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+70

multidisciplinary, multilingual and efficient professionals

Overseas offices

100% FREE SERVICES

WHO WE ARE?

Invest in Tunisia Agency «FIPA TUNISIA» is the government agency responsible for promoting foreign investment in Tunisia..



• **Promoting** Tunisia as a Hub to foreign investment and providing the necessary support to foreign investors.



- Professionalism
- Expertise
- Responsiveness
- Competence
- Responsibility

+ 3500

projects monitored by FIPA-TUNISIA

About **100** prospecting visits / year

+ 600

investment operations (2019)

About **2500**_{M TND} of FDI flow (2019)

Source: FIPA - Tunisia, 2019

WHAT YOU ARE GRANTED







Source : OECD (2019), Mapping of Investment Promotion Agencies: Middle East and North Africa

ACTIVITIES

- Identification of competitive niches
- Organization of investment promotion events
- Lead Generation
- Provision of the information necessary for the conduct of a project
- Assistance to investors in **identifying Tunisian partners** in the targeted sector
- Suggestion of sites for the targeted investment
- Provision of follow-up and assistance to investors.

The case of Tunisia can serve as example to other developing countries undergoing similar development challenges. The Tunisian experience shows that a well-planned and executed investor outreach campaign can lead to concrete results. contributing to the achievement of the country's development objectives. The note provides a context, proposes a new outreach framework based on literature review and World Bank Group (WBG) field experience, and describes the Tunisian Foreign Investment Promotion Agency's (FIPA) outreach efforts, and presents respective results

Tunisia has progressed favourably in a number of metrics, namely foreign direct investment which increased by 28.6% in 2018 to TD7.2bn, according to the Foreign Investment Promotion Agency-Tunisia (FIPA-Tunisia), with growth mainly attributable to the expansion of existing business activities. Participants of the CEO Survey pointed to energy and mining, followed by ICT, as the sectors holding the most potential for growthenabling foreign direct investment

"Attracting Foreign Direct Investment into Tunisia through Outreach Campaigns"- World Bank Group, 2020

«Tunisia Covid-19 Response Report»- Oxford **Business Group (OBG), 2020**









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