



21<sup>st</sup> Edition of the Tunisia Investment Forum:

« EU-Tunisia Business Forum »



## Tunisia Investment Climate Program The Tunisia Investment Forum Side-event Aftercare Concept note

### 1. Context

The 21st edition of the Tunisia Investment Forum (TIF): « EU-Tunisia Business Forum », will be held on June 12 and 13, 2024, in Tunis, under the theme “Tunisia, Where Sustainability Meets Opportunity”. TIF 2024 aims to spotlight Tunisia’s steadfast commitment to sustainable development while showcasing investment prospects across diverse sectors. This major event, jointly organised by “Invest in Tunisia Agency” (FIPA), under the aegis of the Ministry of Economy and Planning, and the European Union (EU) is a leading economic gathering in Tunisia. This year’s special edition, « EU-Tunisia Business Forum », highlights the strong and ongoing partnership between Tunisia and the EU and shared commitment to fostering investment and collaboration between the two shores of the Mediterranean.

As part of its investment climate program in Tunisia funded by EU and the State Secretariat for Economic Affairs (SECO), the International Finance Corporation (IFC) is helping the Tunisian government improve the business climate to create an impact in terms of investment and job creation. This program focuses on creating investment opportunities and improving business regulations to increase FDI, improve the efficiency of investment promotion activities, and enhance transparency. It is in this context that IFC is supporting FIPA in the organization of the TIF.

This forum will also be an opportunity to highlight the objective of increasing Tunisia's capacity to support the green and digital transitions currently required to enable Tunisia to remain on the radar of investors and remain competitive by joining the new international dynamic linked to corporate social responsibility. Indeed, Tunisia is looking to attract even more FDI into high value-added activities that are in line with the Sustainable Development Goals (SDGs) to generate quality jobs, promote inclusion, and support the benefits of sustainable development.

### 2. The side event

This edition of the TIF will be complemented by side events, notably on the themes of aftercare and investment quality. The side event on investment aftercare aims to highlight the importance of aftercare services in ensuring the sustainable success and growth of investments.



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Recognizing the critical role of these services in the FDI lifecycle, particularly in boosting FDI and the country's image, and especially in times of crisis, such as the covid period, FIPA has always emphasized not only its role in attracting new projects, but also in assisting established companies, given the investment potential that extensions bring in the short and medium term. It is in this context that a new aftercare program has been set up by FIPA in collaboration with IFC. This initiative, inspired by international best practice, is designed to implement a new, more proactive approach to improving investor services and identifying new investment opportunities.

The "Investment Aftercare" event aims to build on this foundation, showcasing early successes, discussing challenges and setting the course for future improvements. It aims to highlight the significant impact of the aftercare program, specifically emphasizing its achievements in strengthening existing investments. By facilitating knowledge exchange, the event will provide a platform for sharing best practices and lessons learned since the program's inception, encouraging a rich dialogue between investors, policymakers and industry experts. In addition, it aims to identify opportunities for improvement by gathering valuable feedback from stakeholders, to refine and improve the aftercare services offered.

### 3. Target Audience

This event is tailored for current and potential investors in the region, government officials, industry experts, and stakeholders interested in the field of investment aftercare and economic development.

### 4. Event program

Date & Time: June 12, 2024 at 9:30 am

Location: Hotel Ramada Plaza, Gammarth, Tunis, Tunisia

The event will feature:

- An introduction to investment aftercare principles and best practices.
- An overview of the aftercare program, including its objectives, services, and specific value propositions for the automotive sector.
- Discussions focusing on experiences and outcomes, challenges faced, and strategies for future-proofing investments.

## Draft agenda

- **9:30 – 9:35:** Opening remarks
- **9:35 – 9:50:** Aftercare: How and why? Introduction to best practices of investment monitoring.
- **9:50 – 10:05 :** FipaCare, program overview
- **10:05 – 10:20:** Q&A session
- **10:20 – 10:35:** Coffee break
- **10:35 – 11h45:** Panel discussion and feedback on challenges and strategies for sustaining investments
- **11:45 – 11:55:** Investor relations platform presentation
- **11:55 – 12:00:** Closing remarks
- **12:00 - 13:00:** Lunch break

## 5. Expected Outcomes

Participants will gain insight into effective investment aftercare strategies, the tangible benefits of FIPA aftercare program, and opportunities for collaboration to improve investor satisfaction and economic growth. The event aims to formulate concrete recommendations for strengthening the aftercare framework and the investment environment.

## 6. Participation Details

Please confirm your participation in the Aftercare side-event by emailing [manhel.sebai@fipa.tn](mailto:manhel.sebai@fipa.tn) / [hoc@fipa.tn](mailto:boc@fipa.tn).

To participate to the TIF 2024, please register on <https://inscription.tif2024.com>.

Attendance is in-person.