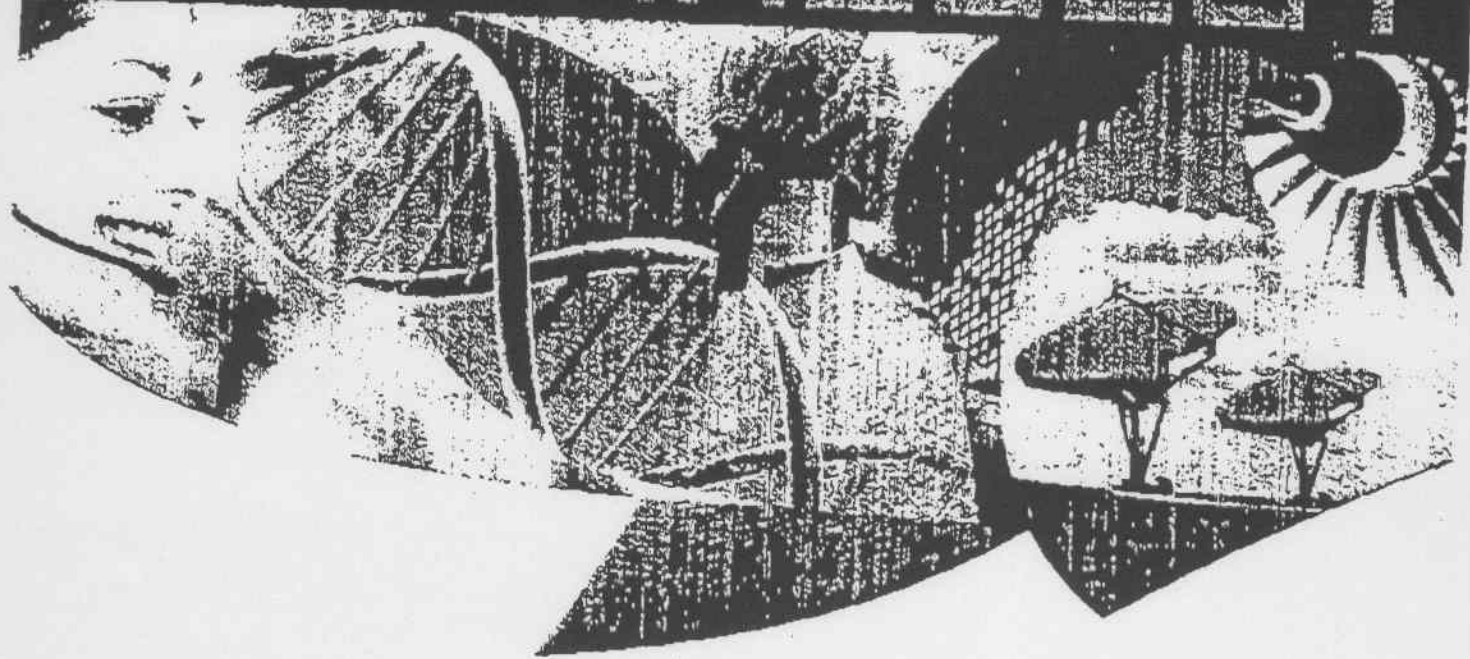


TUNISIA

MOVING TOWARDS TECHNOLOGY



INVESTING IN THE FUTURE
 THE CARTHAGE INVESTMENT FORUM

12TH EDITION
 JUNE 3-4 2010, TUNIS, TUNISIA

INVITATION

The Foreign Investment Promotion Agency (FIPA-Tunisia) under the patronage of the Ministry of Development and International Cooperation organizes the
on the 3rd and 4th of June 2010, at hotel Ramada Plaza-Tunis, in Gammarth
in the northern suburbs of Tunis.

The Carthage Investment Forum, a reference event in the Mediterranean area dedicated to FDI, will highlight through a rich program the strengths of the Tunisian Site and the opportunities it offers at a time when uncertainties in the global economy make international investors more demanding with respect to their potential locations.

The outbreak of the global crisis in late 2008 showed the capacity of Tunisia to face external shocks as well as its willingness to maintain and boost investment, with a specific attention to foreign investment already established in Tunisia. Thus various governmental measures contributed to support different activities namely exporting businesses, proving that Tunisia is not only willing to attract new investment, but is also careful about ensuring the best growth conditions for foreign businesses having already chosen the country.

In addition to the specific aspects contributing to the attractiveness of the site, the Forum will also focus in this edition on the legitimate ambition of Tunisia to position itself as a front-rank technology platform in the Euromed area. The performance registered in the fields of innovation & technology and human resources development as well as the actions undertaken by public authorities to support a dynamic policy of R & D will serve as a guide to debates and discussions that highlight the strengths of the Tunisian Site in activities where wealth creation is dependent on the combination of ideas, technologies and knowledge.

on the morning of June 4th will present an overview of Tunisia's rankings and notations granted by institutions and specialized international agencies. The credibility of these rankings constitutes a guarantee as for the performance achieved by Tunisia and reinforces its will to position itself in the short-list of international investors.

discussion will highlight the contribution of the human capital to the Tunisian strategy for greater penetration of knowledge in economic activities. This panel will present the advantageous business environment put in place in favour of innovation, drawing on the experience of technology parks established in Tunisia, true centres of excellence, where infrastructure is a catalyst for developing innovative projects and specific niches requiring intensive knowledge. The presentation of experiences of Tunisian and foreign operators will shed the light on the evolution registered at the level of technicity of certain outputs completely achieved in Tunisia.

During offshoring will serve as case study analysis to assess the positive evolution that the technological environment is witnessing in Tunisia. The participants will be invited to discover the preliminary results of a survey about outsourcing services to Tunisia.

The second component of the Forum will give the opportunity to according to a matchmaking between foreign companies and their Tunisian counterparts thus facilitating the participation to the forum by providing access to concrete partnerships opportunities.

Through the organization of these networking sessions, FIPA-Tunisia and all its partners will try to optimize your visit to Tunisia.

PROGRAMME

THURSDAY JUNE 3RD, 2010

- 5:30 - 7:30 pm **OPENING CEREMONY**
 Opening ceremony of the 12th edition chaired by Mr. Mohamed Ghannouchi, Prime Minister
- 6:00 - 7:00 pm
 Awards ceremony
- 7:00 - 7:30 pm
 Awards ceremony
- 8:30 pm
 Cocktail reception

FRIDAY JUNE 4TH, 2010

- 8:30 am - 09:30 am **PANELS**
- 9:00 - 10:00 am **Panel 1**
Tunisia in the eyes of the economic community
 Guest of honour: the Secretary of State to the Minister of Development and International Cooperation in charge of International Cooperation and Foreign Investment
- Tunisia's achievements in the report on global competitiveness "WEF 2009-2010"
 - Perception of Tunisia in reports covering other indicators of attractiveness (quality of life, human development ...)
 - Main notations related to technological aspects
- 10:00 - 11:30 am **Panel 2**
Tunisian assets to attract technology
 Guest of honour: the Minister of Industry and Technology
- R&D dynamics
 - Technology parks: specific spaces for innovation
 - Case study: Borj Cedria technology park
- 11:30 - 12:00 am
 Coffee break
- 12:00 - 1:30 pm **Panel 3**
Offshoring in Tunisia: In a shifting technology landscape
 Guest of honour: the Minister of Communication Technologies
- Tunisia's assets in the offshoring field:
 - dedicated human resources,
 - telecommunication infrastructure ...
 - Competitive assets and specific trades
 - Offshoring of Tunisian Service & IT Engineering
- 1:30 - 3:00 pm
 Lunch
- 3:00 - 7:30 pm **MULTISECTORAL B2B MEETINGS**

SATURDAY JUNE 5TH, 2010

- 9:00 am
 Further multisectoral B2B meetings

Registration to the Carthage Forum will be done via the website of the event at the following link:
www.carthageforum.tn

FIPA-TUNISIA, YOUR PARTNER FOR SUCCESS

The Foreign Investment Promotion Agency "FIPA-Tunisia" is a national structure created in 1995 under the authority of the Ministry of Development and International Cooperation. FIPA-Tunisia has been certified ISO 9001 since 2003, it is mandated to provide the support required by foreign investors and to promote foreign investment in Tunisia.

FIPA-Tunisia and its offices abroad form a comprehensive network:

- information on investment opportunities in Tunisia and the main reasons why Tunisia is such an attractive site for FDI,
- contacts in Tunis or abroad, thanks to preliminary exploratory work and targeted contacts that meet investors' needs,
- advice on the conditions that will contribute to the success of initiatives, the best locations, various investment systems, financing means....
- accompanying the investor on exploratory visits to Tunisia and throughout the various implementation phases of the initiative,
- support to improve the sustainability of a company, through personalized monitoring and ongoing assistance.



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