



CHAMBER OF COMMERCE AND INDUSTRY OF THE CENTER

# THE REGION OF THE CENTER OF TUNISIA

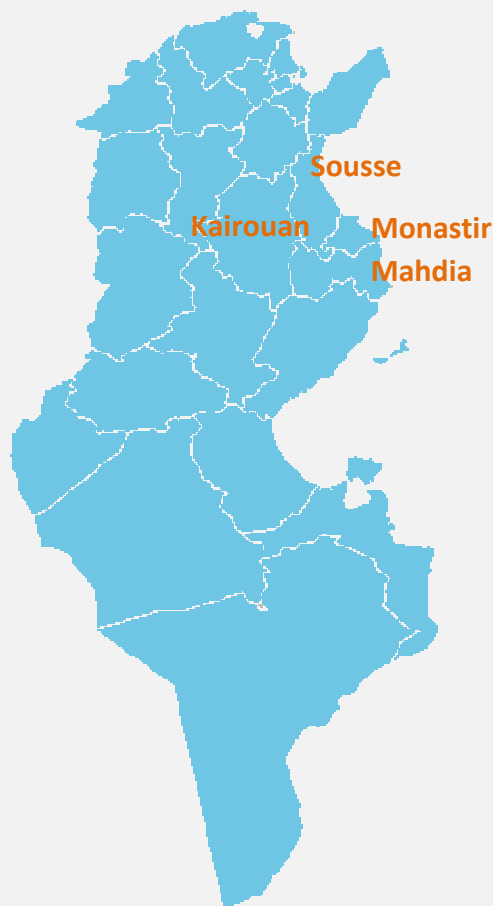


Year 2020

*More than a Century serving the company*

The region of the Center includes four Governorates :

- Sousse
- Monastir
- Mahdia
- Kairouan



These Governorates represent the territorial area of the Chamber of Commerce and Industry of the Center.

# GEOGRAPHICAL LOCATION

The region of the center covers an area of 13,287 km <sup>2</sup>(8% of the total area of Tunisia).

	Governorate of Sousse	Governorate of Mahdia	Governorate of Kairouan	Governorate of Monastir
Situation	Located in the eastern side of Tunisia , from the golf of Hammamet to Monastir Skanes.It is placed at the head of the Sahel.	Located on the sides, in the eastern center of Tunisia	Located in the Western center of Tunisia	Located in the Eastern center of Tunisia
Area	2669km <sup>2</sup>	2873km <sup>2</sup>	6712km <sup>2</sup>	1033km <sup>2</sup>
Number of delegations	16	11	13	13
Distance from the capital	140km	203km	140km	170km

# HISTORICAL DATA

## Governorate of Sousse



Founded since  
3000 years BC  
by the nomads  
Phenicians  
Hadrumete

During 700  
AC, Okba  
Ibn Nafaa  
founder of  
Kairouan  
besieges the  
city

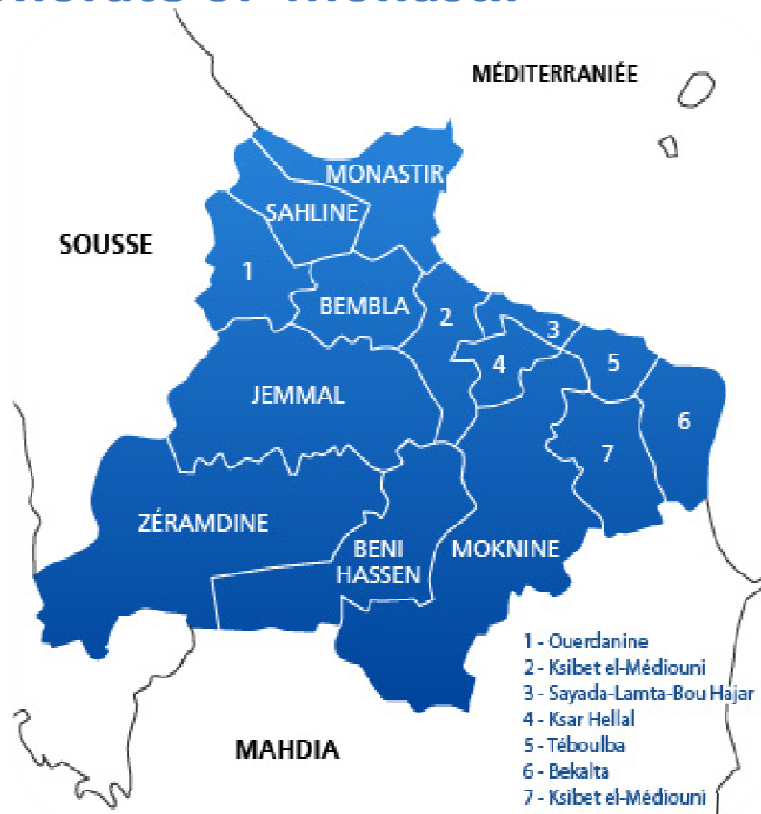
Creation of the  
governorate of  
Sousse by the  
decree of 21st June  
1956 which is  
related to the first  
administrative  
division of the  
independant  
Tunisia

Romanization  
under the  
region of the  
trajan  
emperor in  
the 2<sup>nd</sup>  
century AC

1535  
conquest of  
the Spanish  
1784  
conquest of  
the Venetian

# HISTORICAL DATA

## Governorate of Monastir



founded by the  
Phoenicians and  
more particularly  
the Tyrians in the  
4th century BC

first Arab-Muslim  
city built is  
Herthouma Ibn El  
Ayoun, who  
founded the Grand  
Ribat in Monastir  
in 796 AC (year 180  
of the Hegira)

Despite the Roman  
presence after the  
fall of Carthage in  
146 BC. JC., The  
Punic civilization  
continues to exist  
until the middle of  
1st century BC.

The governorate of  
Monastir was  
established by the  
decree of 9th  
March 1974, after  
being part of the  
governorate of  
Sousse

# HISTORICAL DATA

## Governorate of Mahdia



The Punies  
settles from  
the 9th  
century BC to  
the second  
century AC

Between 916  
and 921, the  
Fatimid  
dynasty had  
chosen Mahdia  
to establish  
their capital  
Tysdan (El Jem  
actually)

The gouvernorate  
of Mahdia was  
established under  
the decree of 9th  
March 1974 after  
being a part of the  
governorate of  
Sousse

Since the third  
century AC, the  
city was  
erected into  
towns of the  
Roman Africa

In the 16th  
century, the  
city was taken  
by the Spanish

# HISTORICAL DATA

## Governorate of Kairouan



Around 671, Okba  
Ibn Nafaa  
established  
Kairouan

In the 9th century,  
the city  
experienced a big  
soar with the  
Aghalibits dynasty

From 658 to 761  
the city was  
besieged by the  
Karigists.

The governorate  
of Kairouan was  
established under  
the decree of 21 st  
June 1956 which is  
the first  
administrative  
division of the  
independant  
Tunisia.

# GENERAL DATA

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Population	2.379.743
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Patents	145.141
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Registered of Trade	82.075
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Manufacturing Companies	1.473 (141.791 employees)
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Exporting Companies	902 (105.078 employees)
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Craftmen	45.278 (419 crafts companies )
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Number of Hotels	200 (28.544 employees 86.129 bed capacity)
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Number of Tourists	2.629.361 (12.888.803 Number of Nights)
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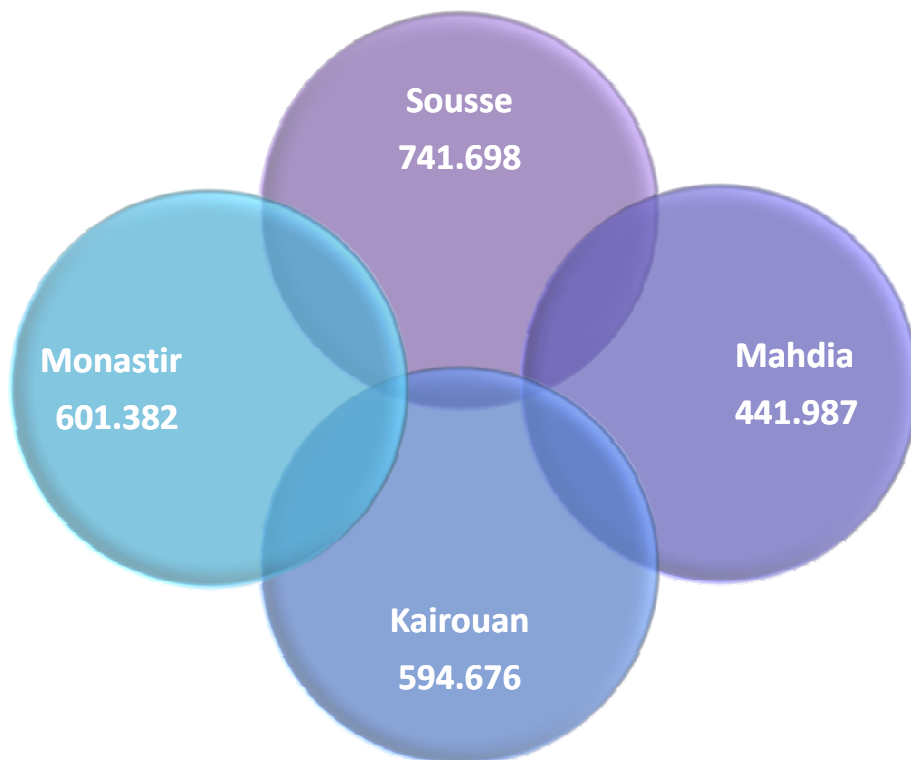
*Year 2019*



# POPULATION

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The Region of the Center has **2.379.743** million inhabitants ((20% of general population)).



**Labour force : 713.000**

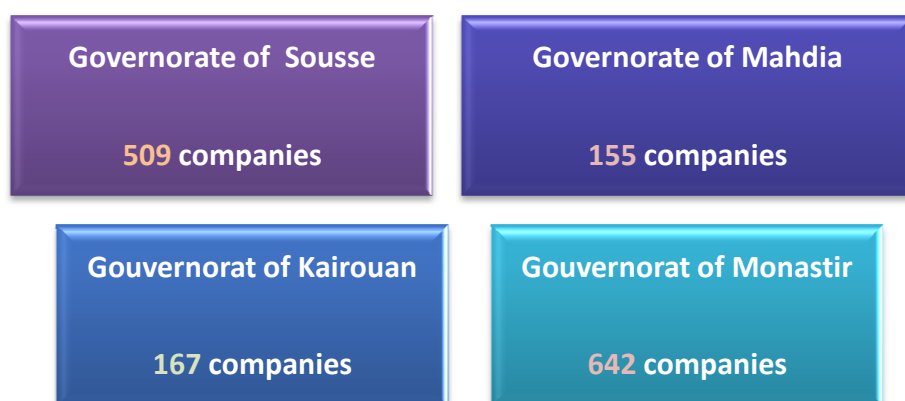
**growth rate : 1.4%**

*Source INS 2019*

# ECONOMIC DATA

## INDUSTRY

The industrial fabric of the region of the center includes about **1.473** industrial companies employing **10** people or more and represent **22%** of the Tunisian industrial fabric including **902** which are totally exporting.



### Distribution by Sector



Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
212	463	104	30

Source API 2019

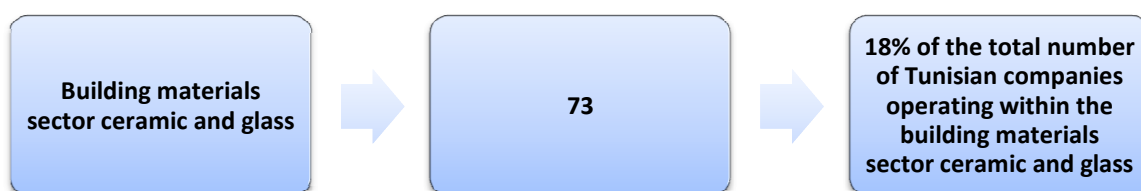
# INDUSTRY



Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
113	50	9	9



Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
50	39	25	91



Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
25	26	4	18

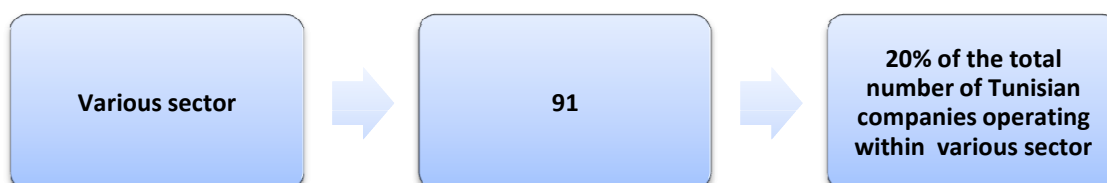
**Source API 2019**

# INDUSTRY

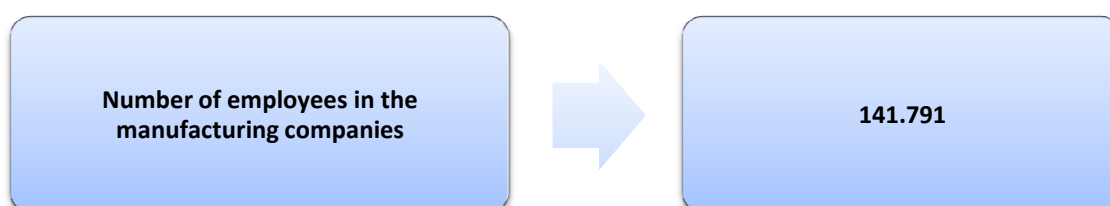
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Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
66	34	5	9



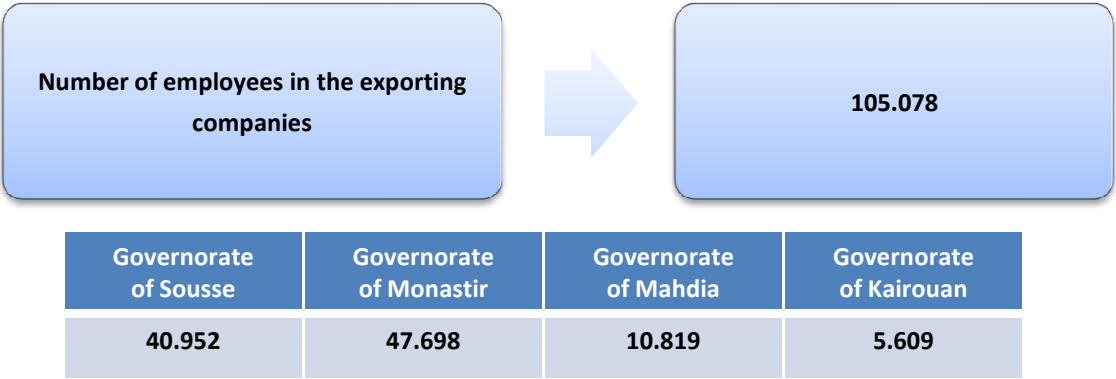
Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
43	30	8	10



Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
55.584	60.851	14.876	10.480

**Source API 2019**

# INDUSTRY



## Totally exporting companies

The region of the center includes **902** totally exporting companies representing **39%** of the national total number of exporting companies.

Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
314	456	99	33

Source API 2019

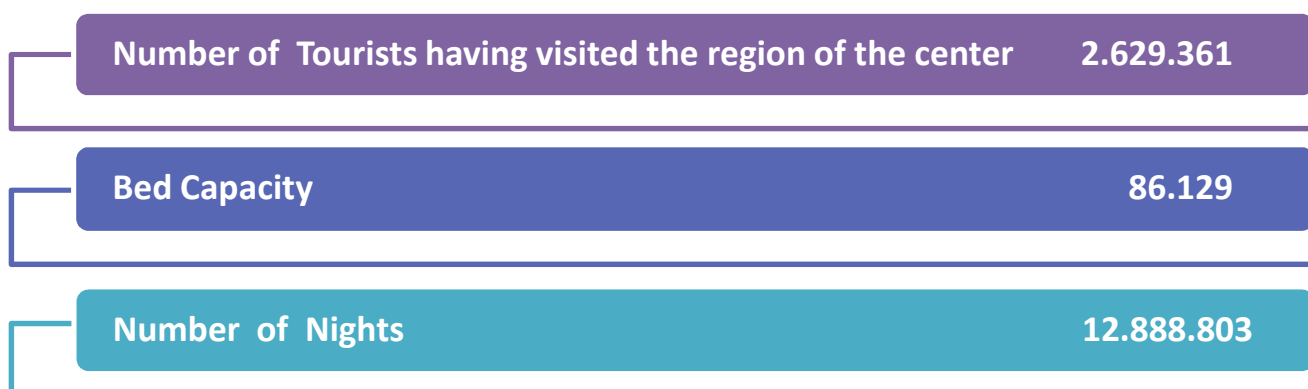
# TOURISM



Tourism is one of the most dynamic sector that defines the economy of the region of the center. It is a tourist pole by excellence with **215** Km of coasts largely sandy, a warm mediterranean climate in summer and soft in winter and a rich civilizational heritage (**3** sites listed as a World Heritage by Unesco: The Medina of Sousse, The Medina of Kairouan, The Collossium of El Jem).



GOVERNORATE OF SOUSSE	118	1.734.456	17.352	50.242
GOVERNORATE OF MONASTIR	53	596.721	7.000	25.223
GOVERNORATE OF MAHDIA	22	246.992	4.000	9.890
GOVERNORATE OF KAIROUAN	7	51.192	192	774



*Source CRT 2019*

# AGRICULTURE

Agriculture occupies a prominent place in the scheme of development of the regional economy. In fact, the region is known for its agricultural vocation due to its vast olive groves and traditional gardening farms characterized by the following indicators:



**Total agricultural area** **1.309.889 ha**

Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
264.619	86.470	287.800	671.000

**Ploughable agricultural area** **916.774 ha**

Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
158.974	81.400	226.400	450.000

**Source CRDA 2019**

# AGRICULTURE

## Productive value of fishing

**323.601.347 Dinars**

Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia
53.052.000	53.485.000	217.064.347

## Value of agricultural production

**1.842.418.927 Dinars**

Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
333.331.000	137.839.000	666.181.927	705.067.000

## Value of animal production

**257.678.970 Dinars**

Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
111.320.000	52.764.000	257.339.400	175.486.000

**Source CRDA 2019**



# AGRICULTURE

The Olive growing occupies the first place in the agricultural area with 477.400 he and more than 20 million olive trees and a production of olive oil of nearly 25.000 tones for the year of 2019



	Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
Area	80.000he	63.600 he	158.000 he	175.800 he
Olive Tree	4.258.000	3.465.000	5.400.000	7.250.000
Olive oil	4.258 T	602T	1.772 T	18.000 T

Our exports of olive oil are primarily intended to the European Union (Italy Spain, Belgium, the United States, Canada and the United Arab Emirates)



Source CRDA 2019

# HANDICRAFTS



The craft is one of the most dynamic sectors of the Region's economy of the center and one of the oldest professional activities and better distributed across Tunisia.

	Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan	Total
<b>Craftmen</b>	<b>11 816</b>	<b>11 312</b>	<b>6 426</b>	<b>15 724</b>	<b>45278</b>
<b>Craft companies</b>	<b>129</b>	<b>201</b>	<b>77</b>	<b>12</b>	<b>419</b>

Handicrafts offers a range of more trades divided into sectors. In animal or plant fibers, wood, metal, glass, clay or stone, the product of crafts has always adapted to the motivations and cultural and usual needs that define its real function and its true value



**Source ONA 2019**

# HIGHER EDUCATION

## Establishment of higher education

The region of the center currently has **44** public establishment of higher education welcoming **55.000** students for the university year **2019/2020**.

	Governorate of Sousse	Governorate of Mahdia	Governorate of Kairouan	Governorate of Monastir
Nb of Establishments	18	12	6	8
Nb of Students	26 950	14 213	6 997	6 841
Nb of Graduates	6 130	1 923	1 450	1 604

*Source : University & ISET 2019*

## Professional training centers

The region of the center has **27** public professional training centers welcoming more than **13.000** trainees in **2018/2019** in different specialities such as textile and clothing, hospitality, energy, plastics, etc.

	Governorate of Sousse	Governorate of Monastir	Governorate of Mahdia	Governorate of Kairouan
Public Centers	10	9	3	5
Nb of Specialities	66	61	15	34
Nb of Trainees	5495	4500	892	2196
Nb of Graduates	1834	870	231	271

*Source : A.T.F.P 2018*

# APPROPRIATE ENVIRONMENT FOR INVESTEMENT

## Industrial Zones

25 industrial zones developed by AFI offering many conveniences and covering an area of 399he

Private industrial zone Enfidha (governorate of Sousse) covering an area of 50 he.

Industrial and technological pole of Sousse developed by S.P.C.S

- IME Pole (mechanical electronic in Sousse: computing realization 60 he in year 2012

-Multisectoral activity area in Enfidha 150 he in year 2012

-Offshoring zone for services / 41 he realization in year 2013

Industrial and technological pole of Monastir developed by MFC pole:

-Textile clothing pole/ 100 he (textile technopole 50 he and a zone dedicated to textile finishing 50 he)

-Industrial pole multisectoriall / 110 he

## Zones of Regional Development

14 areas of regional development for the sectors of the industry, handicrafts and some service activities:

### Sousse

- Sidi El Hani Delegation

### Mahdia

- Chorbane Delegation
- Essouassi Delegation
- Hbira Delegation
- Ouled Echamekh Delegation

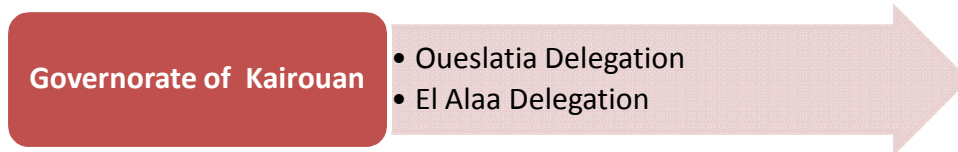
### Kairouan

- Sbikha Delegation
- Bouhajla Delegation
- Echrarda Delegation
- Nassrallah Delegation
- Hajeb El Ayoun Delegation
- HaffouzDelegation
- Echbika Delegation
- Kairouan South Delegation
- Kairouan North Delegation

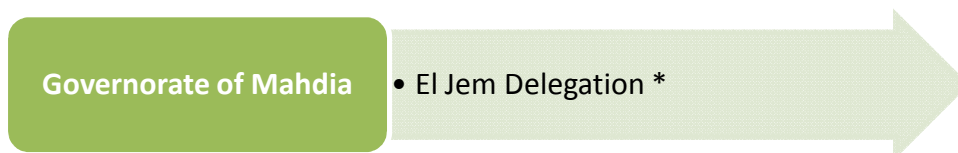
# APPROPRIATE ENVIRONMENT FOR INVESTEMENT

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**2** zones of encouragement to regional development which are favored in the sectors of the industry, handicrafts and some service activities.



**1** zone of encouragement to regional development in the tourist sector :



\* Cultural Tourism

## Competitive Pole

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### Competitive Pole of Sousse : Novation City

The technopole is a space dedicated for the sectors of mechanics, electronics and data processing. It occupies an area of about **55 he**. It offers spaces for :

- Production : (relay workshop, areas for investors)
- Technological Innovation : (an incubator and a center of technological resources )
- Research : (a research center in microelectronics and nanotechnology)
- Training : (The National School of Engineers specialized in mechanics, electromechanics and data processing and the Higher Institute of microelectronics and nanotechnology)
- The Industrial zone of multiservices in Enfidha (**142 he**)
- The offshoring zone in Hammam Maarouf (**48 he**)

# APPROPRIATE ENVIRONMENT FOR INVESTEMENT

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## Industrial and technological pole of Monastir :

The technological and industrial pole of Monastir, developed by MFC POLE, it is composed of :

### **Pole of Textile Clothing / 100 he :**

#### **- Textile Technopole 50 ha offering :**

- A space hosting companies of services and industry, textile and fashion.
- An incubator and relay workshop.
- A center of technological resources
- An institute of fashion.
- A space for exhibition and a conference room.

#### **-An industrial zone dedicated for textile finishing (50ha)**

### **Multisectoral industrial Pole / 110 he**



# FACTOR COSTS OF PRODUCTION

## Energy:

The cost of energy is more advantageous compared to that in Europe. Energy is distributed through modern networks capable of meeting the demands in Industry.

Type	U.M.	Average Cost
Electric Energye (low Voltage: installment between1--200 monthly)	Kwh	0,05 Euro
Water ( C>500 m3 quarterly )	m3	0,40 Euro
Fuel : •Regular gasoline •Diesel	Liter Liter	0,63 Euro 0,48 Euro

Source: FIPA 2019

## Labour Force :

The amount of wages is fixed according to collective conventions or by the negotiated contracts between the employer and the employee, according to the Guaranteed Inter-Professionnal Minimum Wage « SMIG » which is revised every three years.

Scheme for employees paid by the hour	basic monthly salary (Euro)
40 Hours	97,60
48 Hours	113,28

Source:Governmental Decree N°2019-454 of May 28, 2019

Scheme for employees paid per month	basic monthly salary (Euro)
40 Hours	104,99
48 Hours	123,08

Source:Governmental Decree N° 2019-454 of May 28, 2019

Year 2019

# THE MULTI- NATIONALS ESTABLISHED IN THE REGION

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Many multinationals established in the region :

**Benetton / IDUNA** (Italy)  
(Textile Industry)

**Dräxlmaier** (Germany)  
**Lioni AG**  
**KBE**  
(Industry of Electronic Automobile Components )

**General Electric** (USA)  
(Industrie Electrique)

**Pirelli** (Italy)  
(Pneumatic)

**Uniland** (Spain)  
(Building Material Industry)

**JIT** (Japan)

**Van de Velde Tunisia** (Belgium)



# INFRASTRUCTURE

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## I – PORTS :

The region of the center is an important place of commercial and fishing port.

### Port of Sousse

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It is situated in the center of Tunisia, it has a strategic position as it is located in the middle of the Mediterranean. It is specialized in the processing of diversified merchandise between the European market, characterized by a rapid economic development and a strong african continent with its emerging economy and its market which has hundreds of millions of people .

This site is a powerful and reliable transit of secure goods and ships.



### Deepwater port of Enfidha

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A big project of development for the governorate of Sousse with a planned logistic area of 1200 he.



# INFRASTRUCTURE

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## Port of Fishing

Fishing is an important socio-economic activity for the region of the center with 208 Km of coastline. There are 11 fishing ports and among them 3 offshore (1/3 of the total number nationally).

The aquaculture is developed in marine sites or in offshore floating cages..

The region is considered among the most important poles in Africa. It contains 15 aquacultures considered among the most important ones in Africa specialized in rearing sea bass and sea bream, 6 units of tuna fattening which are totally exporting and 15 freezing units and packaging of fish and shellfish.



# INFRASTRUCTURE

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## II – TRANSPORT :

The region of the center is characterized by an intermodal transport ( road rail, sea and air).

### Air Transport

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There are 2 international airports in the region :  
The airport of Skanes -Monastir and the airport of Enfidha-Hammamet which has an international span and an annual capacity of 5 million passengers.



### Sea Transport

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The region has a commercial port located in the center of Sousse and also 2 marinas; marina El Kantaoui and marina Monastir.



# TRANSPORT

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## Rail Transport

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Central Carrefour of Tunisia, the central region is endowed with :

- Railway network for the transport of merchandise and passengers linking the cities of Sousse-Tunis and Sousse-Gabes

- Light Rail Transit Line connecting the major cities (Sousse-Monastir-Mahdia) and towns of the Sahel.

- An important road network to facilitate the movement of passengers and goods: Auto, cars, trucks, individual and collective taxi.....

