



## Roadshow Tunisia Investment Forum 2024 21th Edition : EU-Tunisia Business Forum

Business Lunch  
08 mai 2024 at 12:30

### BRIEFING

#### 1- Introduction and Context

We are delighted to host this Business Lunch in Munich, the first in a series of five events in five days across Europe with the Minister of Economy and Planning, H.E Feryel OUERGUI SEBAIL. These events are hosted by the Tunisian Embassy in each country and convened as a partnership between the Ministry of Economy and Planning, Invest in Tunisia-Tunisia's Foreign Investment Promotion Agency(FIPA) with the support of the Delegation of the European Union to Tunisia.

This important event, which will bring together a multitude of German investors in several sectors, will be an opportunity to present to you the general framework and the new economic reforms implemented in order to promote the Tunisian economy, improve the business climate and ensure a greater competitiveness of Tunisia site.

This conversation is part of a wider programme of business lunches and roundtables being held across Europe in the lead up to the 21th edition of the "Tunisia Investment Forum" (TIF), organized by Invest in Tunisia Agency - FIPA, under the aegis of the Ministry of Economy and Planning and in partnership with the Delegation of the European Union to Tunisia, on June 12 and 13, 2024 in Tunis and **to which you are warmly invited.**

The TIF under the topic **"Tunisia where Opportunity meets sustainability**, the leading economic event in Tunisia dedicated to international investment and innovation, is the multi-sector and business venue for all economic operators looking for a competitive location.

***Please note the conversation will take place in English.***



## 2- Running Order

12: 15 Pre-briefing event with the Minister (only for organizing team)

12:30 Guests arrive, Hotel Bayerischer Hof, Promenadepl. 2-6, 80333 München,  
Garten Salon

12:30 Guests sit for Lunch

- Welcome from H.E Wacef Chiha, Ambassador of Tunisia to Germany, and introduction of the Minister of Economy and Planning, H.E Feryel Ouerghi SEBAII
- Opening remarks from the Minister of Economy and Planning, H.E Feryel Ouerghi SEBAII
- Intervention of Mr Jalel TEBIB, General Manager of Invest in Tunisia- FIPA

13:15 Lunch served, discussion with participants continues over Lunch

- Minister's closing remarks and vote of thanks
- Promotional Video Invest in Tunisia by FIPA

**15:30 Anticipated end time**