

TUNISIA

Sectors of Commercial and Economic Cooperation



“Doing Business in the Arab World 25/2/2025”

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General Data (2024)

- Area: 163.610 km²
- Population: 12,27 millions
- Capital: Tunis (2,5 mln) Largest Cities: Sfax, Sousse, Bizerte, Kairouan, Gabès
- GDP (current US\$): 52,64 billion
- GDP - real growth rate 1,6%
- GDP per capita (PPP): 4.266 US\$
- Public Debt: 83% of GDP
- Unemployment rate: 16%



International Trade

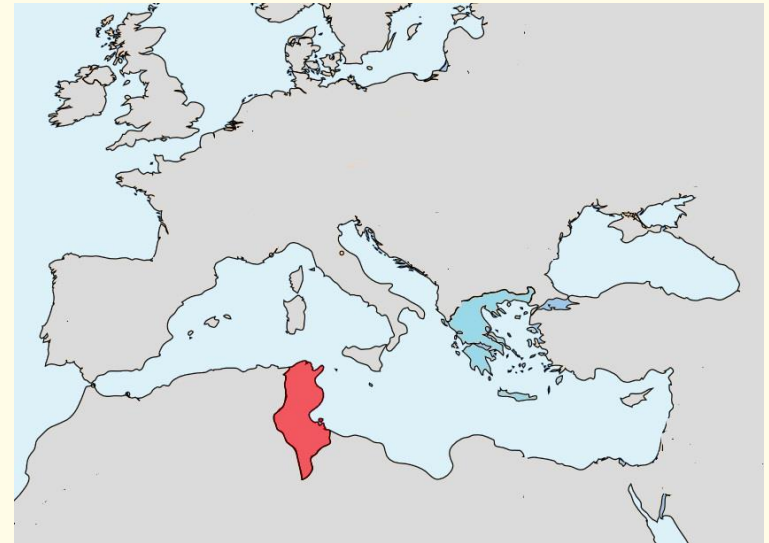
- **EU is Tunisia's largest trading partner** (France, Italy, Germany, Spain) followed by China, Algeria, USA, Turkey, Russia and Libya. 72% of Tunisia's exports went to the EU and 43.8% of Tunisia's imports came from the EU. Total trade in goods between the EU and Tunisia in 2023 amounted to €24.8 billion.
- **The EU's imports** from Tunisia amounted to €13 billion and mostly comprised machinery and appliances (€4.6 billion, 35.4%), and textiles (€2.7 billion, 20.6%).
- **The EU's exports** to Tunisia amounted to €11.6 billion and were dominated by machinery and appliances (€3.4 billion, 28.7%), followed by textiles (€1.6 billion, 13.4%) and base metals and articles thereof (€1.1 billion, 9.6%).

Why Invest in Tunisia

- Strategic location: Gateway to Africa & Europe
- Competitive labor costs and skilled workforce
- Strong trade relations with the EU & investment incentives
- Growing sectors: Renewables, Pharmaceuticals, Tourism

Main Sectors of Future Commercial and Economic Cooperation

- Packaging materials and machinery
- Water resources
- Renewable energy
- Agriculture & Fisheries
- Building materials
- Pharmaceuticals
- Tourism & Hospitality



Packaging materials and machinery

- Tunisian food and cosmetics companies seek quality upgrades for their products and better packaging materials
- Packaging and bottling line, caps and bottles
- Labeling machines, fruit peeling machines
Caps, plastic lids

Water Resources

- Programs and tenders are announced for:
 - Wastewater management
 - Coastal protection from erosion
 - Water storage, reduction of water waste or loss
 - Seawater desalination plants

Renewable Energy

- The national strategy for the energy is based on diversifying energy sources and increasing electricity production from renewable sources to 30% by 2030
- The goal is to increase production to 1,000 MW in 2025 and to 2,000 MW in 2030.
- **Two tenders open for Photovoltaic Power Plants (100 MW each): ipppv@energiemines.gov.tn**
Deadline: 30/4/2025

Agriculture & Fisheries

- Irrigation systems & Agricultural equipment
- Fertilizers, insecticides, pesticides disinfectants and similar products.
- Aquaculture and fisheries



Building Materials

Some of our main exports to Tunisia:

- Marble
- Aluminum
- Wires and cables
- Copper pipes

Pharmaceuticals

- Cooperation and co-production with Tunisian pharmaceutical companies on generic drug manufacturing. Greek firms can enter via joint ventures or licensing agreements
- Medical Tourism. Tunisia is a destination for cosmetic and orthopedic procedures

Tourism and Hospitality

- Boutique and High-End Resorts (Santorini-style boutique hotels)
- Hotel properties available for ownership and or management
- Marinas development and nautical tourism (Tunisia's location as a stopover for Mediterranean yacht tourism)
- Tourism sector is rapidly growing (more than 10 million visitors expected, 9% of the economy)

Prospects for the Greek Business in Tunisia

Means of entering the Tunisian Market:

- Participation of Greek construction companies in **public tenders** in sectors such as renewable energy, waste management, desalination, public works, ports, etc.
- Exhibitions, International Tenders in Tunisia, Trade Missions, Visits and information about the potential partners. Personal contact and the creation of a **relationship of trust**.
- Establishment of **joint ventures** with Tunisian companies targeting the African market, especially in the construction sector.

Export to Tunisia: Partner Reliability

- Exploring the **identity** and, to the extent possible, the **credibility** of a Tunisian company is a key condition for initiating cooperation.
- A **thorough search on the internet** should be carried out in order to obtain as much data as possible.
- Subsequently, its existence should be investigated in communication with the competent bodies here. The **API (Agence de Promotion Industrielle)** maintains its base with the companies operating in Tunisia.
- The memorandum of association of the companies is submitted together with the articles of association to the commercial register **Registre National des Entreprises – RNE** (registre-entreprises.tn) and is registered in the Government Gazette. The registration of a company with a Chamber, according to Tunisian legislation, is optional.

Export to Tunisia: Distribution Networks

- The creation of a wholesale or retail network by foreigners is not allowed by Tunisian law as only Tunisian citizens can form distribution networks. Therefore, this is only possible through consortia whose creation is subject to authorisation after having considered its impact on the market and employment.
- **Cooperation with domestic distributors is crucial for operating in Tunisia as they have knowledge of the local market.** Since they are usually family businesses, they are skeptical of granting management. It is important that cooperation contracts are as specific as possible and if possible, provide for a trial period of cooperation. **With a few exceptions, exclusive distribution contracts are not allowed.**

Export to Tunisia: Insurance

- The **European Bank for Reconstruction and Development** covers the risk of non-payment for transactions with the Tunisian banks **Amen Bank and Banque Tuniso-Kowetienne**, so there is the possibility of reducing the cost of the transaction. The lists are updated at regular intervals.
- In case of cash against documents, Greek exporters are advised to contact the **Export Credit Insurance Organization** (<http://www.oaep.gr>) to discuss details of a possible agreement with Tunisian companies and to consider the possibility of insuring them for commercial and if they deem it necessary and for political risks.

Thank You!

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