



Country Profile Republic of TUNISIA

ICDT 2025

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General data



General Info

- Capital: Tunis
- Type of State: Presidential republic
- Location: North Africa - Area: 162,155 Km²
- Time zone: GMT + 1

macro economy

- GDP: 53.06 MM USD – 2024 Growth: 0.4% - 2023
- GDP per capita: 4301 USD – 2024
- Employment rate of people aged 15 and over: 39.8 % - 2017

Demography

- Population : 12 277 110 - 2024
- Natural increase: 0.7% - 2023
- Official language: Arabic
- Business language: Arabic, French

International trade

- Imports - 2024: 25.93 MM USD
- Exports – 2024: 20.03 M M USD

Currency

- Tunisian Dinar (TND)
- 1 USD = 2.99 TND – May 2025

FDI

- FDI stocks in 2023: 211 MM USD
- Incoming FDI flows in 2023: 806 M USD

Strong facts

Economy in diversification

Confidence of international donors

Proximity to the European market with free trade agreement

Tourism potential



GDP growth



In 2024, Tunisia's economy expanded by 1.4%, an improvement from 0.4% in 2023. This growth was primarily driven by advancements in sectors such as agriculture, trade, and transportation, with the fourth quarter recording a 2.4% year-on-year increase—the strongest since 2022 .

Looking ahead, forecasts for 2025 vary: the International Monetary Fund (IMF) projects a steady growth rate of 1.4% through 2026 , while the United Nations anticipates a modest increase to 1.5% . Conversely, the World Bank offers a more optimistic outlook, expecting growth to reach 2.2% in 2025 .

These projections suggest a cautiously positive economic trajectory for Tunisia, contingent on factors such as sectoral performance and external economic conditions.

Tunisia's economic growth is underpinned by a diversified structure that spans agriculture (notably olive oil and dates), manufacturing, tourism, and emerging tech sectors. Strategic investments in infrastructure—ports, highways, and digital networks—boost connectivity and productivity.

A skilled, multilingual workforce and supportive policies like the Startup Act have fueled FDI in IT, renewables, and high-value manufacturing. Tourism resurgence, including eco- and cultural tourism, contributes significantly to earnings and employment.



Doing Business in Tunisia



Doing business in Tunisia offers a strategic advantage thanks to its geographic location at the crossroads of Europe, Africa, and the Middle East. The country boasts a diversified economy with key sectors including manufacturing, agribusiness, ICT, renewable energy, and tourism.

Tunisia has a well-educated workforce, a growing entrepreneurial ecosystem, and a solid base of small and medium-sized enterprises.

The industrial sector, particularly automotive and aerospace components, benefits from strong export linkages with Europe. The agriculture and agritech sectors also hold promise due to fertile land and innovation in irrigation and processing. Tunisia is advancing in digital transformation, opening doors for tech startups and digital service providers.

The government supports investment through various incentives, industrial zones, and free trade agreements, including with the EU and COMESA. With continuous improvements in infrastructure, logistics, and regulatory frameworks, Tunisia presents a favorable environment for companies seeking sustainable growth, innovation, and access to regional and international markets.



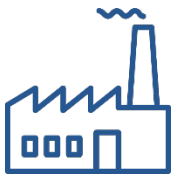


Main sectors of activity



10.4 %

Share of agriculture in GDP
It employs 12.7% of the population



22.7 %

Share of industry in GDP
It employs 32.5% of the population



61.7 %

Share of services in GDP
They employ 54.8% of the population



Sector Strategies



The Industrial and Innovation Strategy for 2035 aims to develop and introduce the changes necessary to strengthen the productive structure and the positioning of Tunisia as an attractive destination for investment and co-production of goods and services with national and international companies through :

- Taking advantage of the opportunities arising from the post-COVID industrial restructuring of the Europeans by positioning itself as a place of stable investment and proximity.
- Building on the geopolitical "regionalization" by acting as a bridge between Europe and Africa. This can be achieved by adapting the structure of trade agreements and their tariff levels and pursuing bilateral negotiations between Tunisia and the EU for greater mutual integration of the Tunisian economy and the European economic space.
- Achieving the ecological, energy and food transition in Tunisia and contributing to that of the Mediterranean countries by benefiting from the internal and European ecological transition and participating in the European and global food transition.
- To be fully involved in the international digital transition by accelerating the national digital transition and creating the necessary conditions for the development of a "Nearshore" digital economy



Infrastructure



Road

The Tunisian road network extends over approximately 20,000 km of roads and more than 640 km of highways throughout the country. It connects the main urban centers and areas of potential development and provides a high level of efficiency in transportation services.



Airport

Tunisia has 9 international airports providing more than 2,000 weekly flights and serving nearly 50 global cities.



Maritime

The maritime infrastructure consists of 7 commercial ports and an oil terminal with a monthly frequency of 62 regular lines.



Railway

The railway network extends over 2,167 km and covers all regions of Tunisia. About 12 million tons of goods consisting of phosphate, building materials, cereals, food products, iron ores, zinc and lead are transported annually.



Telecom

The current telecommunications network in Tunisia is considered among the most developed and efficient in the region. The network registers 138.8% in terms of mobile density, 98.8% of subscribers to the broadband Internet network, 25% of penetration rate of smartphones compared to the total number of connections.



Promising Sectors



01

Automotive : Electronics; Electrical wiring; Mechanics; Plastics – rubber; Spare parts; Textiles and leather; Design, development and industrialization.

02

Aeronautics: Production of equipment; Wiring; mechanics and precision machining; sheet metal work; Assembly of aerostructures; Plastics; Surface treatment and painting; Engineering.

03

Leather and shoes: is a leading sector (safety shoes, shoes for women and walking shoes for seniors); Leather goods: high-end handbags, luggage items.

04

Mechanics, Electrics and Electronics: CNC machining; aluminium parts; stamping, laser cutting; batteries; connectors; electronic cards

05

Offshoring: Development of computer software, design and development of web and mobile applications, testing and validation of software. The development of BPO voice activities in the areas of sales, customer relations, after-sales services.

06

Textile: Spinning; Weaving and finishing; High-end tailoring; Hosiery; Services (platform development in design and styling, etc.)

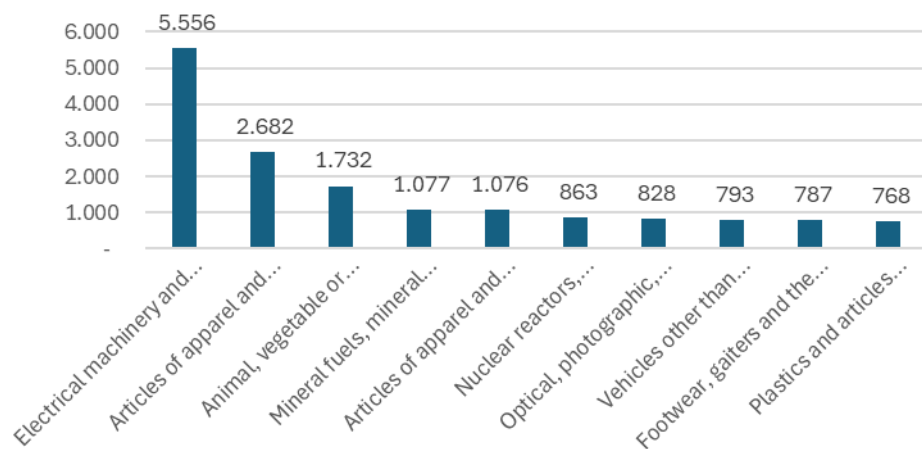
07

Agri-food: A fast growing Organic production (500,000 hectares, an organic production volume of around 265,000 tons per year and around 80% of organic products intended for export, Tunisia is the 2nd exporting country in organic products.), Oils; dates; Preserves, semi-preserves and packaging of fruits and vegetables; Sea products; other products

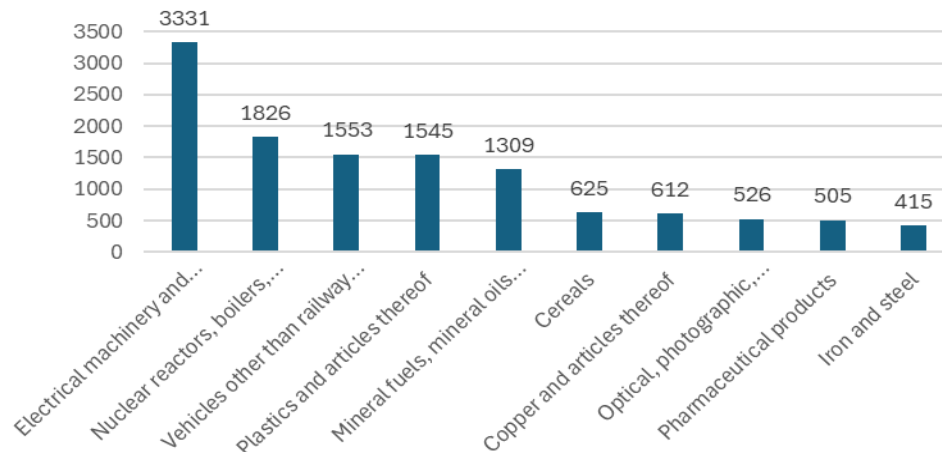


International trade

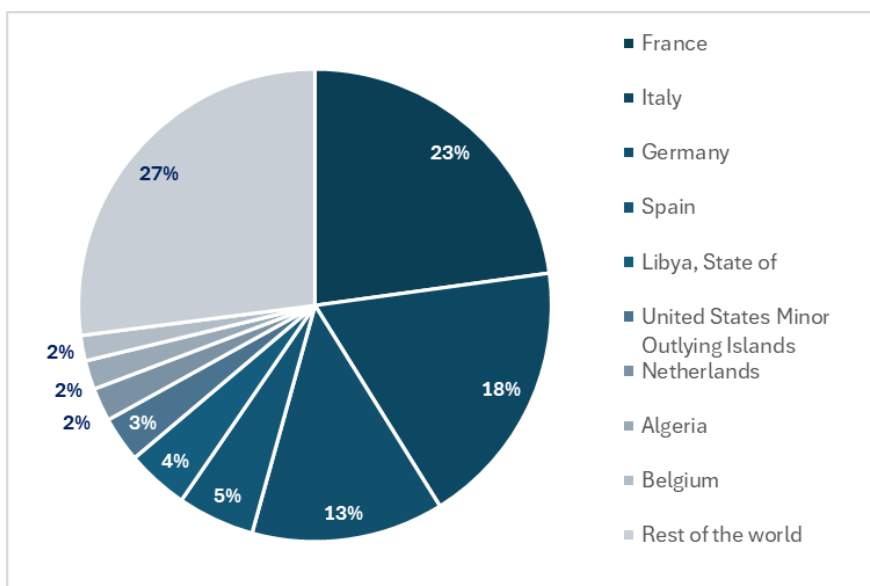
Main Products Exported by Tunisia in 2024
-MUSD



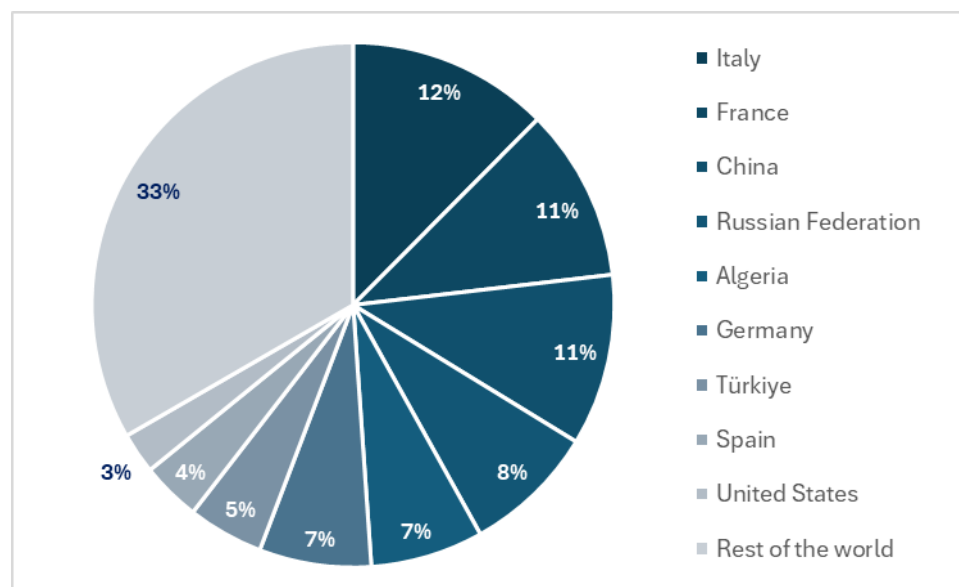
Main Products Imported by Tunisia in 2024
-MUSD



Main customers of Tunisia in 2023



Main suppliers of Tunisia in 2023

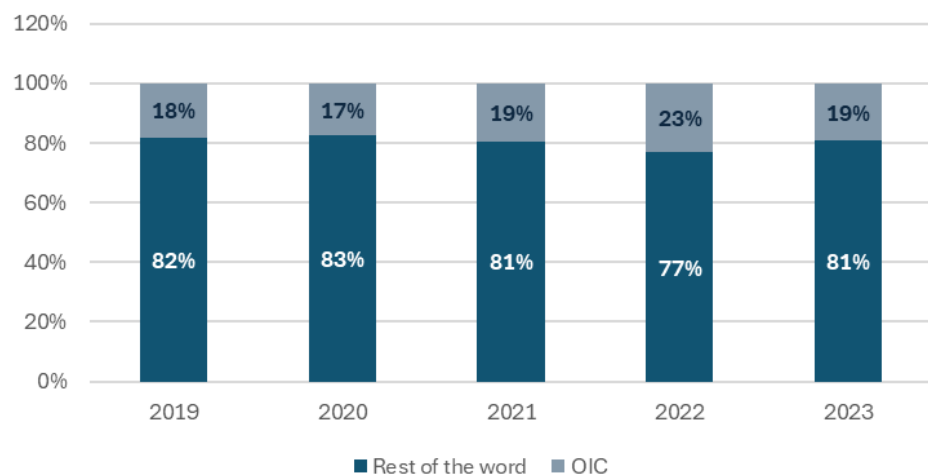




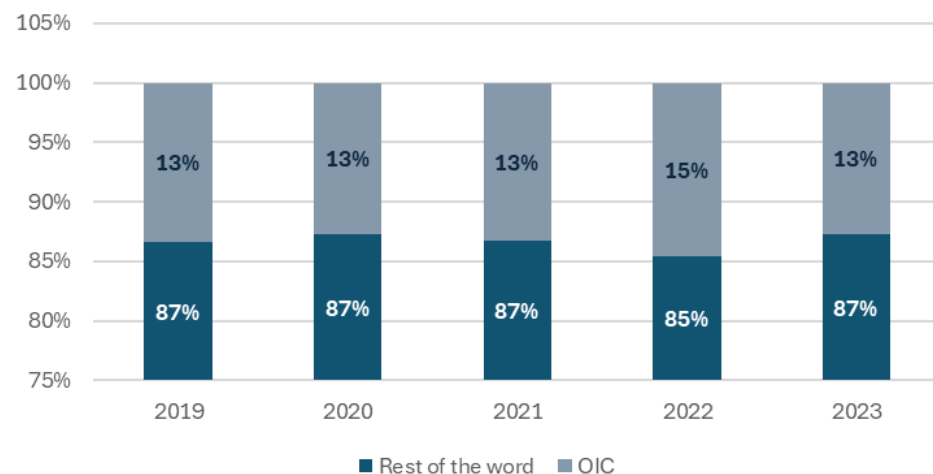
Intra-OIC Trade



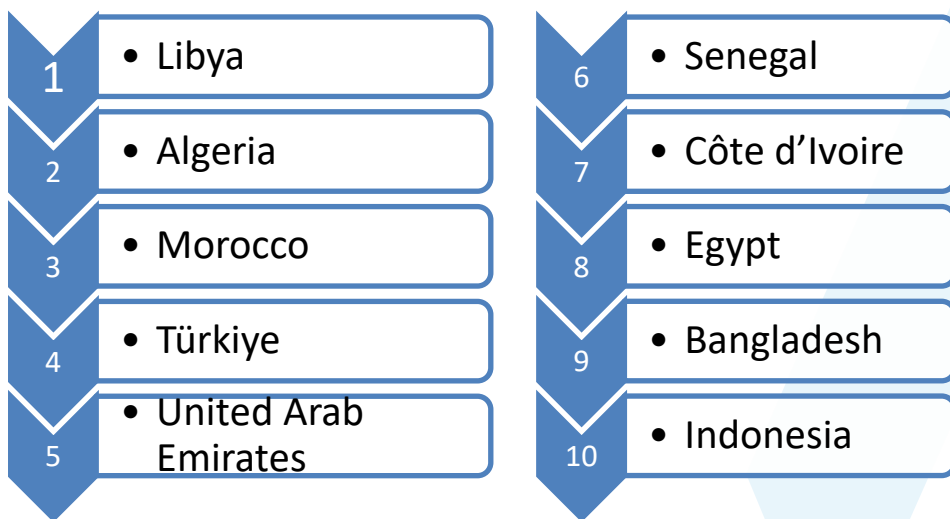
Share of OIC in Tunisian Imports



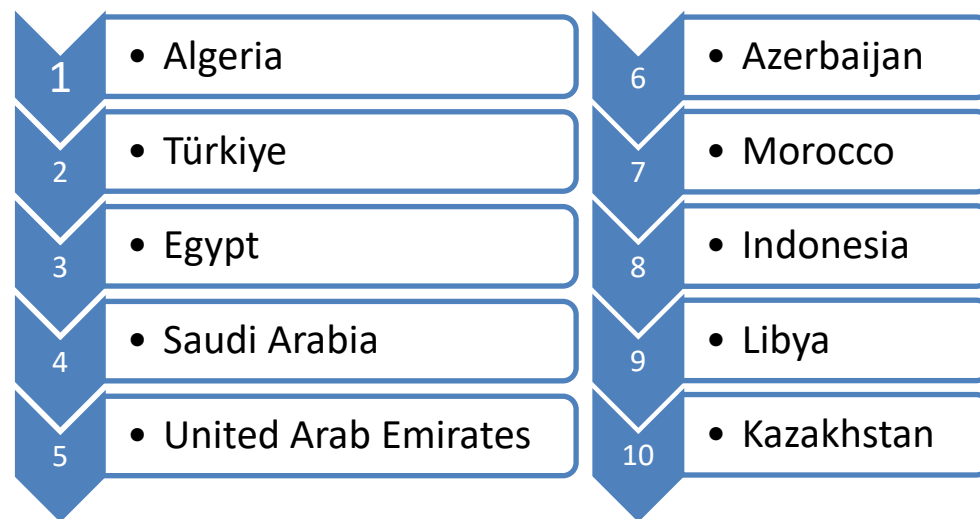
Share of OIC in Tunisian Exports



Top 10 Customers, OIC Members in 2023

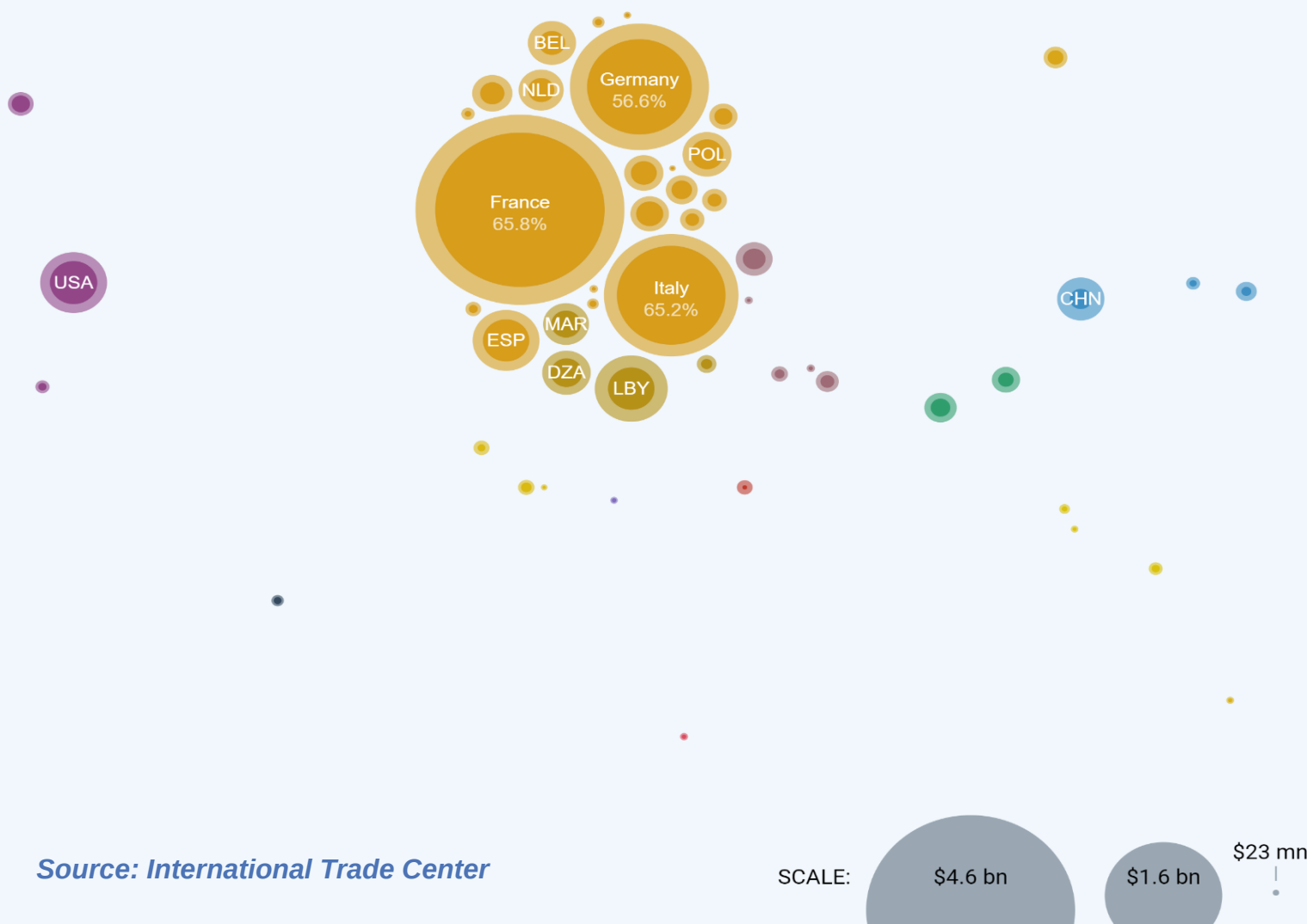


Top 10 Suppliers, OIC Members in 2023





Export potential of Tunisia by country of destination



Markets with potential for Tunisia's exports

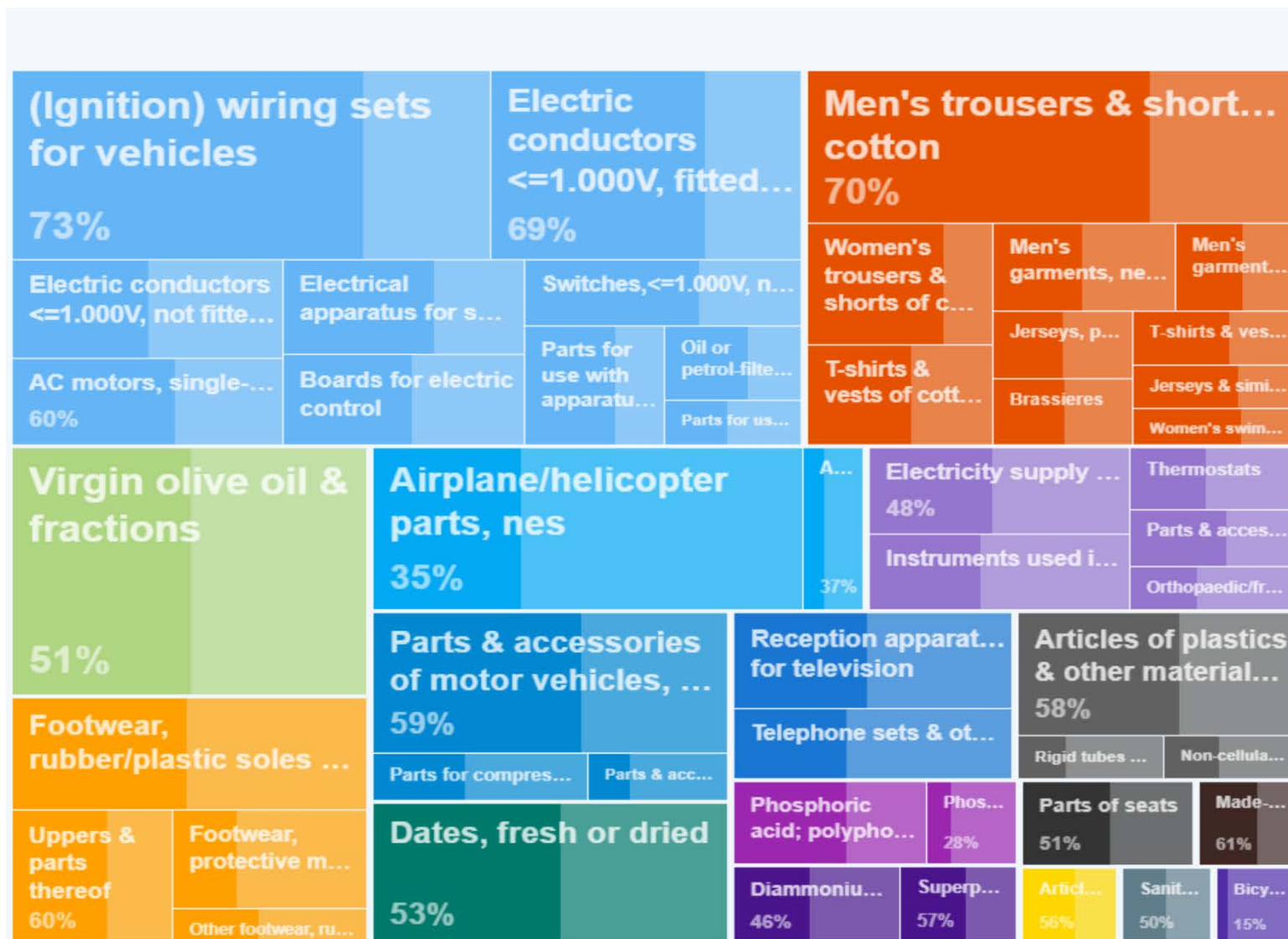
Legend

- Export potential
- Tapped potential
- EU & West Europe
- Northern Africa
- North America
- East Asia
- Middle East
- South Asia
- Western Africa
- Southeast Asia
- East Europe & Central Asia
- Eastern Africa
- South & Central America
- Southern Africa
- Pacific
- Central Africa

Within the OIC region, the markets with the highest export potential are located in North Africa and the Middle East.



Tunisia's export potential by product



Tunisia's products with potential

Legend

- Export potential
- Tapped potential
- Machinery, electricity
- Apparel
- Vegetable oils & fats
- Footwear
- Aircrafts, spacecrafts & parts
- Optical products, watches & medical instruments
- Motor vehicles & parts
- Fruits
- Electronic equipment
- Plastics & rubber
- Chemicals
- Fertilizers
- Miscellaneous manufactured products
- Textile products n.e.s.
- Metal products
- Paper products
- Bicycles, carriages & parts

The products with the greatest export potential are machinery, clothing, vegetable oils & fats, footwear, aircraft parts.



Market Access



Customs Duties and Taxes

Average rate: 11.6%
Average rate of agricultural products: 31%
Average rate of non-agricultural products: 8.3%



Trade agreements

Member of the WTO
Signatory of the Agadir Agreement
Trade agreements: EFTA – Tunisia; Protocol on Trade Negotiations (PTN); United Kingdom – Tunisia; Türkiye – Tunisia; EU - Tunisia
Member of the Global System of Trade Preferences among Developing Countries (GSTP)
Member of the Pan Arab Free Trade Area (PAFTA)
Member of COMESA



Fairs and Exhibition

10th Edition of the Halal Exhibition of OIC Countries in April-May 2023.
For more information on other fairs and exhibitions, consult the website:

https://www.eventseye.com/fairs/c0_salons_tunisie.html



Investing in Tunisia



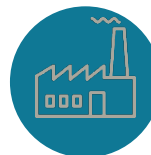
Why Tunisia

Competitive economy, strategic geographical position, openness to the outside, favorable destination for FDI, dedicated infrastructure, wealth of expertise, incentive legislation, attractive regulations, good quality of life.



Special Economic Zones

Free zones and regional development zones (RDZ)
- The Free Zone of Bizerte
- The Free Zone of Zarzis .



Implemented Measures

- Income tax rate reduced to 10% for totally exporting companies,
- Total exemption from VAT and customs duties on the inputs of products to be re-exported,
- Total exemption from profits for up to 10 years for companies established in RDZs
- Investment bonuses specific to RDZs up to 30% of the investment cost capped at 3 MTND
- Investment premiums for priority sectors and economic sectors,
- Economic return bonus relating to intangible investment and research and development expenses
- payment of the employer's contribution and the cost of training with certification,.



Public markets

Public contracts are published on:
<http://www.marchespublics.gov.tn>





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Tunisian Customs Regulations

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