

# INVITATION

The German Federal Ministry for Economic Cooperation and Development (BMZ) invites you to attend the virtual conference

## “Tunisia – The hidden champion of Africa’s digital economy”

April 22, 2021 | 2 p.m. - 6 p.m. (CEST)

### Agenda

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|-----------|---|---|
| 2 p.m.    | <p><u>Opening &amp; Welcome remarks</u></p> <p><b>Hon. Dr. Norbert Barthle</b>, Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development</p> <p><b>Hon. Mohamed Fadhel Kraiem</b>, Minister, Ministry of Communication Technologies and Digital Economy</p>  | <ul style="list-style-type: none"> <li>▪ <b>KfW: Lamia Boufaied</b>, Reform Partnership Tunisia</li> <li>▪ <b>GIZ: Christina Gossmann</b>, Digital Transformation Programme Tunisia</li> <li>▪ <b>AHK: Souhir Daoud</b>, International Department / <b>Mhamed Mestiri</b>, InfoPoint</li> </ul>   |
| 2:30 p.m. | <p><u>Tunisia – Untapped potential for Europe’s digital economy</u></p> <p><b>Dr. Andreas Reinicke</b>, Senior Advisor for Digital Cooperation with North Africa and former German Ambassador in Tunisia</p>  | <p>3:30 p.m. <u>Deep dives &amp; Ask Me Anything</u></p> <ul style="list-style-type: none"> <li>▪ <b>Institutional support programmes</b> with KfW, GIZ, AHK</li> <li>▪ <b>Insights into Tunisia’s economy</b> with Dr. Andreas Reinicke</li> <li>▪ <b>Outsourcing</b> with BMW, Wevoo, Tech216 and others</li> <li>▪ <b>Product development</b> with Fraunhofer IPA, Competence Center Industry 4.0 Sousse, Betacube and others</li> <li>▪ <b>Nearshoring</b> with Primattec, Technopark Sfax, Habemus and others</li> </ul> |
| 2:35 p.m. | <p><u>Business cases</u></p> <ul style="list-style-type: none"> <li>▪ Outsourcing – Your IT made in Tunisia: <b>BMW / Wevoo</b></li> <li>▪ Product development - Access to new markets: <b>Fraunhofer IPA / Competence Center Industry 4.0 Sousse</b></li> <li>▪ Nearshoring – Build your company in Tunisia: <b>Primattec / Technopark Sfax</b></li> </ul> | <p>(5 parallel 30 min. break-out sessions)</p>  |
| 3:05 p.m. | <p><u>Institutional support programmes</u></p> <ul style="list-style-type: none"> <li>▪ <b>BMZ: Dr. Tania H. Rödiger-Vorwerk</b>, Director, Private Sector, Trade, Employment and Digital Technologies</li> </ul>   | <p>5:00 p.m. <u>Wrap-up and networking</u></p> <p>Virtual matchmaking and open networking</p>   |
|           |   | <p>6 p.m. <u>End of event</u></p>   |

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