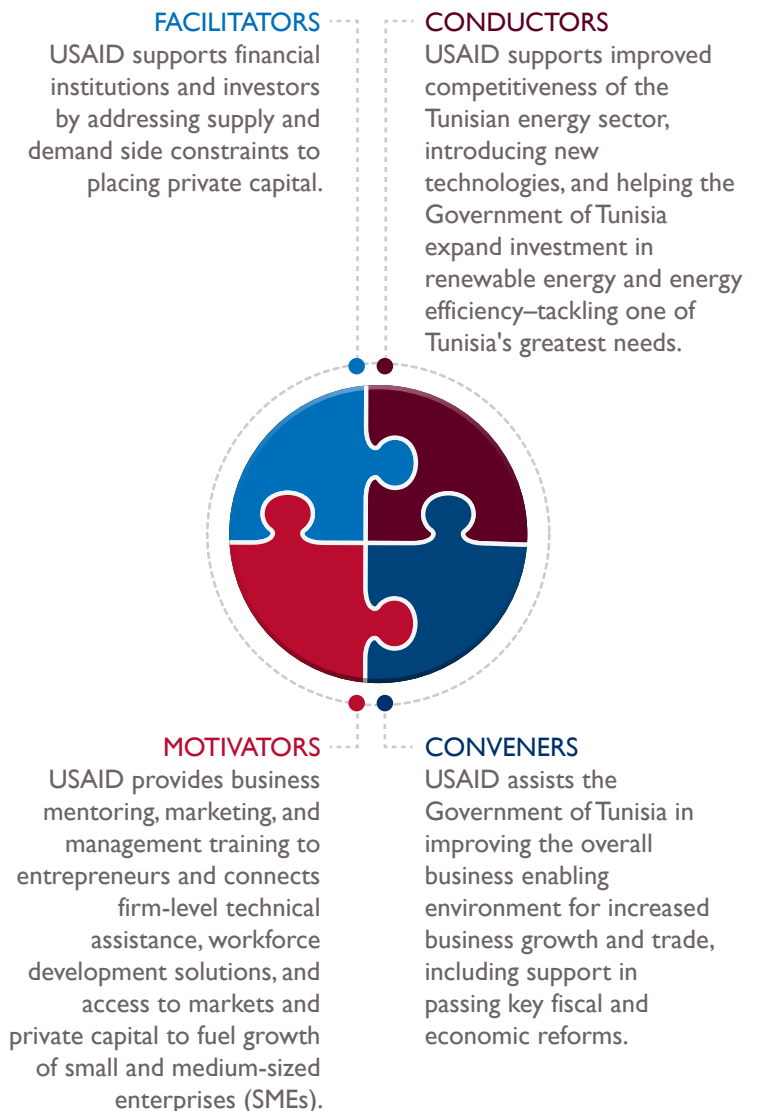
## TOP REASONS TO DO BUSINESS IN TUNISIA

- 1. Highly Skilled Workforce:** According to the World Bank, nearly 70 percent of Tunisia's 4M+ strong workforce has an advanced education, including high demand engineers, ICT, and services sector professionals.
- 2. Strategic Location:** Tunisia's strategic location and improved infrastructure streamline communications, transport, logistics and trade.
- 3. Preferential Trade Agreements:** Tunisia has multilateral and bilateral trade agreements with over 120 countries, including free trade agreements with the EU and much of Africa, and is expanding trade in key markets across Asia and the United States.
- 4. A Focus on Attracting Investment:** Tunisia has improved its investment climate and encourages entrepreneurship with reformed bankruptcy law, investment code, a public-private partnership law, and Start-Up Act.
- 5. Innovative Start-up Ecosystems:** According to Bloomberg, Tunisia is one of the most innovative countries in Africa and the Middle East.

## USAID's Role

Tunisia and the United States have a strong and continuing partnership. The United States has supported the achievement of inclusive economic growth in Tunisia with more than \$500M in economic growth-related assistance, in addition to loan guarantees that enabled the Government of Tunisia to access nearly \$1.5B in low interest loans. USAID plays a critical role in providing business growth and increased trade support via its broad range of assistance programs and local business, community, and government networks. USAID assistance promotes an improved business enabling environment and partners with local and international companies and investors to provide investment advisory, workforce and business development services that improve the capacity of local enterprises and facilitate access to markets and private capital that fuel economic growth.

## Snapshot: How We Engage



## How USAID Works with Businesses and Investors

With a strong on-the-ground presence, deep expertise, and close relationships with Tunisian ministries and its private sector, USAID supports businesses of all sizes and investors to take advantage of opportunities, overcome challenges, and grow and expand their operations and investment interests in Tunisia. Support from USAID/Tunisia is market-driven and includes trade facilitation, access to finance, capacity and workforce development initiatives, policy reform, and linkages to vast networks of local firms. USAID can also collaborate with businesses and investors to define sustainable growth strategies, build cross-sector partnerships, align interests with public institutions, and co-create and co-invest in innovative solutions to unlock economic opportunity and respond to challenges. For example, USAID plans to assist Tunisia in enhancing its tourism potential by partnering with the private sector to attract investment, encourage innovation, and develop new experiences in line with shifting tourism trends.

### Impact in Tunisia



#### Stabilization and Reform:

Since 2011, USAID has provided Tunisia with a wide range of assistance and policy reform support to create an environment conducive to economic growth, including a \$1B sovereign loan guarantee to support stabilization and economic reform goals.



#### Enterprise Development:

USAID's current portfolio of \$100M+ in development investments has created 50K+ jobs, trained 20K+ Tunisian workers, improved the productive capacity and access to finance for thousands of Tunisian enterprises, and provided mentorship and management training to the next generation of Tunisian business leaders.



#### Access to Capital:

Launched with funding from the United States, Tunisian American Enterprise Fund is a private corporation that supports innovation and growth of micro, small, and medium-sized enterprises with over \$100M of capital invested to date.



#### Investment Facilitation

USAID has facilitated around \$200M of private capital to SMEs and plans to launch a new initiative that will assist the Government of Tunisia in attracting investment in renewable energy and energy efficiency improvement projects to meet the increasing electricity demand.



### DRIVING CHANGE

The HP-UNIDO partnership creates job opportunities for young Tunisian women and men in four vulnerable regions, el Kef, Kairouan, Kasserine, and Sidi Bouzid. The program directly and indirectly promotes the creation of new companies and the growth of existing and entrepreneurial endeavors.

**“We are pooling our collective expertise and available resources to equip young people in Tunisia with relevant entrepreneurship skills to help create much needed new jobs. Our collaboration will promote innovative uses of IT that foster entrepreneurship and help create new business opportunities.”**

GABI ZEDLMAYER  
VICE-PRESIDENT OF SUSTAINABILITY  
AND SOCIAL INNOVATION  
Hewlett-Packard

If you are interested in doing business in Tunisia, USAID can help you to connect, invest, and expand your business. Contact USAID today to schedule a meeting to explore the possibilities with partnership and subject matter experts at [lhernandez@usaid.gov](mailto:lhernandez@usaid.gov).