

TUNISIA—HIDDEN CHAMPION OF AFRICA’S DIGITAL ECONOMY

BUSINESS CASE: PRODUCT DEVELOPMENT - ACCESS TO NEW MARKETS

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Image by Rainer Bez

Fraunhofer Institute for Production Engineering and Automation (IPA)

Member of SME 4.0 Competence Center Stuttgart

Fraunhofer Society in 2020:

- 74 Institutes and research entities
- 28 000 employees
- 2,8 bn. € budget
- Fraunhofer IPA: 74 mil. €



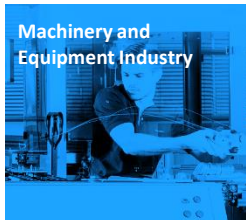
Automotive



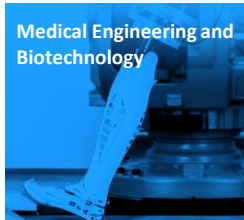
Electronics and Microsystems



Energy



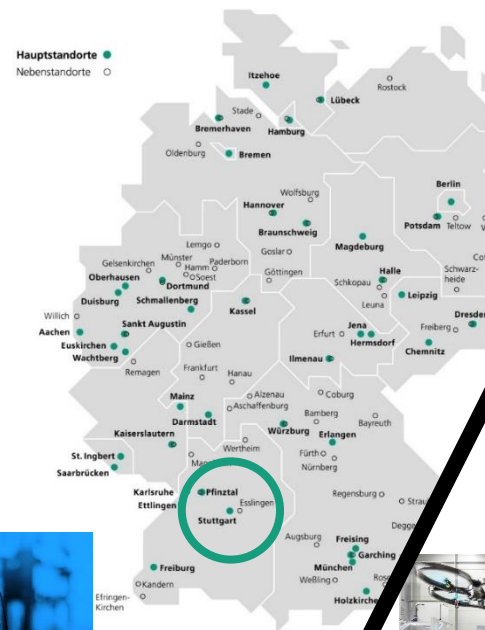
Machinery and Equipment Industry



Medical Engineering and Biotechnology



Process Industry



SME 4.0 Competence Center Stuttgart

- Know-How and Technology Transfer
 - Hands-on and down to earth
 - Assistance from start to finish
 - Sensitization & Qualification
 - Orientation & Implementation



Production



Mobility



Cloud-Computing & Smart Services



IT Security



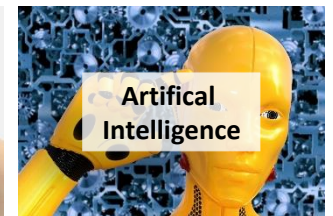
Building



Health



Service- & Business Models



Artificial Intelligence



Our mission :

Support the digital transformation of
Tunisian industries & their transition
to smart industries

•• Main Partners ••





Our Services



NOVATION
INDUSTRY4.0
CENTER

Sensitization

14.0 experience

- Guest contributions at public conferences
- Business games

Knowledge hub

- Trainings
- Workshops
- Seminars

Qualification

Consulting/advisory

- Readiness check
- Roadmapping
- Business model development

Orientation

Implementation

Project start

- Requirement analysis
- Matchmaking with technology providers



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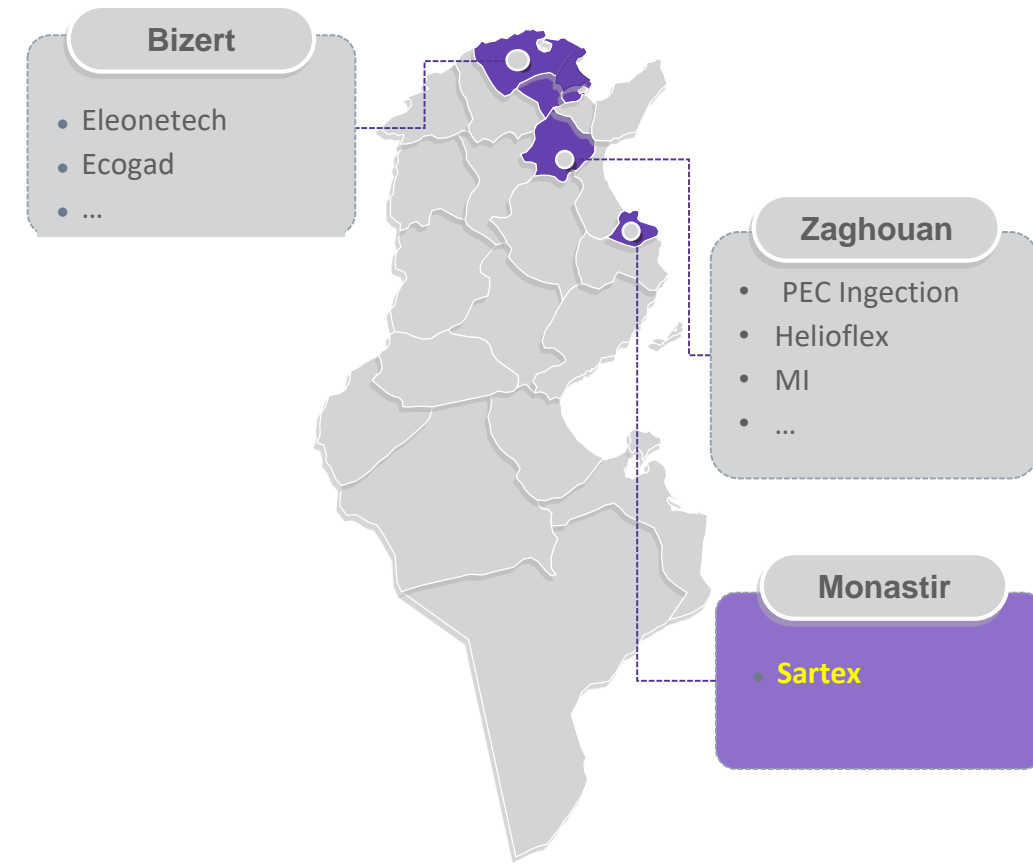
Our target groups

- Industries, SMEs
- Startups, tech providers
- Bachelors, PhD students & researchers
- Experts & consultants



NOVATION
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Sectors	# Diagnosed
Pharmaceutical	2
Textile	3
Automotive	3
Plastics	2
Environment	2
Agro-food	2





Use Case: AI Quality Control

Textile Company: Sartex



<https://sartexgroup.com/>



4.5

million
pieces in
2019



4,514

employees



10

country
export



9

Certifications
and Social
Responsibility

Company profile:

- The biggest textile company in Tunisia
- Jeans & sportswear (4.5 M pieces)
- Production for export worldwide
- International brands (Zara, Boss, etc)

Quality control for incoming fabrics

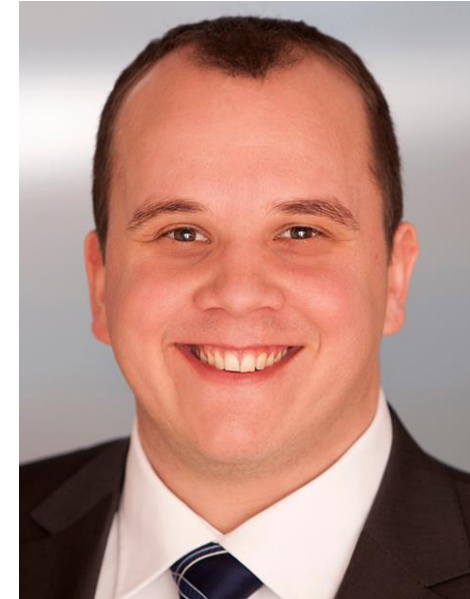


Please approach us if you have questions!



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