

DRAFT PROGRAM
TUNISIA:
WHERE SUSTAINABILITY MEETS OPPORTUNITY

DAY 1 : Wednesday 12 th June 2024	
16.00 – 17.30	REGISTRATION & WELCOME TEA/COFFEE
17.30 – 18.30	<p>Official opening ceremony</p> <p>Moderator: Mr. Tarek Mrad</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Ahmed Hachani, Head of Government • Ms. Féryel Ouerghi Sebaï, Minister of Economy and Planification • Mr. Olivér Várhelyi, European Commissioner for Neighbourhood and Enlargement • Mr. Ioannis Tsakiris, Vice- President, European Investment Bank • Mr. Samir Majoul, President of UTICA-Tunisian Union of Industry, Trade and Handicrafts.
18.30 – 19.30	<p>TIF 2024 Awards: Celebrating Excellence in Foreign Investment</p> <p>The TIF 2024 Awards stand as a prestigious recognition of outstanding contributions made by foreign investors to Tunisia's economic growth and development. This session celebrates the commitment, innovation, and excellence demonstrated by companies that have chosen Tunisia as their investment destination.</p>
19.30 – 20.00	<p>Launch of the Team Europe Initiative on Investment</p> <p>This session will celebrate the launch of a landmark initiative representing a unified effort by the European Union (EU) and its Member States as well EIB and EBRD to promote public and private investments, create decent jobs, support local development, ecological transition and economic diversification in Tunisia.</p>
20.00 – 22.00	<p>Gala Cocktail hosted by Mr. Olivér Várhelyi, European Commissioner for Neighbourhood and Enlargement and Ms. Féryel Ouerghi Sebaï, Minister of Economy and Planification, offered by the EU</p> <p>Join us at the Gala Cocktail that embodies the spirit of partnership and progress, blending European and Tunisian flavours! Raise a glass to collaboration at the Tunisia Investment forum: EU-Tunisia Business Forum, build bridges and forge lasting connections.</p>

DAY 2 : Thursday 13 th June 2024	
08.00 – 09.00	REGISTRATION
09.00 – 10.15	<p>Plenary Session 1 – Accelerating foreign investment in Tunisia: Reforms and Opportunities</p> <p>President of the session: Ms. Féryel Ouerghi Sebaï, Minister of Economy and Planning</p> <p>This session delves into the comprehensive reforms and burgeoning opportunities that define Tunisia's investment landscape. Against the backdrop of Tunisia's National Strategy for the Improvement of the Business Climate and the National Development Plan 2024-2025, esteemed speakers will illustrate the country's commitment to attract international investors. By addressing regulatory enhancements, administrative streamlining, and sector-specific incentives, this session will highlight key reforms and success stories that illustrate Tunisia's investment appeal.</p> <p>Moderator: Mr. Wassim Belarbi</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ms. Sihem Boughdiri Nemsia, Minister of Finance (Tunisia) • Mr. Fethi Zouhair Nouri, Governor of the central Bank of Tunisia • Mr. Léon Delvaux, Director, European Commission, DG TRADE • Mr Aslan Berjeb, President of CONECT (Confederation of Citizen Enterprises of Tunisia) • Mr. Mohsen Adel Chaabane, President of mixed Chambers of Commerce • Mr. Laurent Franciosi, Head of International Markets Development, Cassa Depositi e Prestiti (CDP)
10.15 – 10.30	<p>Signature Ceremony – Europe is concretely engaged to supporting Tunisia's sustainable development</p> <p>The first plenary session will close with a festive launch of new support packages, milestones of EU-Tunisia cooperation for sustainable development:</p> <ul style="list-style-type: none"> • A support package, totalling EUR 270.9 million for Tunisia's MSMEs, provided by EIB, the AFD and the European Union. The package is a concrete demonstration of Team Europe's commitment to boosting Tunisia's economic recovery as well as promoting social inclusion, by financing the growth of its entrepreneurial fabric, the main vector for the creation of decent jobs. • The Sfax-Kasserine corridor project, a EUR 210 million contract financed by the EIB.
10.30 – 11.00	Networking Tea/Coffee Break
11.00 – 12.00	<p>Plenary Session 2 – Sustainability, a key to competitiveness in Tunisia</p> <p>Part 1: New opportunities for investment: Sustainable development and clean supply chains</p> <p>President of the session: Ms. Leila Chikhaoui, Minister of Environment</p> <p>This session serves as a platform to showcase exemplary companies spearheading the transition towards sustainability, with a focus on developing green supply chains and championing corporate social responsibility initiatives. From the aerospace to automotive-components and textiles industries, panelists will unveil success stories of companies leading the charge in embracing sustainability practices. With sustainability as a corner stone of competitiveness of Tunisia, the session will reveal promising investment opportunities across sectors pivotal to climate change adaptation and mitigation efforts from water management, harnessing of renewable energy sources, and the promotion of sustainable practices within the growing blue economy.</p>

12.00 – 12.45	<p>Moderator: Mr. Anis Morai</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Abdelkader Boudriga, consultant specialized in the field of economics and finance • Mr. Mohamed Ben Ahmed, Director General, STMicroelectronics Tunisia and board member of Cluster of Tunisian Electronic Industries • Mr. Johnny De Meirsman, Founder & CEO of DE.M.CO • Mr. Ioannis Tsakiris, Vice- President of the European Investment Bank • Ms. Chantal Dupasquier, Chief of the Investment Policy Reviews, Division on Investment and Enterprise, UNCTAD • Mr. Haïthem Bouagila, President of the Tunisian Textile and Apparel Federation. <p>Part 2: The EU, a committed partner in Tunisia’s energy transition</p> <p>Presidents of the session: Ms. Fatma Thabet Chiboub, Minister of Industry, Energy and Mines and Mr. Olivér Várhelyi, European Commissioner for Neighbourhood and Enlargement</p> <p>In Tunisia’s ambitious journey towards a sustainable energy future, the European Union is a steadfast ally, standing shoulder to shoulder with Tunisia in its pursuit of sustainable energy development. This session showcases the collaborative endeavors and shared commitments between the EU and Tunisia in harnessing renewable energy sources, enhancing energy efficiency and fostering innovation in the energy sector. The session will highlight flagship projects, such as ELMED Electricity Interconnection Project and the additional EU investments in the energy ecosystem (“ELMED+”) that epitomize the spirit of collaboration and partnership between the EU and Tunisia driving the energy transition agenda forward.</p> <p>Moderator: Mr. Anis Morai</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ms. Fatma Thabet Chiboub, Minister of Industry, Energy and Mines • Mr. Olivér Várhelyi, European Commissioner for Neighbourhood and Enlargement • Ms. Raoudha Haouala, ELMED Project Leader, STEG • Mr. Francesco Salerni, Director of Industrial Program Management Office, TERNA. <p>The session will conclude with the festive launch of the ELMED project, including a financial support of EUR 449 million. The launch will be accompanied by short statements by the European Financial partners represented by Mr. Ioannis Tsakiris, Vice- Président of the European Investment Bank, Dr. Andrea Hauser, Member of the Management Committee, KfW Development Bank, and Ms. Heike Harmgart, Managing Director for the Southern and Eastern Mediterranean (SEMED), EBRD.</p>
12.45 – 13.00	<p>Signature ceremony of the Memorandum of Understanding on Energy between the EU and Tunisia</p> <p>The signature of the EU-Tunisia Memorandum of Understanding (MoU) on Energy represents a milestone in EU-Tunisia relations, signaling mutual dedication to addressing the pressing challenges of climate change, promoting renewable energy development, and driving forward the energy transition agenda. Through strategic collaboration and joint initiatives outlined in the MoU, both parties leverage their respective strengths, expertise and resources to accelerate progress towards a cleaner, more resilient energy future.</p>
13.00-14.30	Networking Lunch offered by FIPA

<p>14.30-16.00</p>	<p>Parallel Sessions – Showcasing sectors of high-added value</p> <p>Embarking on a journey of exploration into Tunisia’s dynamic economic landscape, four parallel sessions spotlight sectors of high-added value: automotive components, pharmaceutical industries, renewable energies, and start-ups. Designed to offer in-depth insights into these sectors and their potential for innovation and growth, these sessions provide a platform for stakeholders to delve into the opportunities in key industries that are shaping Tunisia’s future prosperity. Foreign investors from the European Union and abroad, who have already established a presence in Tunisia, will share their success stories and insights.</p> <hr/> <p>1) Automotive components made in Tunisia: future-ready thanks to its experience and innovation capacity (FR)</p> <p>The automotive components industry in Tunisia generates nearly 2.4 billion euros in turnover, represents more than 16% of the country’s exports and employs nearly 100,000 people. The sector is diversified, dynamic, innovative, well organised and fully aligned with sustainable development goals. Tunisia positions itself as a “Best Cost Innovation” destination for sourcing existing and future supply chains.</p> <p>Moderator: Mr. Tarek Chabir, Director of Communication and CSR, Kromberg & Schubert Tunisia</p> <p>Room: Salambo</p> <p>Speakers:</p> <p>Part 1: Overview of the sector and outlook</p> <ul style="list-style-type: none"> • Mr. Lino Eppelsheim, Manager North Africa and Sahel, Afrika Verein • Mr. Dave Coffey, CEO of African Association of Automotive Manufacturers (AAAM) and representative VDA • Mr. Slim Ferchichi, Director, Ministry of Industry, Energy and Mines (National Strategy for the automotive sector in Tunisia) • Mr. Sabri Brahem, Board Director Tunisian Automotive Association (TAA) <p>Part 2: Testimonies and success stories</p> <ul style="list-style-type: none"> • Mr. Adel Ben Khaled, Director General - Nexans Autoelectric Tunisia • Mr. Mahdi Kessentini, Director General - Amphenol Tunisia • Mr. Chamseddine Ben Hloua, Director General – Clerprems Tunisie • Mr. Walid Rouis, Director General- ACTIA Engineering Services Tunisia • Mr. Sabri Brahem, Country HR Director - Dräxlmaier Tunisia <hr/> <p>2) Pharmaceutical Horizon: Catalyzing Innovations and New Partnerships for Global Health (FR)</p> <p>This session will delve into the dynamic opportunities within Tunisia's rapidly growing pharmaceutical sector, focusing on fostering strategic partnerships with the European Union and global investors. Key topics include identifying investment opportunities in the Tunisian pharmaceutical sector, and promoting collaborations between Tunisian and foreign companies to achieve mutual benefits in innovation, research, product / service development, and market access. The session will also highlight innovation and research initiatives, emphasizing potential for cooperation for developing not only chemical (innovator and generic) drugs, but also innovative molecules, biologic and related products, and advanced technologies.</p> <p>President of the session: Dr. Ali Mrabet, H.E. Minister of Health</p> <p>Moderator: Dr. Sonia Elkara, HATCH Senior Pharmaceutical Expert, Member of CONECT (Confederation of Citizen Enterprises of Tunisia)</p> <p>Room: Utique</p> <p>Speakers:</p>
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- Dr. Ali Mrabet, H.E. Minister of Health
- Mr. Jalel Tebib, Director General, FIPA
- Pr. Hedhili Abderrazek, Director General of the ANMPS (National Agency for Medicine and health products), University Hospital Professor of Toxicology
- Mr. Tarek Hammami, President, Tunisian National Chamber of Pharmaceutical Industry - CNIP
- Ms. Najla Hamdi, President, Syndicate of Innovative Pharmaceutical Enterprises and Research - SEPHIRE
- Dr. Karim DenDhaou, Chair of the Africa Engagement Committee IFPMA (International Federation of Pharmaceutical Manufacturers and Associations) and Head of Africa Bureau, Merck Group

3) Renewable Energies: From the electricity interconnection project ELMED to the massive investment in the Tunisian renewable energy capacity and its network (FR/EN/AR)

The panel discussion is focused on the advancement and integration of renewable energies in Tunisia. It addresses regulatory convergence, financing instruments, and investment successes in the sector. Topics include the legislative framework updates, the role of European Union financing and de-risking instruments, and specific projects like ELMED, the necessary ecosystem, and the STEP project in Tabarka. The discussion also covers the massive investment plans for renewable electricity by 2030 and the preparation for renewable hydrogen. Private and public sector investment aspect is highlighted. The panel aims to provide a comprehensive overview of the ongoing and future efforts in Tunisia's energy transition.

Keynote Speech : REPowerEU and the EU initiatives in the Maghreb regions, Florian Ermacora, Head of Unit Maghreb, DG NEAR

Moderator: Mr Rafik Missaoui, Director General, Alcor

Room: Didon

Speakers:

- **The revised regulatory framework in Tunisia**, Mr Ouael Chouchene, Secretary of State for Energy Transition, MIME
- **The German technical support to the legislative framework of the renewable electricity sector**, Mr Amin Chtioui, Energy and Climate Cluster Coordinator, GIZ
- **Solving the investment dilemma between network reinforcement needs and increased production capacity: the EU investment for the ELMED Project and its ecosystem via the de-risking approach**, Mr Dario Trombetta, Programme Manager in charge of energy and climate finance, EU Delegation in Tunisia
- **Creating favorable conditions for renewable energy integration: cooperation between STEG and KfW**, Mr Mohammed Hosny, Technical Advisor - Smart Grids, Green Hydrogen and Energy Efficiency at KfW Development Bank
- **Financing the electricity interconnection project “ELMED” and the “STEP Tabarka” storage project:** Contribution to renewable energy integration and the transition towards the decarbonization of the economy. Ms Kristina Kanapinskaite, Head of Division Public Sector – Southern Neighbourhood, European Investment Bank
- **Success Stories: The authorisation regime and an example of self-consumption under SUNREF**, Mr Omar Bey, Institutional Relations Officer, QAIR & Mr Abdelatif Hamouda, PDG of SEMAP

4) Start-ups and diaspora: towards an investment incentive framework? (FR)

This session will explore both the role of start-ups and that of the diaspora as a catalyst for the development of the entrepreneurial ecosystem in Tunisia. The objective of the session is to present and discuss investment opportunities and partnerships between Tunisians in the diaspora, local and international investors, and Tunisian start-ups. The panel will highlight, among the investors present, the dynamism of the entrepreneurial ecosystem, its potential to stimulate the competitiveness of the Tunisian economy, as well as its role in promoting the country as a technological hub.

	<p>Moderator: Ms. Ines Trojette, Vice-President, ATUGE France</p> <p>Room: Sidi Boussaid</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Oussama Messaoud, President of Tunisian Start Ups • Mr. Alaya Bettaieb, Former Director General, Smart Capital • Ms. Samar Louati, CEO of Bridging Angels and VP of AFBAN. • Mr. Omar Bouzouada Director General, Agency for the Promotion of Industry and Innovation (APII) • Ms. Zeineb Messaoud, Director, The Dot • Mr. Iheb Triki, Co-Founder and CEO of KumulusWater, testimony of a diaspora startup. • Mr. Ameni Mansouri, CEO Dabchy, testimony of a Tunisian startuo.
16.00 – 17.15	<p>Plenary Session 3 – The EU Global Gateway strategy: a triple-win combination for investment in Tunisia</p> <p>This Session will discuss exciting financing opportunities facilitated through the EU Global Gateway and the European Fund for Sustainable Development Plus (EFSD+) to unlock new avenues for economic prosperity and inclusive growth in Tunisia and beyond. From infrastructure projects to sustainable development initiatives, this session will discuss available and upcoming financing mechanisms to support and derisk investment projects as well as concrete responses from the Team Europe to drive innovation, create jobs, and promote sustainable development.</p> <p>Moderator: Mr. Anis Morai</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Hoa-Binh Adjemian, Head of Unit for Thematic Support – An economy that works for people, green, digital and connected, DG NEAR, European Commission • Mr. Damien Bertrand, Chief Operating Officer AFR-IX/Medusa Submarine Cable System • Ms. Izaro Aretxaga, International Sales Manager, Mondragon Assembly • Mr. Jean-Luc Revéault, Head of Representation to Algeria and Tunisia, European Investment Bank • Mr. Hassan Messedi, Principal Banker, European Bank for Reconstruction and Development • Ms. Namia Ayadi, President, Tunisia Investment Authority (TIA)
17.15 – 17.30	<p>Closing remarks by H.E. Féryel Ouerghi Sebaï, Minister of Economy and Planning</p> <p>After two full and enriching days, it is time to say goodbye and au revoir. Come enjoy some last refreshments and delicacies!</p>

B2B meetings will take place throughout the 13th of June in dedicated rooms. An online platform will allow for the matching amongst businesses and the scheduling of the meetings.

Side events will also take place on the first day of the Forum (**on the 12th morning**). The list will be made available on the Forum's website. Indicatively: Workshop on the FDI Quality Review (OECD +EU); Workshop on customized aftercare services to investors established in Tunisia (IFC +EU); Workshop on francophonie organized by the Tunisian Ministry of Foreign Affairs.