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## Tunisia offers German companies a strategic MENA business hub

by Helene Rang



Source: Encyclopaedia Britannica

NUMOV / the German Near and Middle East Association, held a digital round-table discussion on 13<sup>th</sup> April 2021 that focused on current developments and the opportunities for German companies in Tunisia – as well as the achievements in the country over the last ten years. Tunisia's geographical location neighbouring Europe is highly attractive as a potential business hub in the MENA region.

Among the guests and experts who provided insights on selected topics were **H.E. Hanène Tajouri Bessassi**, the new Ambassador of Tunisia to Germany, **Beligh Ben Soltane**, President of the Tunisian Investment Authority

(TIA), **Saida Kahouli**, Representative for Foreign Investment Promotion at the TIA, and **Dr. Martin Klein**, Member of the Board of NUMOV and Global General Manager of SAP SE.

In his opening remarks, Dr. Martin Klein reminded the audience of the close bilateral ties between Germany and Tunisia and the strong position Tunisia has established in various sectors from manufacturing and the automotive industry to agriculture and ICT. He mentioned that exports from Germany to Tunisia currently stand at about EUR 1.2bn, while Tunisian exports to Germany are in the range of EUR 1.7bn, making Germany Tunisia's third-

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