



# TUNISIA'S CENTRAL REGION

## *The Heart of the Country's Economy*

November 2018



# TUNISIA'S CENTRAL REGION

A Business Economic and Industrial



Hub made up of 4 governorates:  
Sousse - Monastir - Mahdia - Kairouan



Population: 2.3 Millions (**20% of the total Tunisian Population**)



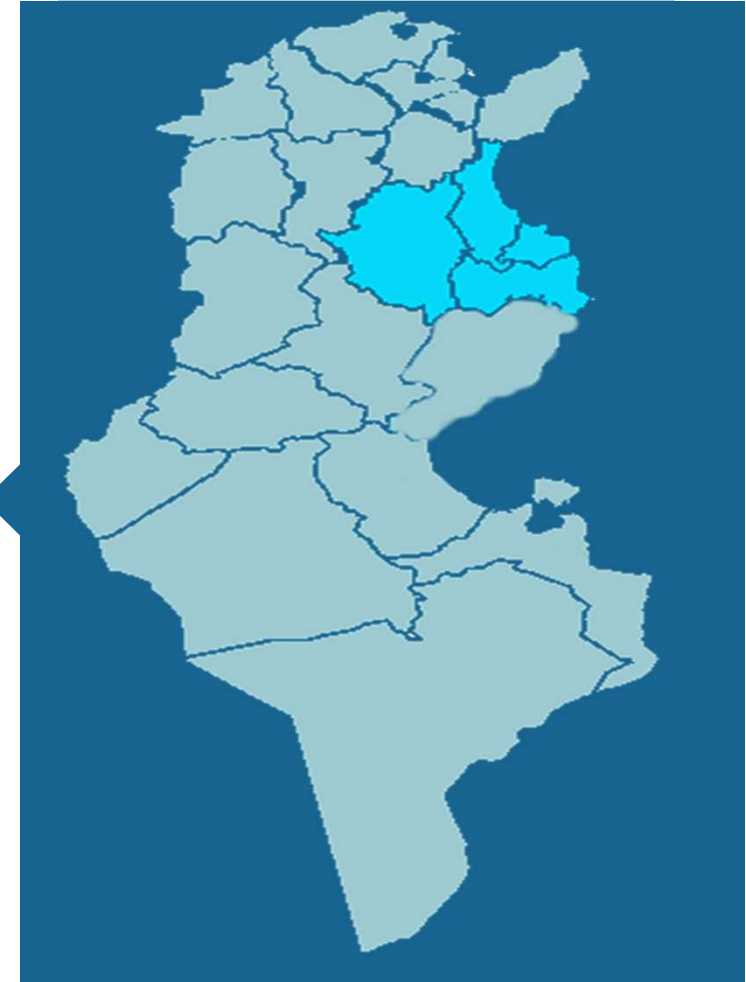
Area: 13287 km<sup>2</sup> (**8% of the total area of Tunisia**)



Number of industrial firms (+10 pax): 1.461 (**27 % of the total industrial firms**)



Registered Businesses : 142.262





# WHY THIS REGION?

## The Central Region A Natural Choice for Companies



High Skilled,  
Available and Competitive  
Human Resources.



A Major Touristic  
Hub



A competitive  
dynamic Industrial  
Sector



Diversified  
Agriculture and  
Bio-Agriculture

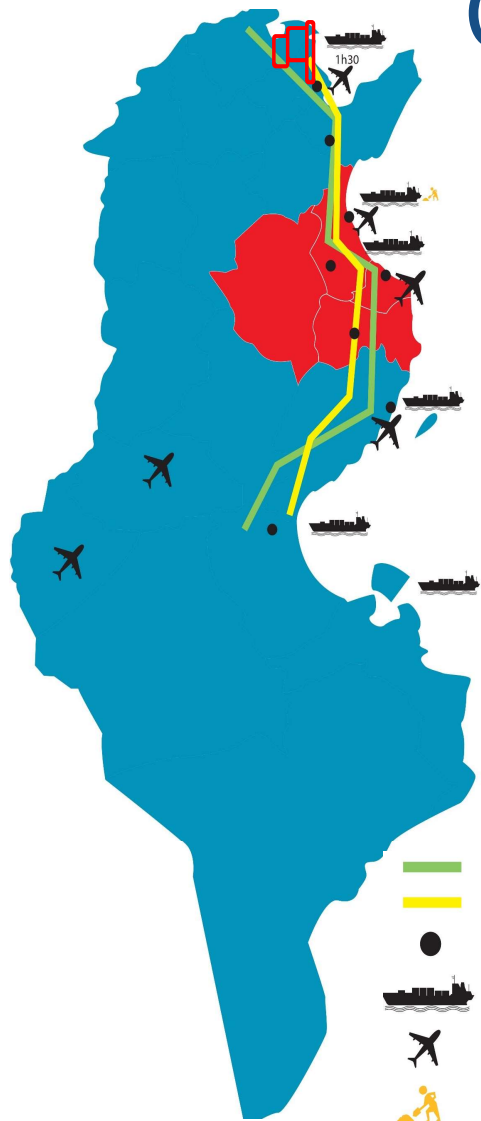


A center for  
Shared services,  
ICT, and  
Technology



Pleasant Living  
Environment and  
various Leisure  
Activities

# Crossroads with Modern Infrastructure



## AIRPORTS



### 2 international airports:

- Enfidha-Hammamet Airport
- Monastir Habib-Bourguiba Airport

## REGULAR FLIGHTS TO MAJOR EUROPEAN CAPITALS AND CITIES

- Paris 02h20 - Frankfurt 02h20
- Rome 01h15 - Montreal 9h (direct flight)
- **First express cargo flight (Enfidha)**



## A RAIL NETWORK

For the transport of goods and passengers between  
Sousse - Tunis, Sousse - Gabes

## METRO LINES



Connecting the most important coastal cities:  
Sousse, Monastir and Mahdia



## A1 HIGHWAY

Tunis - Sousse - Sfax - Gabes

## A COMMERCIAL PORT IN SOUSSE CONNECTED WITH CLOSEST PORTS:



- Genoa, Marseille-Fos
- Catania Barcelona, Tarragona
- Izmir



## ENFIDHA DEEP WATER PORT (ONGOING PROJECT) 7400 ACRES:

- Port 2470 acres (1000 ha)
- Logistic Area 4942 acres (2000 ha)



# Excellent Quality of Life



## Accommodation

One of the major Mediterranean Touristic hub

- Diversified and modern Touristic Infrastructure : more than 200 Hotels, 33 Spas and Therapy Centers,
- 2 Leisure Ports, 2 Casinos and many International Restaurants

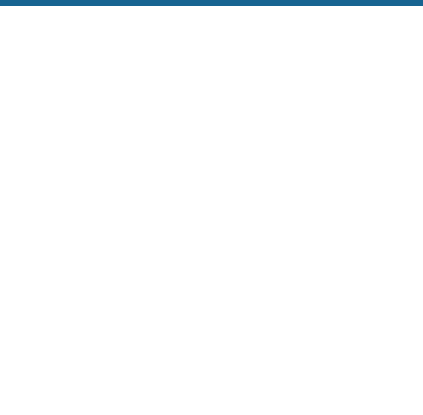
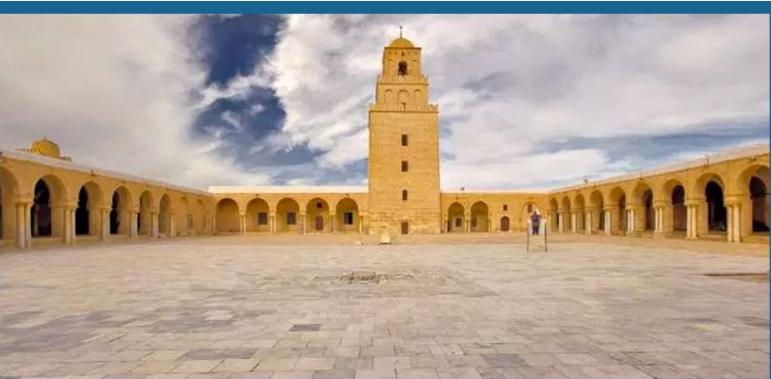


## Sports Activities

A wide range of sports activities

- Golf (4 courses with 18 holes each),
- Tennis,
- Gyms
- Horseback Riding
- Swimming and among others





# History and Culture Come Alive

## CULTURE

### A Rich historical Heritage

3 Sites listed as a World Heritage  
by UNESCO

- Coliseum of El Jem
- Medina of Sousse
- Medina of Kairouan

**Many International Events**





# Modern Health Care

05

University Hospitals

34

Regional Hospitals

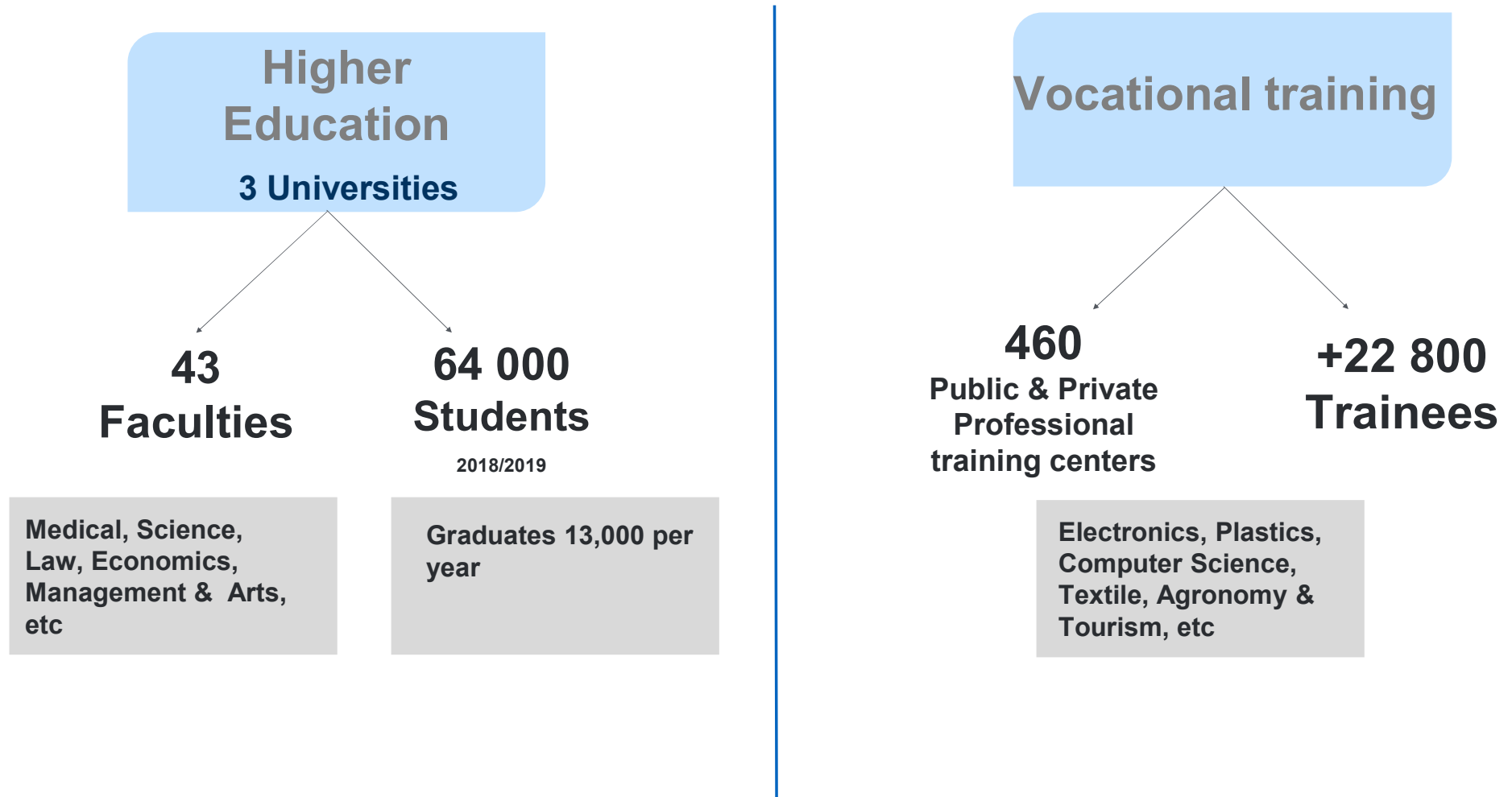
25

Private Clinics

All Medical Specialties Covered

# Dynamic Education Environment

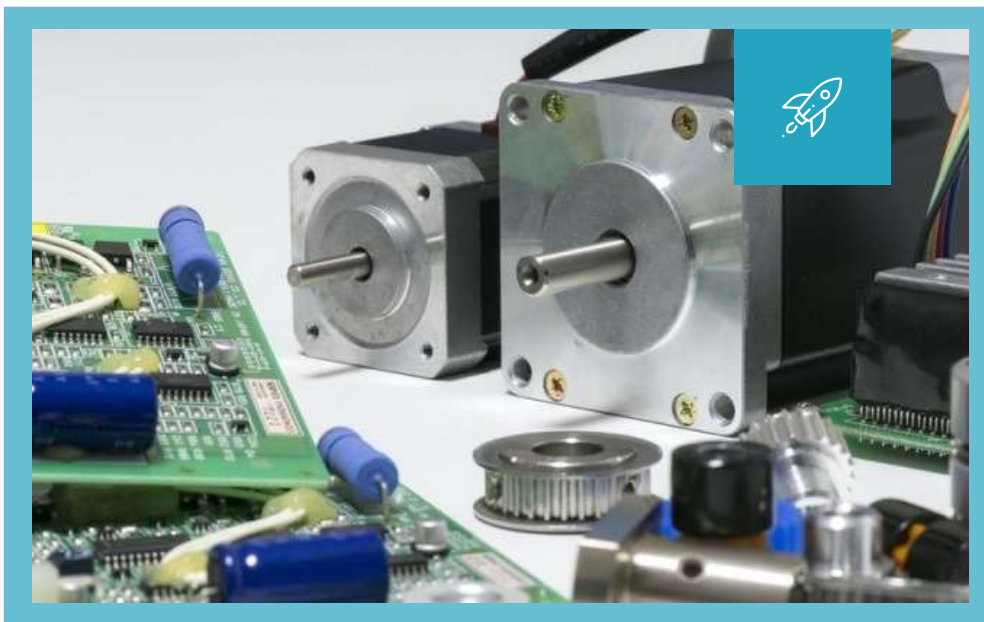
---





# TUNISIA'S CENTRAL REGION

An Important Industrial Center



**MECHATRONIC SECTOR**



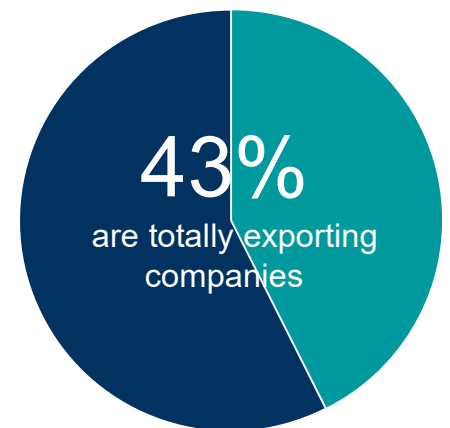
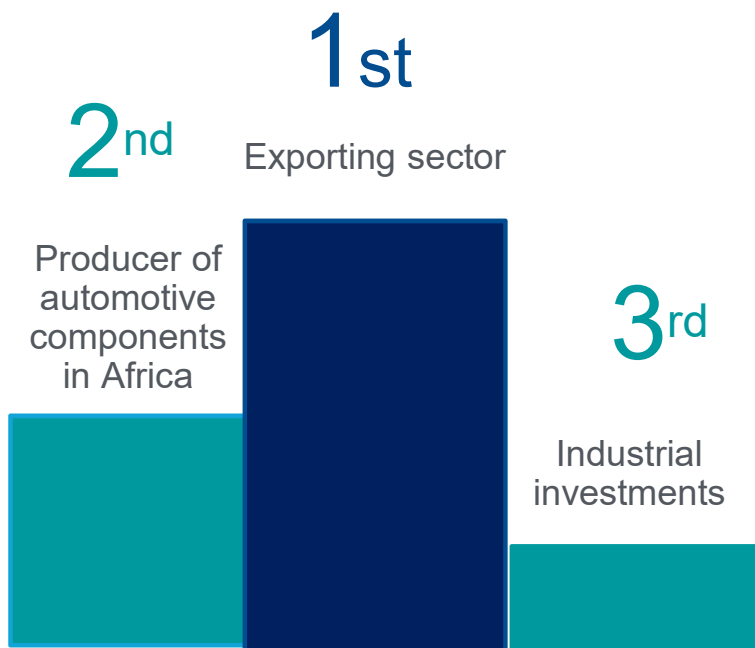
**TEXTILE AND CLOTHING SECTOR**

A conceptual image for mechatronics. A hand in a dark suit jacket holds a glowing blue sphere. Overlaid on the sphere and extending into the background is a complex, multi-layered wireframe structure of interlocking gears and mechanical components, all illuminated with a blue glow. The background is dark and out of focus, with some blurred light sources.

# MECHATRONICS



The **Mechatronic Sector** is a very dynamic sector in Tunisia, with significant investment and growth opportunities



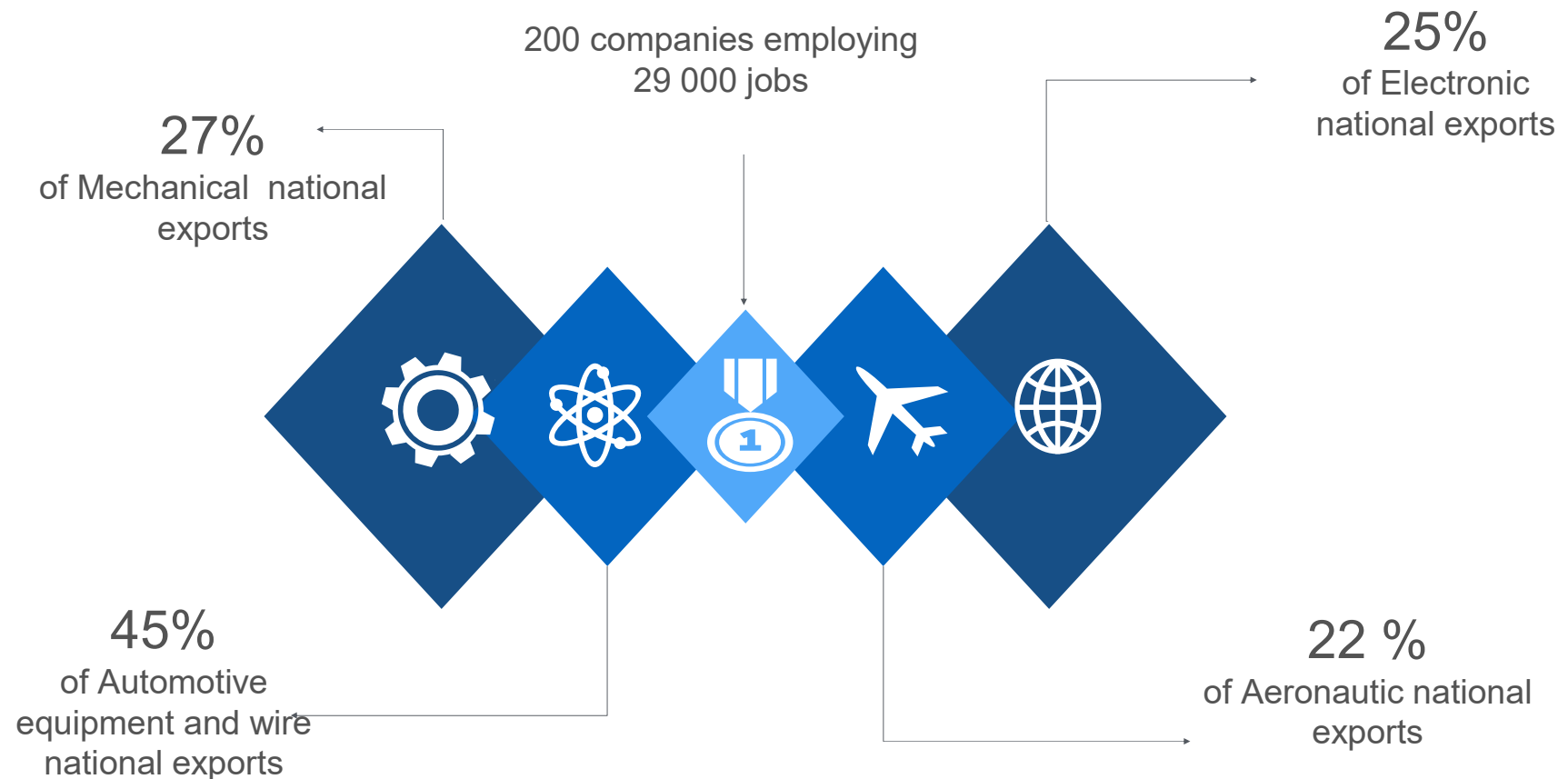


MANY MULTINATIONAL  
COMPANIES OPERATING IN  
MECHATRONICS, MAINLY IN THE  
AUTOMOTIVE AND AERONAUTIC  
SECTORS, HAVE ALREADY  
INVESTED IN TUNISIA



# MECHATRONIC SECTOR IN CENTRAL REGION

A strategic sector in central region , with potential opportunities and added value



# MECHATRONIC SECTOR SKILLS

in Central Region



+ 13 000

Students in areas relevant  
to mechatronic



+ 3100

New graduated bachelor and  
technicians / per year

+13



Public and private engineering  
schools and tech institutes

+1600



New graduate  
engineers / per year

CENTRAL REGION: AN EDUCATIONAL HUB

A LARGE POOL OF SKILLED LABOR  
Qualified engineers and technicians



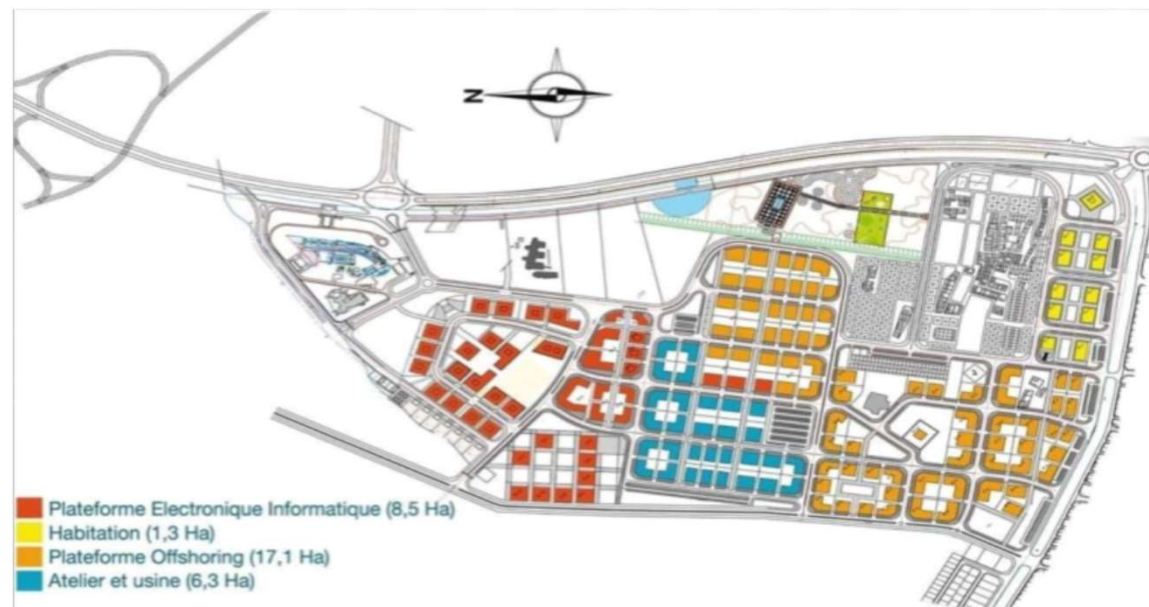
# INVESTMENT LOCATION : NOVATION CITY

## NOVATION MECHATRONIC CITY (located in Sousse)

- ▶ Completely equipped accommodation and an R & D area of ~ 108 acres (44 ha)
- ▶ In the center of the city of Sousse served by public transport and benefiting from all urban facilities

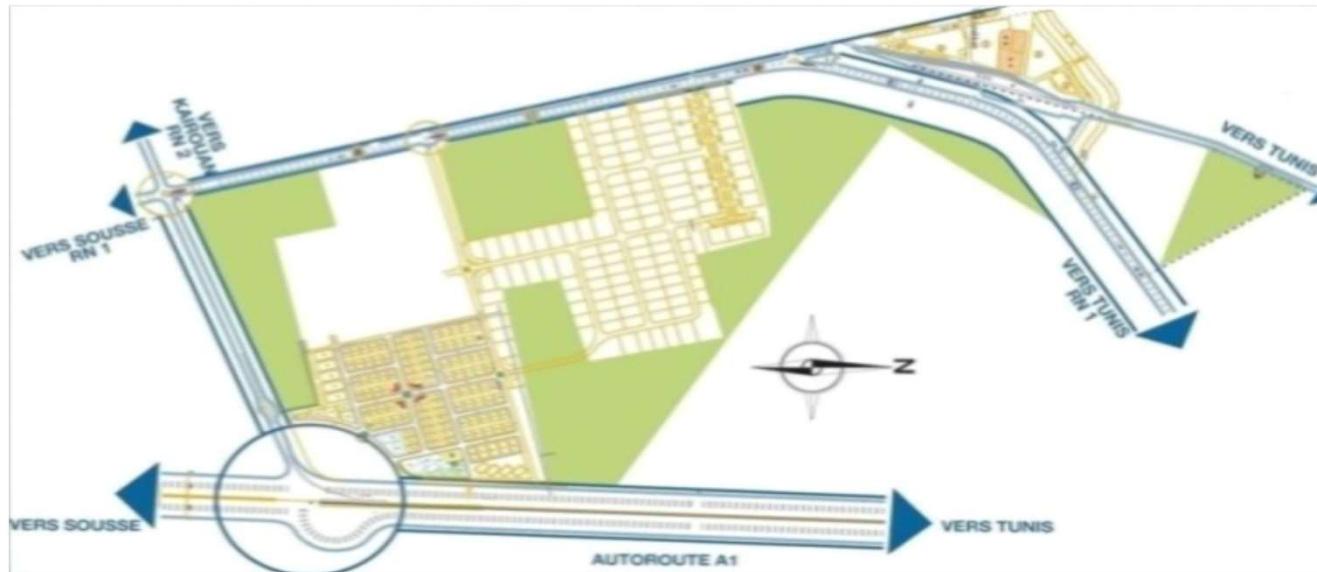
## NOVATION BUSINESS CITY (located in Sousse)

- ▶ Neighboring Novation Mechatronic City, Novation Business City is the first intelligent park dedicated to service activities in Tunisia.
- ▶ It covers 138 acres (56 ha) to host offshoring activities



## NOVATION INDUSTRIAL CITY (located in Enfidha)

- Multi-sectoral industrial zone : 350 acres (142 ha)
- Strategically located at the crossroad of highways and next to the airport and the deep-water port of Enfidha (ongoing project)





# Novation City Offers...



## Accessibility

- ✦ Strategically positioned, providing very good accessibility
- ✦ Access to the best infrastructure in the country



## Connectivity

- ✦ Broadband optic fiber connection
- ✦ Double loop
- ✦ VoIP



## Security

- ✦ Physical and digital security
- ✦ Guarding
- ✦ intelligent access



## Availability

- ✦ plots
- ✦ Suitable living spaces.
- ✦ Rental Of office spaces
- ✦ Workshop Rental

# INVESTMENT LOCATION: NOVATION CITY



**TOTAL AREA**  
242ha / 598 acres  
(2 Zones)



**LAND OWNERSHIP**  
100% owned by Novation  
City



**FEE FOR LAND**  
Novation Business City: 260  
to 290\$ /m<sup>2</sup>(10,8 ft<sup>2</sup>)  
Novation Industrial City: 32  
to 37\$ /m<sup>2</sup> (10,8ft<sup>2</sup>)



**FLEXIBLE TAILOR-MADE  
ACCOMODATION**  
Turn-key and plug & play space  
Incubation & acceleration space



**FEE FOR BUILDING RENTAL**  
50 to 88 \$/ m<sup>2</sup>(10,8ft<sup>2</sup>) per year



# Novation City

The Success Story of Enova Robotics



THE **ONLY** INTELLIGENT ROBOT MANUFACTURER IN **AFRICA**

INITIAL CAPITALIZATION OF 4.5 MILLION DINARS (1.6 MILLION USD), THE MOST IMPORTANT FOR A START-UP IN TUNISIA



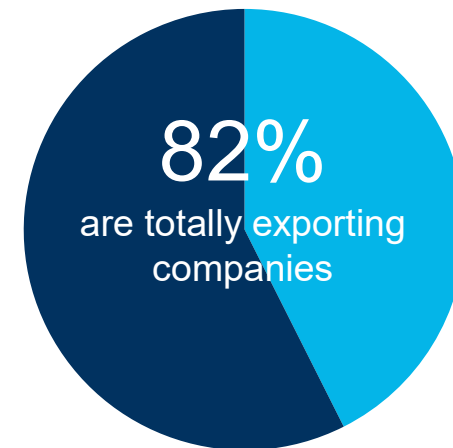
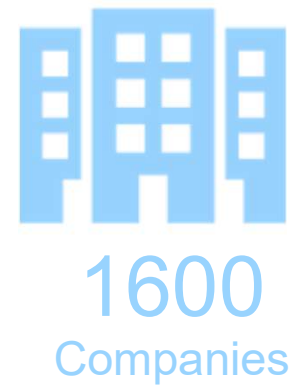
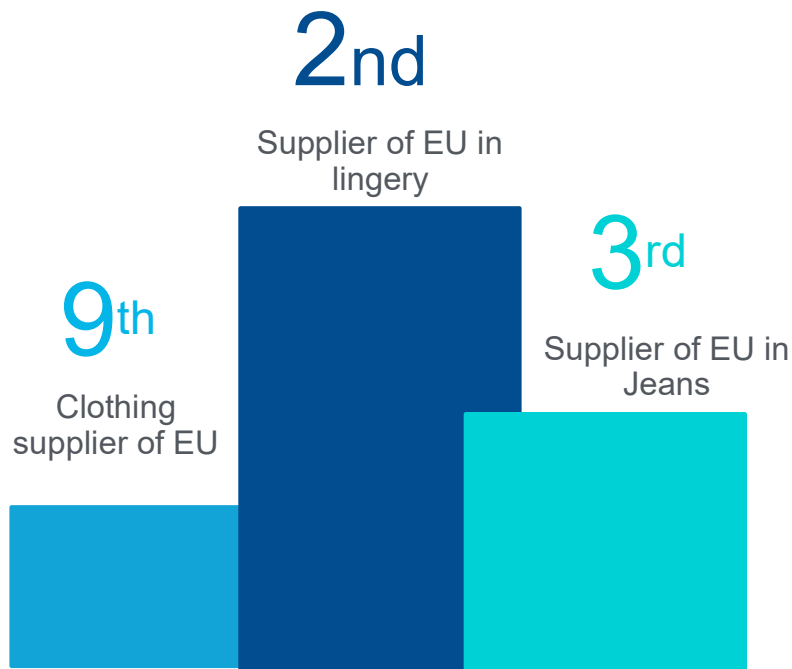
FOCUS ON HEALTH AND SAFETY ROBOTICS





# TEXTILES AND CLOTHING

# THE TEXTILE & CLOTHING SECTOR is a TRADITIONAL INDUSTRY in Tunisia, HIGHLY INTEGRATED WITHIN THE GLOBAL TEXTILE AND APPAREL VALUE CHAIN



# TEXTILE & CLOTHING IN THE CENTRAL REGION :

## THE ECOSYSTEM & INVESTMENT OPPORTUNITIES



**45%**

of the total textile national companies



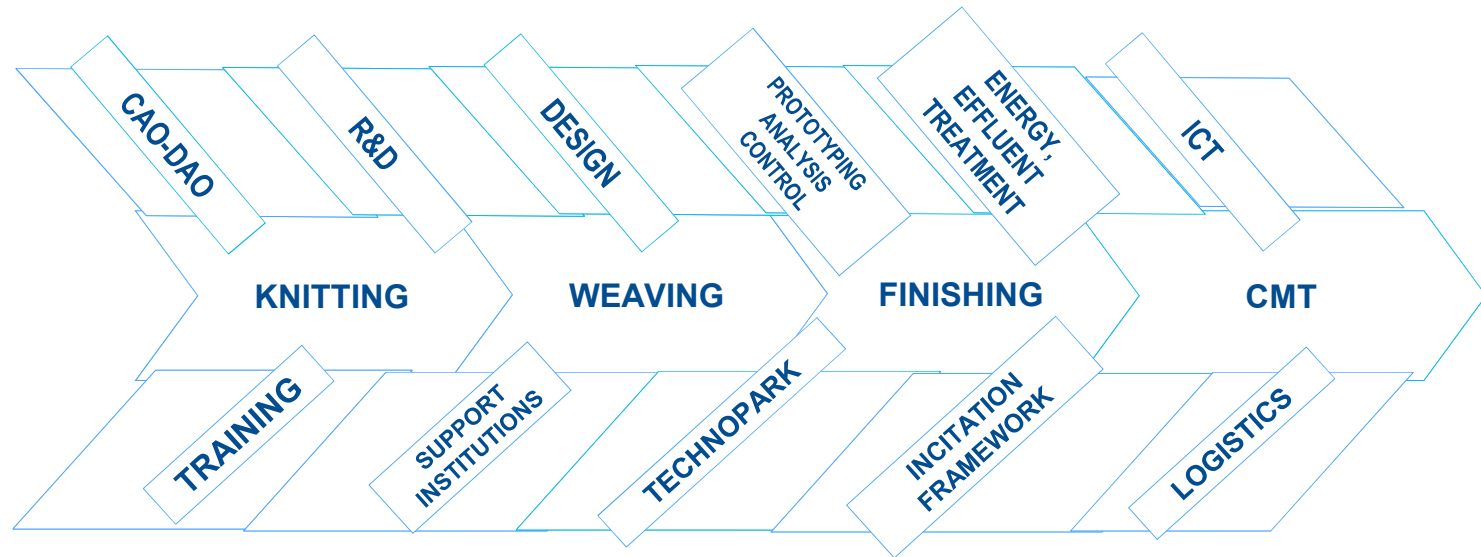
**56%**

of the total region's manufacturing companies



**52%**

of the total region employment



**150** researchers  
**75** textile engineers/ year  
**120** high technicians/ year  
**180** fashion graduates/ year  
**250** vocational trainees/ year



**18** Textile vocational centers

**3** Academic and textile research faculty



# THE TEXTILE & CLOTHING SECTOR IN THE CENTRAL REGION

## THE ECOSYSTEM & INVESTMENT OPPORTUNITIES

Move to more added value activities

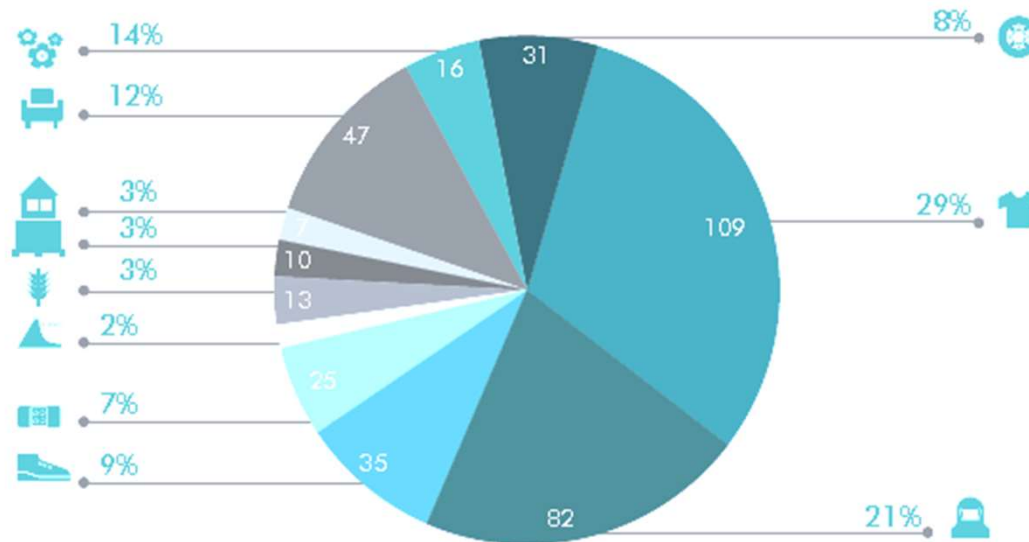
Investment opportunities

- Finishing and dyeing
- Technical textiles



# 250

Technical textiles companies



PROTECH  
HOMETECH  
MOBILTECH  
PACKTECH  
CLOTHTECH  
MEDITECH  
SPORTECH  
INDUTECH  
AGRITECH  
GEOTECH  
BUILDTech

# Investment Location

**neotex** MONASTIR TECHNOPARK

## NEOTEX

- ✦ Textile Technopark of Monastir : 124 acres (50 ha)
- ✦ Textile Finishing & Dyeing Park : 124 acres (50 ha)
- ✦ Modular lots starting from 2000 m<sup>2</sup>(21527 ft<sup>2</sup>)
- ✦ Collective effluent treatment station (first step 6000 m<sup>3</sup>/day)
- ✦ 06 companies under location



## NEOPARK

- ✦ Multi-sectoral industrial park : 272 acres (110 ha)
- ✦ Modular lots starting from 3000 m<sup>2</sup> (32300 ft<sup>2</sup>)
- ✦ 85 companies under location including 20 operational.



# INVESTMENT LOCATION: NEOTEX MONASTIR TECHNOPARK, ONE STOP SHOP ASSISTANCE



## Total Area

210 ha/494 acres

- Neopark: 271 acres(110 ha):250lots/  
remaining area:86 acres (35 ha)
- Neotex: 124 acres(50 ha), remaining  
area: 74 acres(30 ha)
- Finishing park: 124 acres(50 ha),  
remaining area: 79 acres (32 ha)



## Selling price

Neopark: 35\$ /m<sup>2</sup>(10,8 ft<sup>2</sup>)

Finishing park: 33\$ /m<sup>2</sup> (10,8ft<sup>2</sup>)



## Price for land Lease

Neotex:2,5\$/ m<sup>2</sup>(10,8ft<sup>2</sup>)  
per year



## Price for building Lease

Neotex:

Availability:

- Open spaces (900 m<sup>2</sup>): 50\$/  
m<sup>2</sup> per year
- Industrial building (1500 m<sup>2</sup>):  
26\$/ m<sup>2</sup> per year



**Real estate offer complying  
with international  
standards**

Modern infrastructure securised,  
equipment by electricity, gaz, water  
and Broadband optic fiber  
connection ...



# NEOTEX MONASTIR TECHNOPARK

The Success Story of GHETLAB Startup



ADVANCED SMART TEXTILES MANUFACTURER AND SERVICE PROVIDER WITH A **DULLY ORIENTED MARKET AND INNOVATION APPROACH**

SUCCEDED PROTOTYPING LEVEL WITHIN NEOTEX  
INCUBATOR, FUNDRAISING, INDUSTRIAL SCALE LOCATION  
AND MARKET ACCESS WITHIN THE TECHNOPARK



FOCUS ON SMART TEXTILES FOR HEALTH AND  
WELL BEING APPLICATIONS



Wrangler



ALLSAINTS



DIESEL

CALVIN KLEIN

ESPRIT

TEXTILES AND CLOTHING:  
INTERNATIONAL BRANDS  
MANUFACTURED IN THE REGION



Lee®

UNITED COLORS  
OF BENETTON.

GUESS



MaxMara





absorba



Lytess<sup>®</sup>  TEXTILES AND CLOTHING INTERNATIONAL  
Créateur de Cosmétotextile INVESTMENTS IN THE REGION

YKK<sup>®</sup>



lafuma<sup>®</sup> 





# Other strategic sectors



## Agrifood

One of the most developed industrial sectors

- Olive Oil
- Essential Oil
- Dried Tomatoes
- Fish Farming
- Paste & Canned Foods



## Chemicals

An emerging industrial sector

- Medicine,
- Cosmetic Para-  
Pharmaceutical  
Products
- Technical Plastic  
Products



*Owing to qualified skills and well confirmed life quality, actual investors are extending their business in the region and new FDI could find new business opportunities...*



## CONTACT US

**Chamber of Commerce & Industry  
of the Center**



Chadly Khaznadar avenue-Sousse



**GD:** Mrs.Faten Basli  
ccic.dg@planet.tn



**+ (216) 73 225 044**



Mr. Mohamed Malouch  
mohamed.malouch@tayp.org



Mr. Beligh Ben soltane  
beligh.bensoltane@fipa.tn