



Investment Seminar with Tunisia's new Secretary of state for Investment and International Cooperation

April 24 @ 09:30 - 14:00

On behalf of the Tunisia Investment Promotion Agency (FIPA) and with the support of the Tunisian Embassy in The Hague and the Confederation of Netherlands Industry and Employers VNO-NCW, the MENA Business Council of the Netherlands Council for Trade Promotion (NCH), will organize an Investment Seminar: "Explore Tunisia".

With the installment of the new government and the acceleration of economic developments in the country, Tunisia is strongly committed to facilitate foreign investment. During the investment seminar, the new Minister of Development, Investment and International Cooperation in Tunisia, Mr. Yassine Ibrahim, and other high-level delegates will be present to provide information and answer questions about current investment and business opportunities in Tunisia.

The seminar will be followed by an informal networking lunch. During this lunch you can meet and discuss with representatives of the Tunisian delegation.

Why choose Tunisia?

- Tunisia, Country of the year 2014 (The Economist);
- Tunisia, European know-how at a competitive cost (US Site Selection Magazine 2014);
- Tunisia ranks 1st in North Africa – Ease of doing business 2014 (World Bank and Forbes);
- Tunisia ranks 1st in North Africa – Ease of paying taxes 2014 (World Bank and PWC);
- Tunisia is the 1st North African country for exporting industrial goods to the European Union countries.

Leading sectors

- ICT & IT (Outsourcing)
- Automotive & Aeronautics
- Agro-Food
- Port Development & Infrastructure
- Transport & Logistics
- Oil & Gas
- Textiles & Fashion

Program

- 09:30 – 10:00 Registration and welcome
- 10:00 – 10:35 Words of welcome by:
Mr. Niek Jan van Kesteren, Director General VNO-NCW
Mr. Salim Rabbani, Chairman MENA Business Council of the NCH
H.E. Karim Ben Becher, Ambassador of Tunisia Representative of the Dutch Government
- 10:35 – 10:55 Keynote speaker:
Mrs. Amel Azzouz, Tunisian Secretary of State for Investment and International Cooperation
"Economic Take-off of Tunisia, Challenges and Opportunities"
- 11:00 – 11:15 **Mr. Laâbidi Khalil**, Director General of FIPA Tunisia:
"Business Environment in Tunisia and analysis of the current situation"
- 11:15 – 11:35 **Mr. Adrianus Koetsenruijter**, former Ambassador of the EU to Tunisia,
"Why consider Tunisia for doing business and why now?"
- 11:35 – 12:00 **Mrs. Ben Rzouga Neziha**, Senior Director of ICT at FIPA Tunisia:
"Tunisia as a valuable partner for nearshoring / offshoring"
- 12:00 – 12:30 Questions for expert panel on various sectors « Business Protocol in Tunisia »
Mr. Khaled Fourati, Président du Conseil d'Affaires Tunis Néerlandais, UTICA
Mr. Mongi Goaied, Secretaris Generaal CTNCI
Mr. Yacine Labib, CEO partner, Labib Law Firm Testimonial by Dutch company
- 12:30 – 14:00 Networking Lunch