



Introduction of Tunisia's initiatives to support Startups and SMEs

Event for Supporting African Startut-ups in Japan
February 18 to 20 in Tokyo Japan

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❖ Personal Presentation

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- **Diploma:** Diploma of in-depth studies in Public and Financial Law (DEA) obtained from the Faculty of Legal, Political and Social Sciences of Tunis in 2001.
- **Function:** Director of the digital economy

❖ Role of The Ministry of the TCEN

The catalyst for the Digital through the development of a legislative framework: the Digital Code.

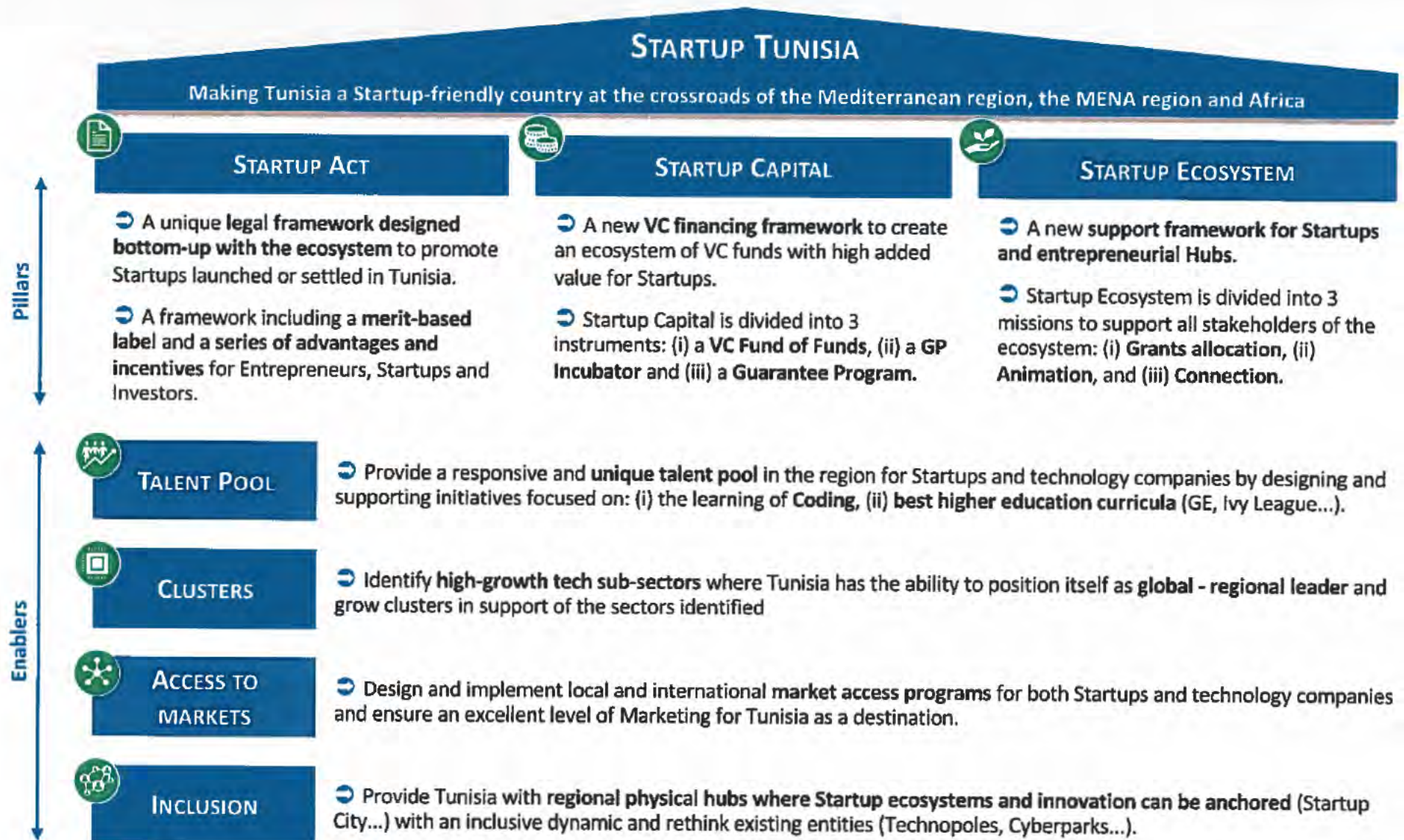
The guarantor of the success of the objectives of the Digital Tunisia 2020 action plan. It coordinates the national digital forces (public companies, computer centers, Tunisia Telecom, La Poste and and private partners).

The transverse operator of the Digital for the State, the DSI of the State.

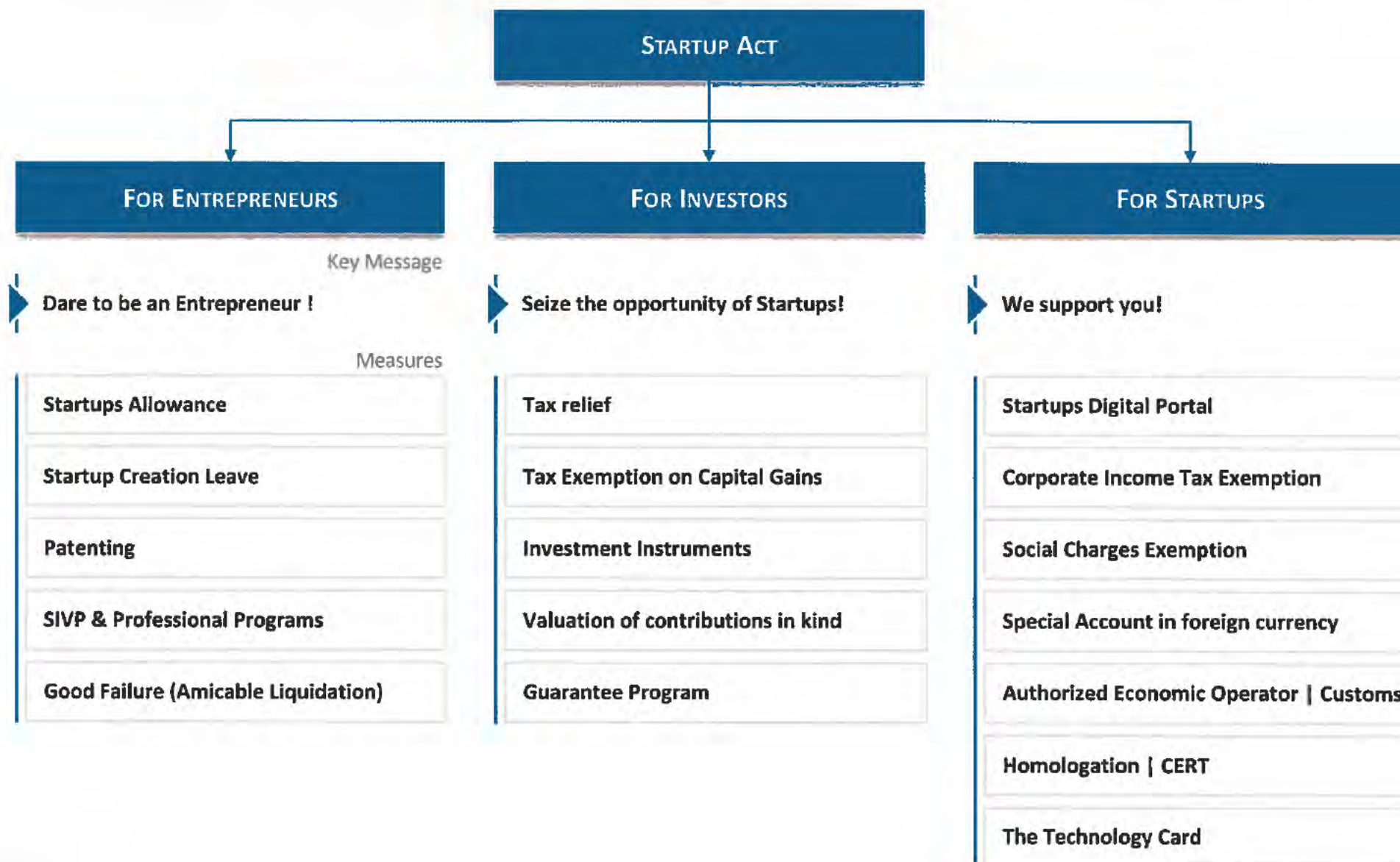
MTCEN operate the large applications and digital infrastructure of the state. An infrastructure in which Tunisia excels, with a high-speed network of quality (4G, fiber), an integrated national network of the administration (RNIA), quality trainings, technopoles to host the companies of Digital and Smart Tunisia which is a unit dedicated to supporting IT companies off-shore job creation

The Mtcen was the focal point and coordination between all stakeholders for the implementation of the Startup Tunisia program and is currently ensuring its concretization

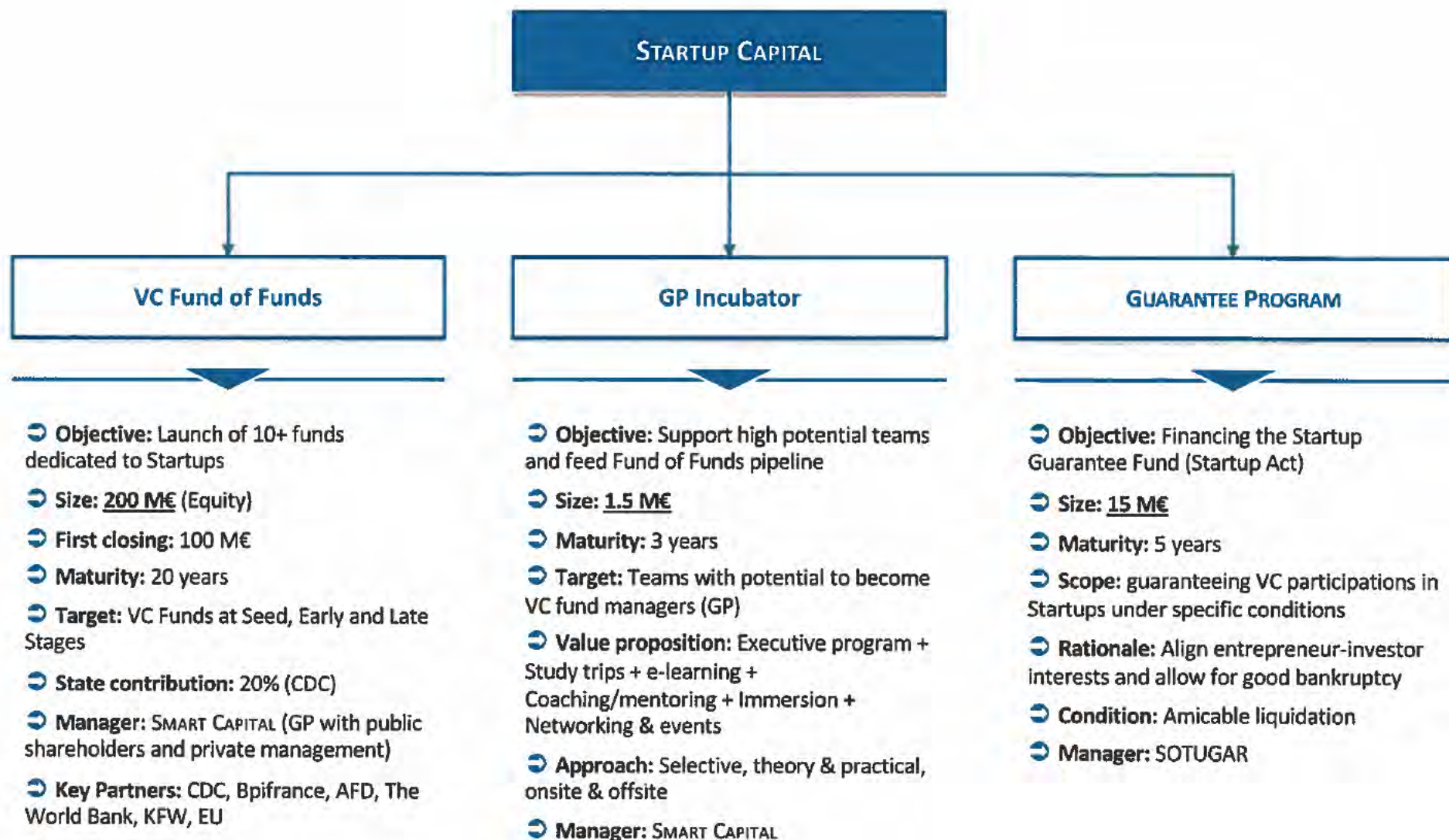
The national **STARTUP TUNISIA** strategy is based on **3 Pillars (STARTUP ACT, STARTUP CAPITAL & STARTUP ECOSYSTEM)** and **4 Enablers**



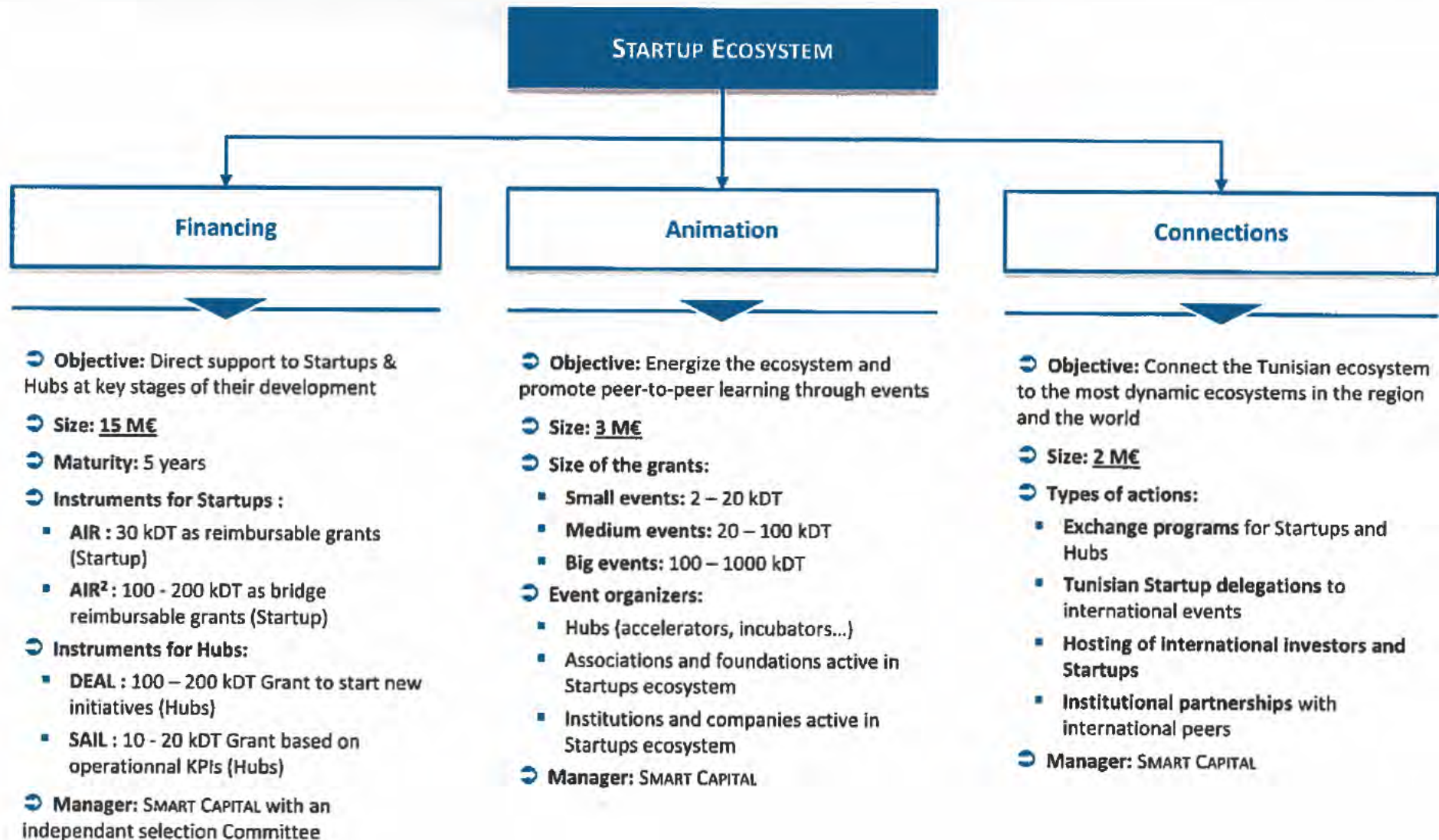
The STARTUP ACT is structured around a Label and a series of measures aimed at Entrepreneurs, Investors and Startups



STARTUP CAPITAL is composed of 3 instruments to drive a strong dynamic of VC financing for Startups



STARTUP ECOSYSTEM encompasses 3 missions to support all stakeholders of the ecosystem



The national strategy for upgrading SMEs adopted in 2016

This Strategy has set the main objective of making Tunisia a Euro-Mediterranean platform for industry and technology and oriented towards Africa and MENA. This is reflected in the transition from growth driven by competitiveness to growth based on innovation. The national innovation strategy adopted has 5 axes :

1. Technological infrastructure (Technological poles, The network of technical centers, the network of laboratories, Technology City Of Tunis)
2. Technological development of existing companies
3. Creation of companies in promising niches
4. Research and development in large companies
5. Promotion of Tunisia: industrial and technological destination

Start of work for the development of the national strategy for industry and innovation by 2035

The development of this strategy, funded by the African Development Bank , should be finalized at the end of June 2020.

Its objective is to find adequate solutions to revitalize the manufacturing industries sector which represents 17% of the Tunisian economy, 20% of jobs and 90% of national exports. The value of exports of these industries reached, in 2019, 40 billion dinars.

The strategy, which will take into account the specificities and competitive advantages of the various Tunisian regions, will put in place long-term approaches with a view to strengthening promising industrial sectors such as the aeronautical and pharmaceutical, textile, leather and shoes and also the intelligence and cultural industries.