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Investment Opportunities in Tunisia webinar

# **Benchmarking Study Comparing the Competitiveness of Countries in Europe and North Africa**

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CEO Wavteq and SVP representing fDi Intelligence, Financial Times Limited

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# Data source for this presentation – fDi Benchmark

fDi Benchmark is the only global FDI location benchmarking product to compare the cost and qualified competitiveness of countries, regions, and cities for all major sectors



Unique tool benchmarking the FDI location competitiveness of countries and regions for over 65 sectors



Produces value propositions and business cases customized for specific sectors and investors



1,200+ data points in each location with advanced analysis tools and always the latest data available



Uses the same data and tools used by major companies in site selection to long-list locations



Coverage of nearly 1,000 location (countries, states, regions and cities)



Indispensable for location proposition development and investor enquiry handling



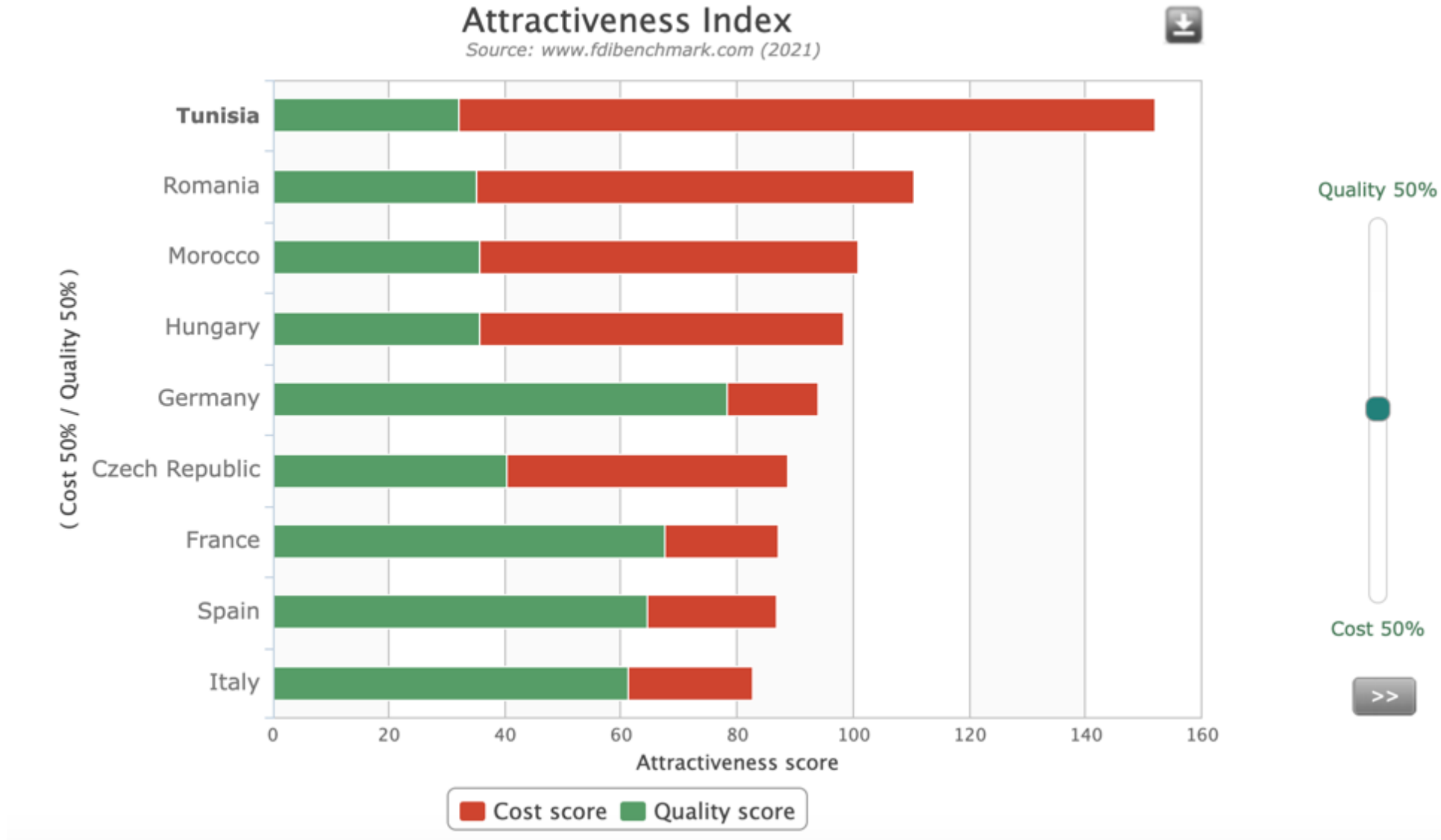
fDi Benchmark: corporate location Assessment tools from the Financial times [www.fdibenchmark.com](http://www.fdibenchmark.com)

The fDi Benchmark platform is developed by Wavteq and our CEO was the original patent applicant. Wavteq has the Asia Pacific, Canada, Middle East, UK, and US sales

# Competitiveness Sector Ranking

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# Tunisia's competitive ranking for FDI – textiles manufacturing

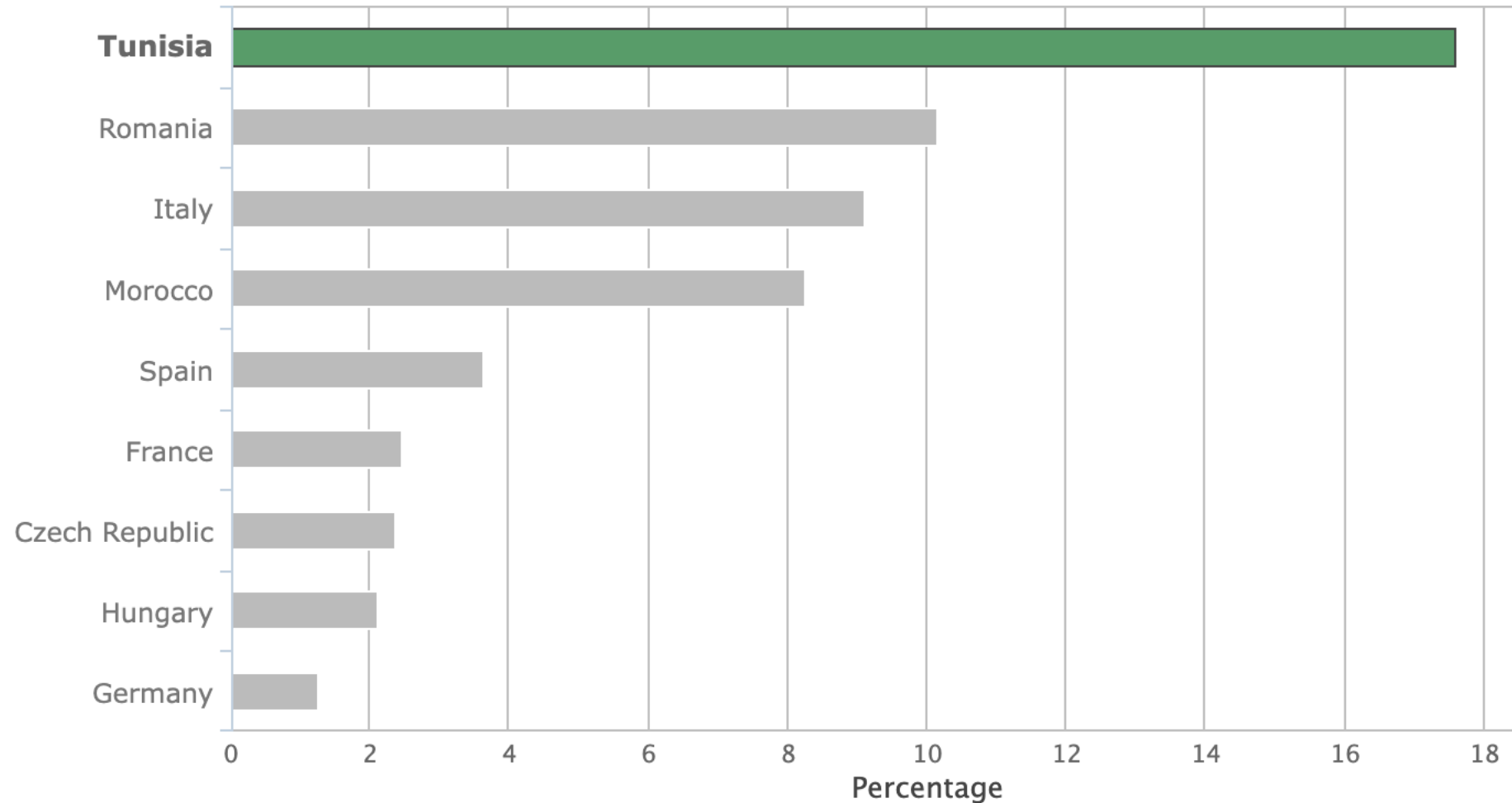


Source: fDi Benchmark, Financial Times Ltd

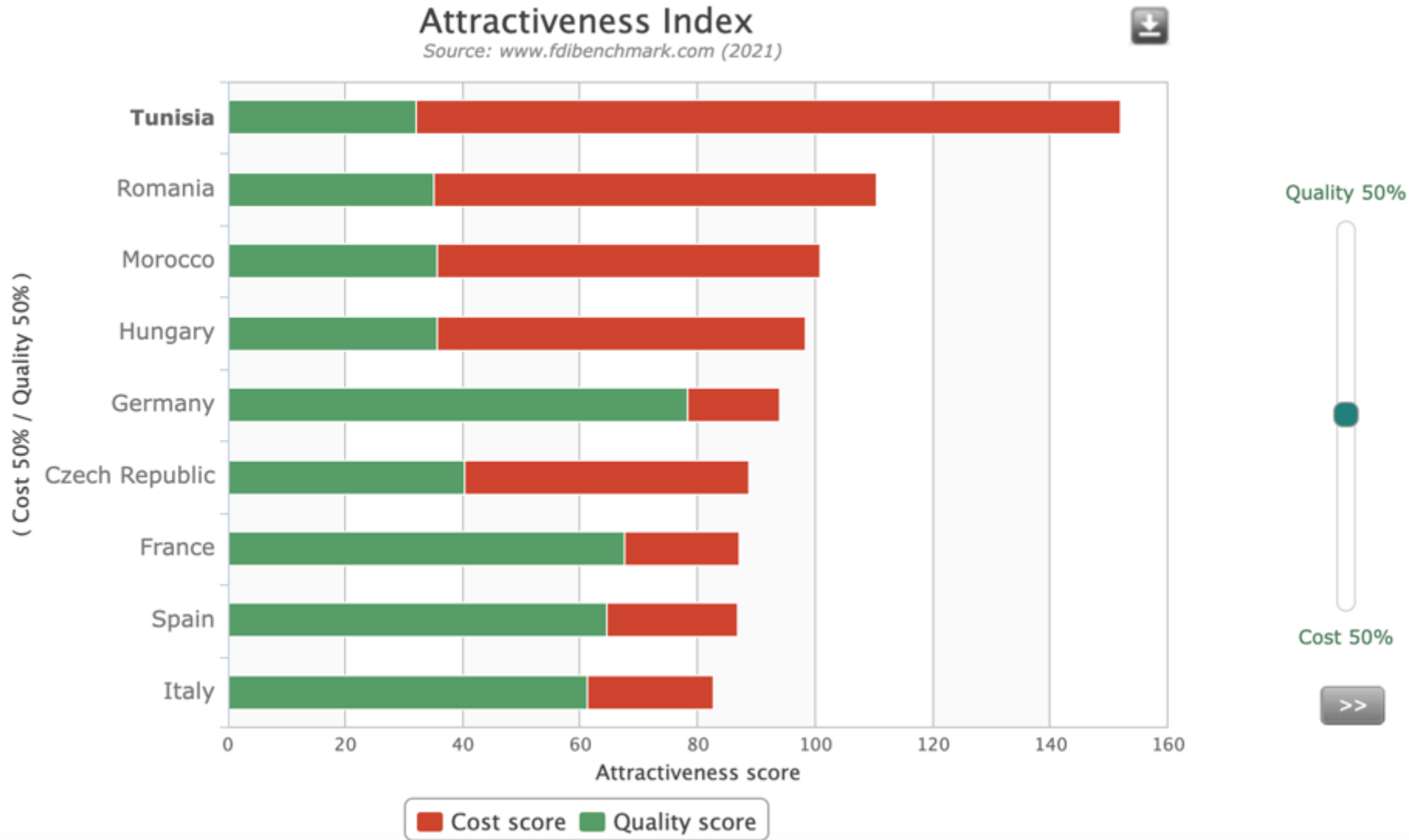
# Key sectors in Tunisia

## Textiles and clothing (% of value added in manufacturing)

Source: World Bank World Development Indicators (fDi Benchmark 2021)

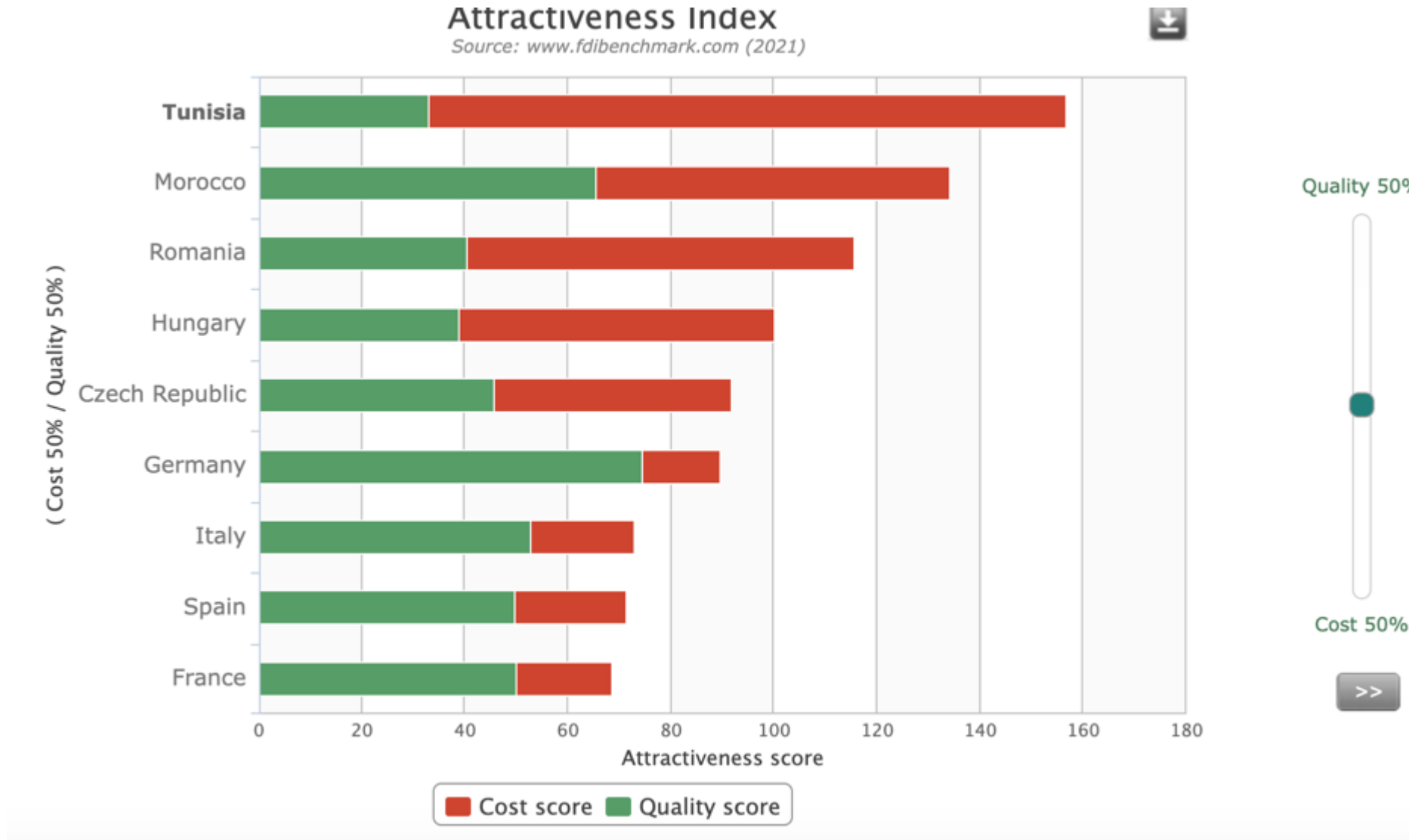


# Tunisia's competitive ranking for FDI – aerospace manufacturing



Source: fDi Benchmark, Financial Times Ltd

# Tunisia's competitive ranking for FDI – auto/electronics components

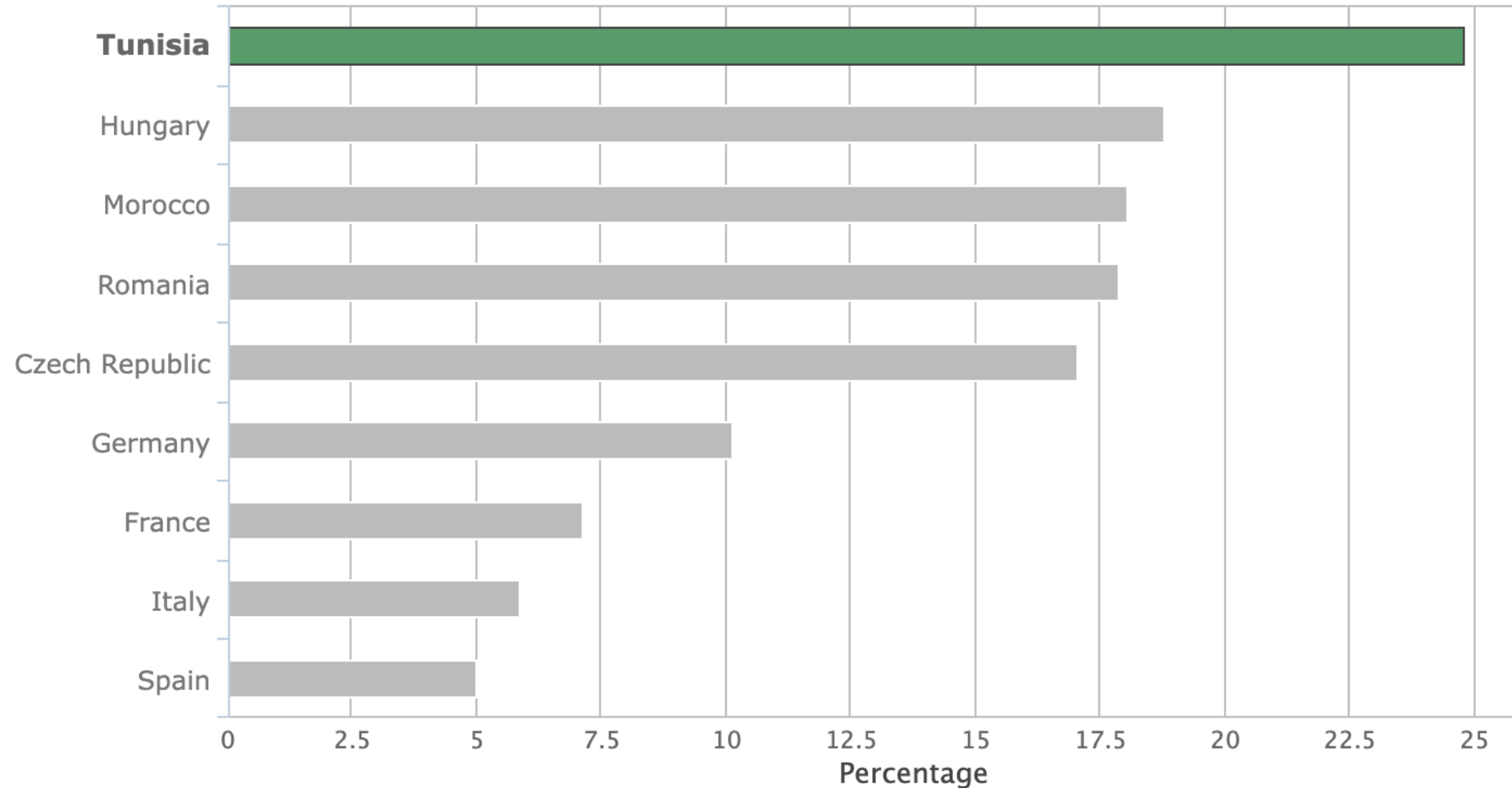


Source: fDi Benchmark, Financial Times Ltd

# Key sectors in Tunisia

## Exports of electronic components manufacturing (% of total goods exports)

Source: fDi Intelligence from the Financial Times based on UN Comtrade database (fDi Benchmark 2021)





**Why is Tunisia ranked so highly?**

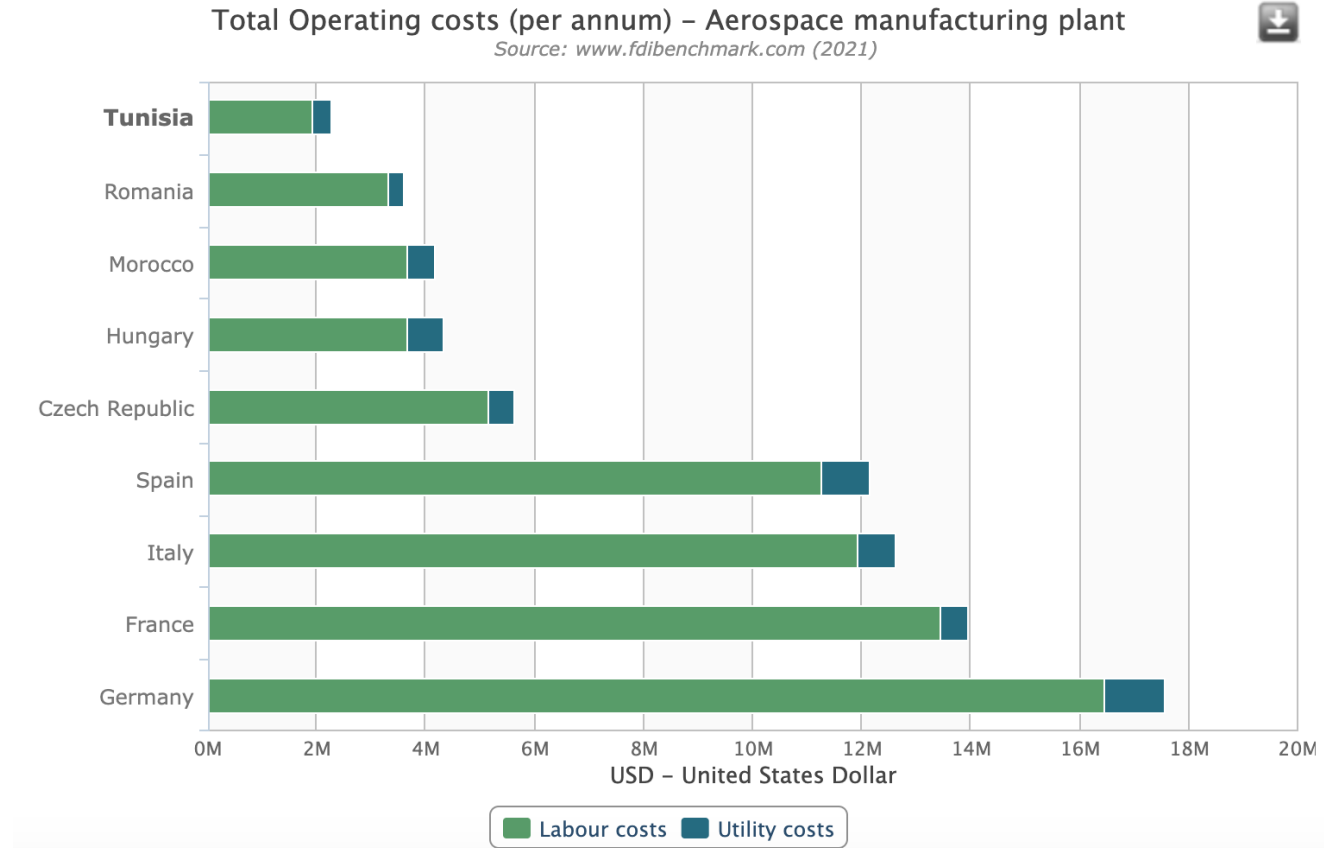
**What are Tunisia's regional & global strengths?**

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# Tunisia is a highly competitive near shore location for EMEA market

Compared to other competing countries in North Africa and Europe, Tunisia has:

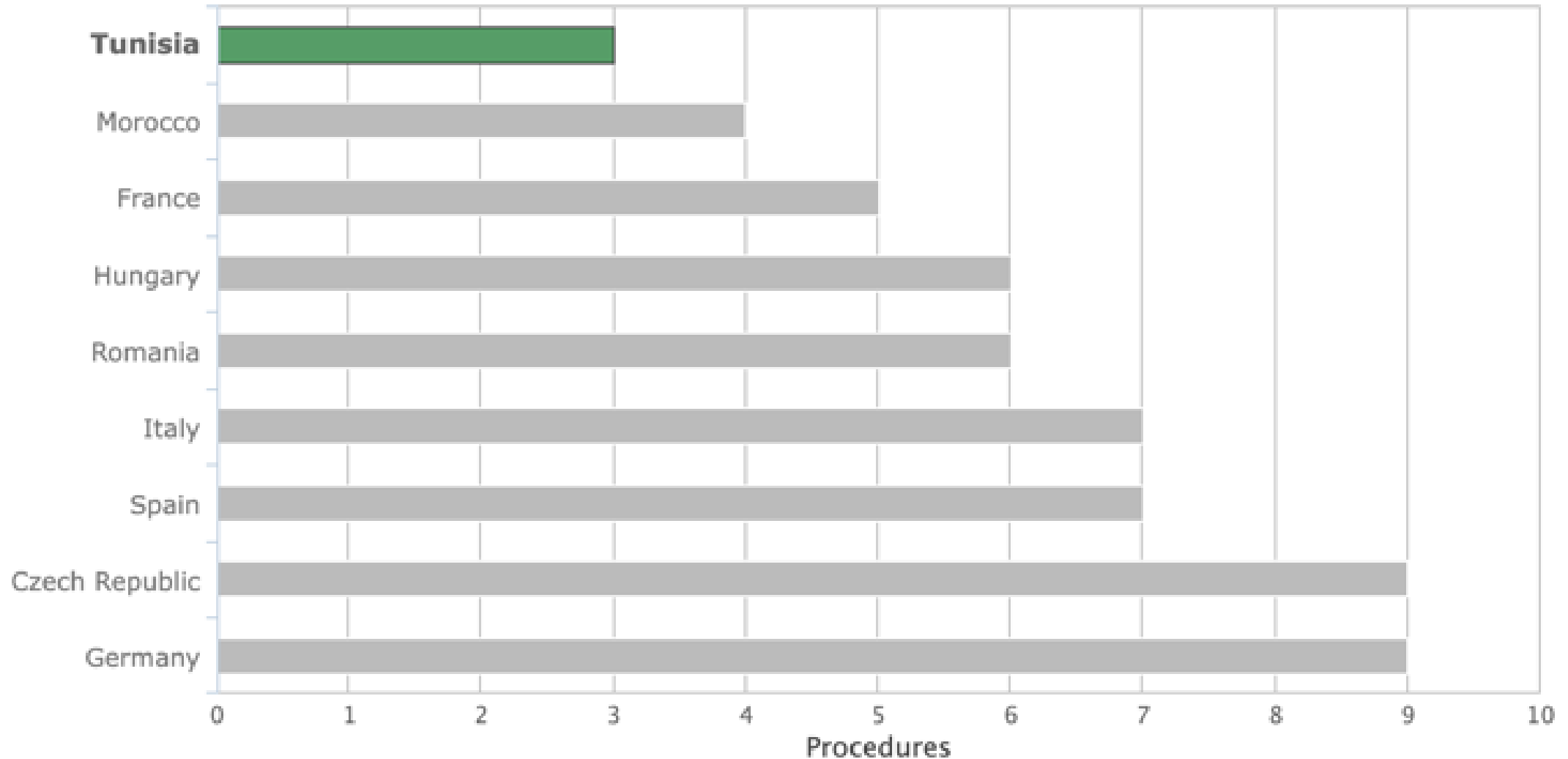
- ❖ Lowest labour costs across all job positions
- ❖ Lowest industrial gas costs
- ❖ Lowest water costs
- ❖ Lowest fixed/mobile internet costs
- ❖ Lowest cost of living
- ❖ Second lowest electricity costs



# Ease of doing business – Tunisia ranked 8<sup>th</sup> globally (top 104 countries)

## Number of procedures required to register a firm

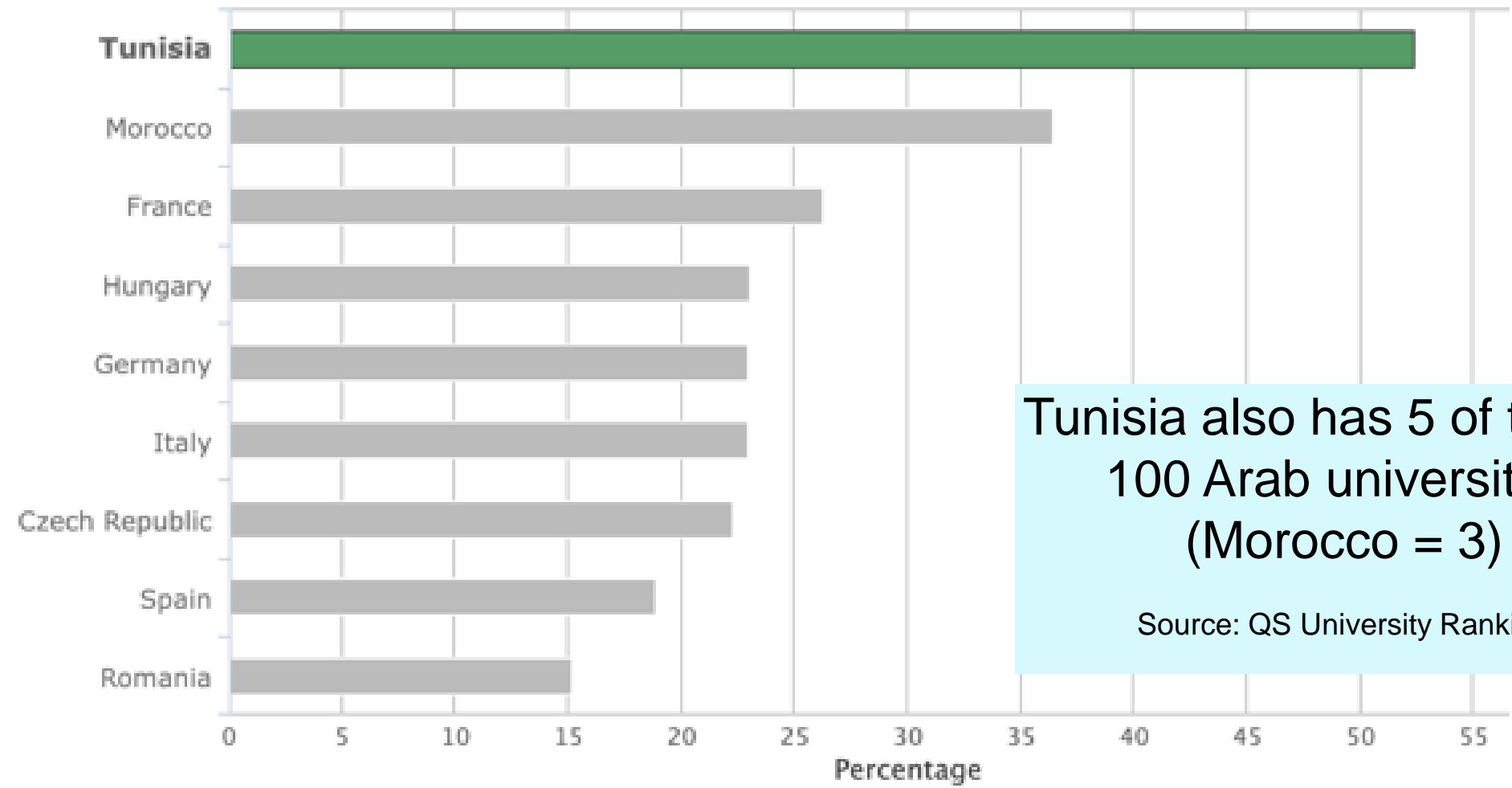
Source: World Bank Doing Business (fDI Benchmark 2021)



# Spending on education – Tunisia ranked 1<sup>st</sup> globally (top 104 countries)

Expenditure per student, secondary (% of GDP per capita)

Source: World Bank World Development Indicators (fDi Benchmark 2021)



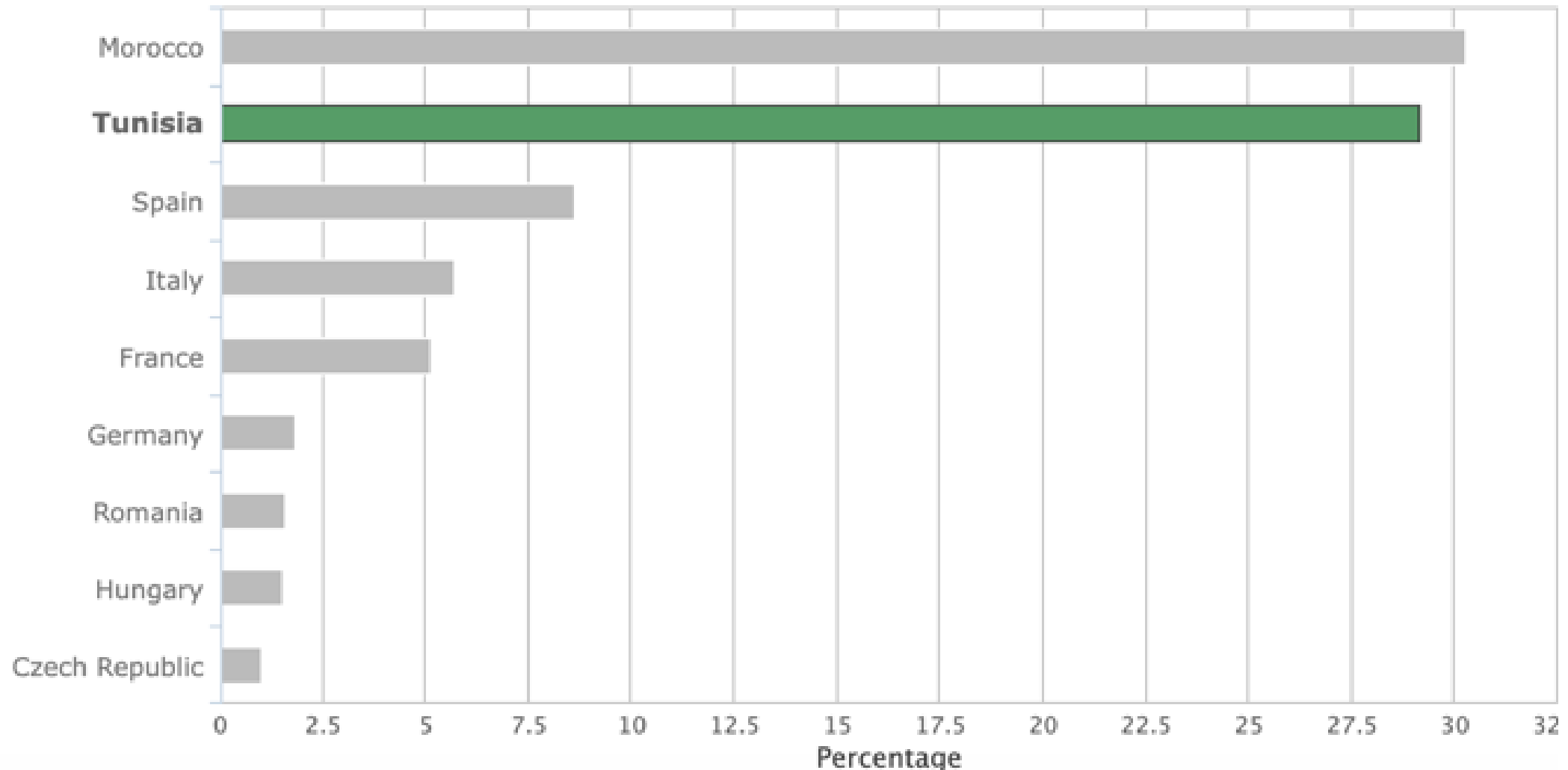
Tunisia also has 5 of the top 100 Arab universities (Morocco = 3)  
Source: QS University Ranking

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# Available educated workforce – Tunisia ranked 2<sup>nd</sup> globally (top 104 countries)

Unemployment with advanced education (% of total labor force with advanced education) 

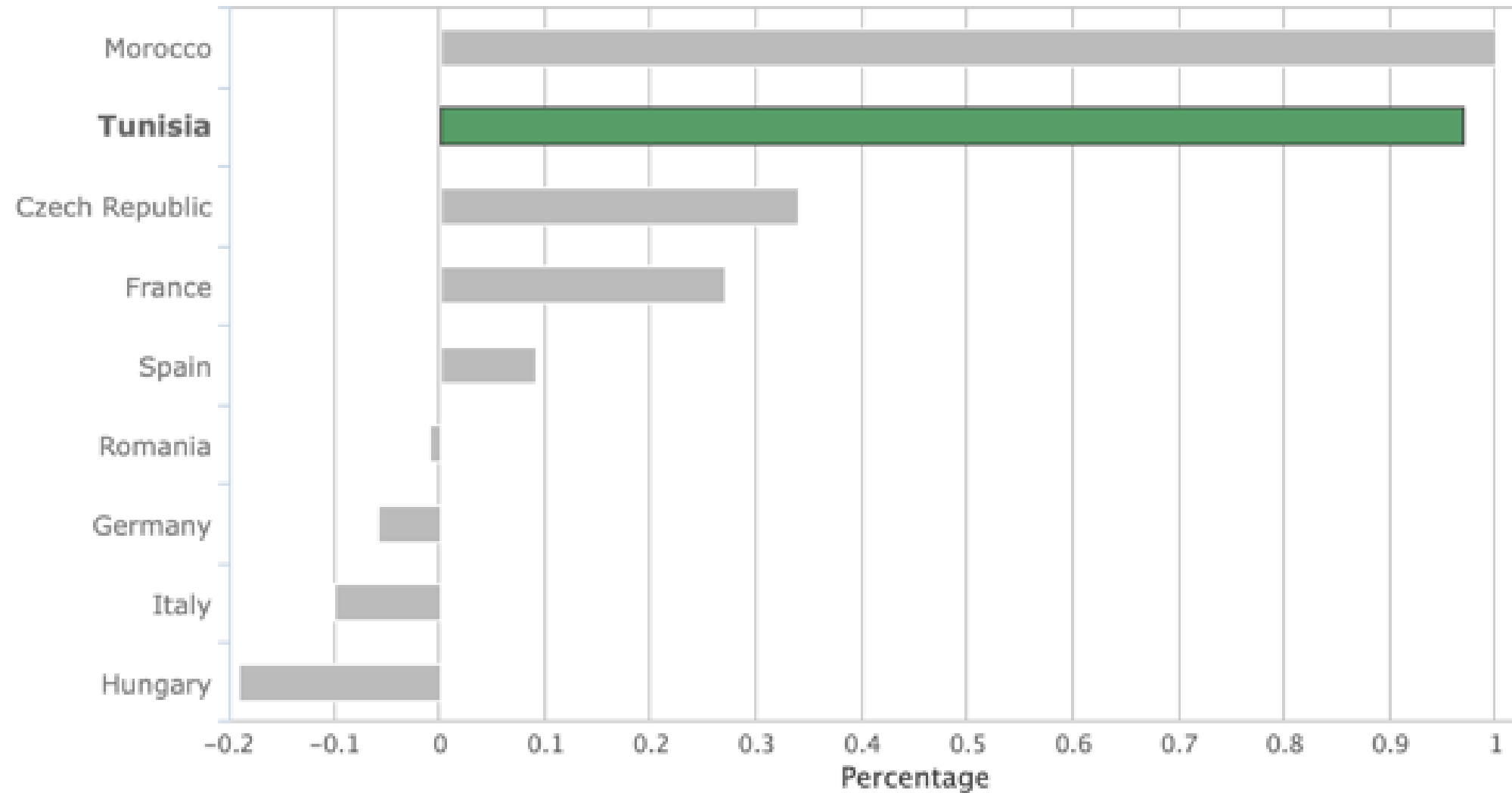
Source: World Bank World Development Indicators; International Labour Organization, ILOSTAT database (fDi Benchmark 2021,



# Tunisia's workforce is continuing to grow (2020 data shown)

## Population growth

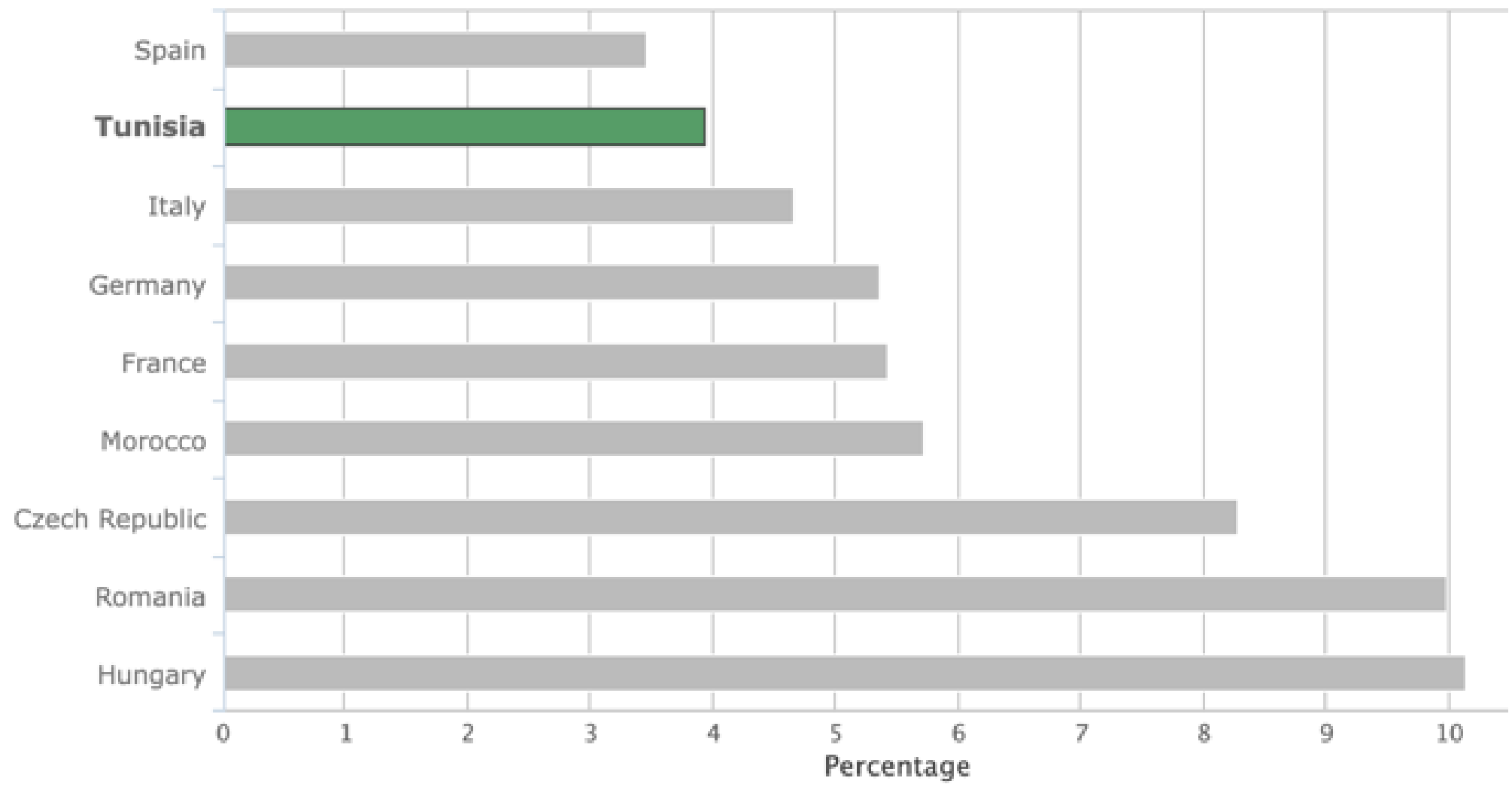
from the Financial Times based on International Monetary Fund World Economic Outlook Database (Countries), national statistics



# Which helps labour cost growth to be low for next 5 years

Labour costs, forecast growth (p.a.)

*1 on Economist Intelligence Unit; fDi Intelligence from the Financial Times estimate based on International Monetary Fund and I*



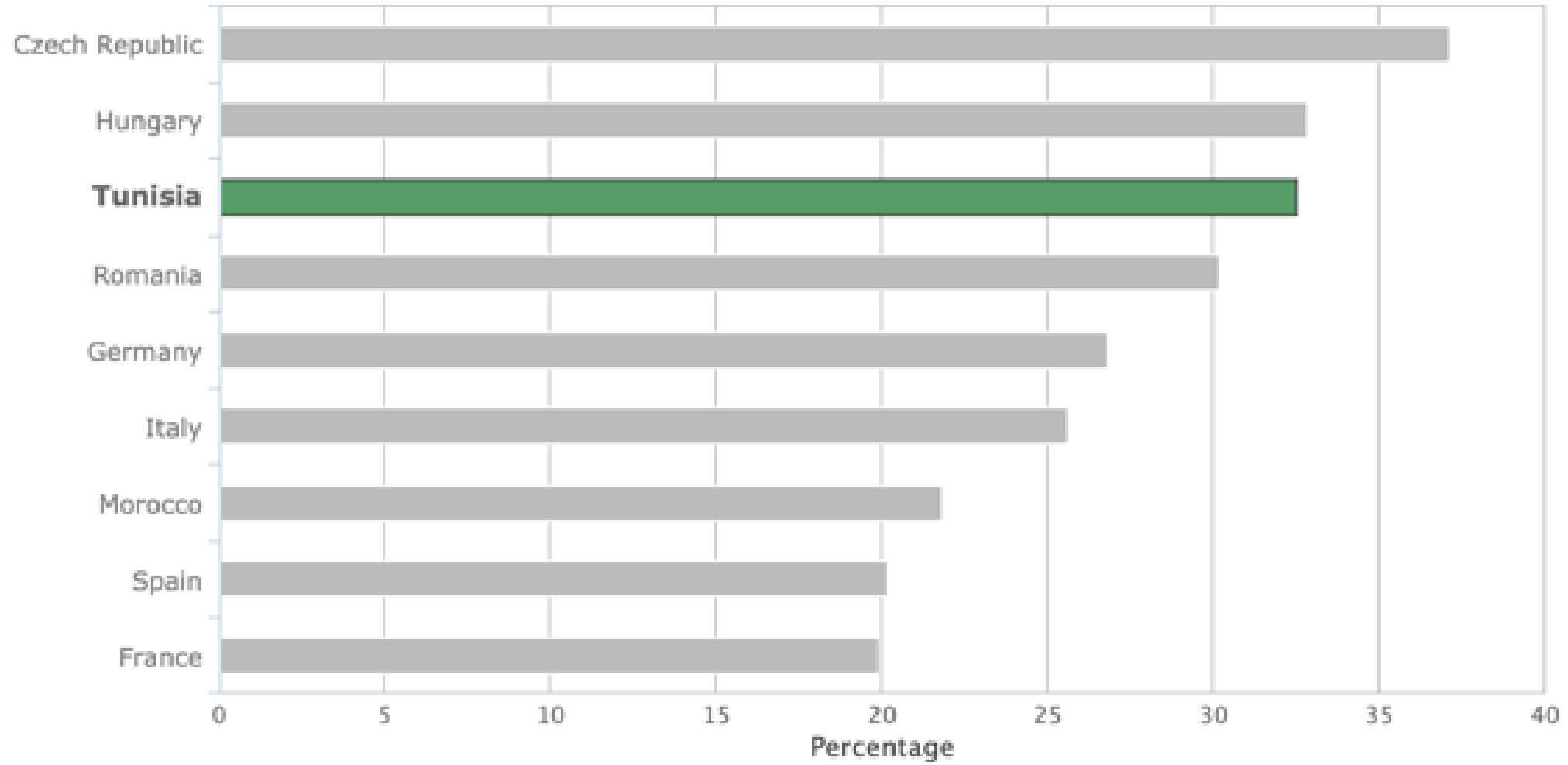
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# Tunisia as an industrial location – ranked 9<sup>th</sup> globally (top 104 countries)

Employment in industry (% of total employment)



Intelligence from the Financial Times based on the International Labour Organization: Employment by Sex and Economic Activity (IDr B)



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**THANK YOU!**

# Global Coverage



Wavteq has a global footprint across **12 countries, including:**

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Belfast	Florida	Montana	Valencia
Berlin	Hamburg	Montreal	
Cork	Hong Kong	Mumbai	
Dubai	Leipzig	Seoul	

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improve organizational performance

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