



EMA

Euro-Mediterran-Arabischer Länderverein  
المنظمة العربية الأورومتوسطية للتعاون الإقتصادي  
Euro-Mediterranean-Arab Association

BROCHURE

# BUSINESS DELEGATION TUNISIA

*Seizing new opportunities of economic  
innovation with Tunisia*

25-29 October 2022 | Tunis & Hammamet



in cooperation with

**VOICE**  
Bundesverband der  
IT-Anwender e.V.

**CONNECT**  
Confédération des Entreprises Citoyennes de Tunisie  
كتفدرالية المؤسسات المواطنة التونسية

  
**Club DSI**  
Tunisie

  
**ATFI**

 **PartnerAfrica**  
DIGITALISATION

 **AHK**

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# WORDS OF WELCOME



Ladies and Gentlemen,

I would like to warmly welcome you to the Business Delegation Tunisia - "Seizing new opportunities of economic innovation with Tunisia".

The world is growing together. International megatrends such as advancing digitalization or sustainable business determine our agendas as cross-cutting issues. We need to find new answers to international challenges such as the shortage of skilled workers, compliance with the Sustainable Development Goals, brain drain and global health, and to work together more closely to achieve this.

I look forward to exchanging views with you on these issues and to seeking new opportunities for cooperation between Germany, Tunisia, and the entire North Africa region. Particularly in the energy sector and especially in renewable energies, North Africa holds enormous potential for sustainable cooperation. But we can also benefit from a mutual exchange in the areas of education, agriculture, and digitization.

It is important to proceed in a socially just manner, involving women and marginalized groups and adapting to local realities, and focusing on environmental and climate protection as well as distributive justice.

Let us explore these opportunities together on this journey!

## **Dr. Karamba Diaby, MdB**

MEMBER OF THE FOREIGN AFFAIRS COMMITTEE AND  
THE COMMITTEE ON ECONOMIC COOPERATION AND  
DEVELOPMENT  
HEAD OF THE AFRICA DISCUSSION GROUP IN THE  
GERMAN BUNDESTAG

## WORDS OF WELCOME



Dear participants of the Business Delegation Tunisia,

Tunisia is an attractive location for entrepreneurial engagement, especially - but not only - in the field of digitalization. In the global talent rankings and the Global Innovation Index, the country with its highly skilled workforce ranks first among all North African countries in 2021.

I am therefore particularly pleased that we have the opportunity to travel with you once again in person to our partner country Tunisia and gain a direct impression of its opportunities on the ground. The delegation serves as the exchange of ideas and experiences between you and other interested companies combined with the hope that you too will soon write a success story with Tunisia.

On behalf of the EMA, I would like to thank you for your trust and all the partners for the fruitful cooperation. It would be both a great pleasure and an incentive for me and my team if you continue to choose the EMA as your first point of contact for your diverse projects and activities in Tunisia and elsewhere in the Mediterranean and Middle East region. I wish you fruitful participation in the Business Delegation Tunisia 2022!

With warm regards,

**Clara Gruitrooy**

SECRETARY GENERAL, EMA

# PROGRAM




**DAY 1**

TUESDAY, OCTOBER 25, 2022

**FULL DAY**

INDIVIDUAL ARRIVAL &amp; PICK-UP WITH TRANSFER TO THE HOTEL


 [Adam Hotel Suites, Les Berges du Lac II Cité les pins, Tunis](#)**19.00-21.30**

WELCOME DINNER WITH POLITICAL BRIEFING

**DAY 2**

in French

WEDNESDAY, OCTOBER 26, 2022

**Conférence : Promouvons la bonne coopération économique entre la Tunisie et l'Allemagne!** [Golden Bowling \(old Tunis Arena\), Rue Lac Toba, les Berges du Lac, Tunis](#)**9h30-10h00**

ENREGISTREMENT

**10h00-10h30****DISCOURS DE BIENVENUE****Peter Prügel**, Ambassadeur d'Allemagne**Dr. Karamba Diaby**, Chef de la délégation, membre du Bundestag**Nadia Souissi**, Présidente de l'Association tunisienne des femmes ingénieurs**Tarak Cherif**, Président de l'association des entreprises CONECTModération : **Clara Gruitrooy**, secrétaire générale, EMA**10h30-11h00****POWER TALK : INVESTISSEMENTS ET OPPORTUNITÉS ENTREPRENEURIALES EN TUNISIE**

OPPORTUNITÉS SECTORIELLES ET CONSEILS POUR LA RÉUSSITE ENTREPRENEURIALE

**Bouzouada Amor**, directeur général de l'Agence pour l'Industrie et de l'innovation API

OPPORTUNITÉS ET DÉFIS POUR LA COOPÉRATION TUNISO-ALLEMANDE À L'HEURE DU CHANGEMENT

**Jörn Busselmi**, Directeur, AHKCADRE ACTUEL DES INVESTISSEMENTS EN TUNISIE  
**Zied Lahbib**, Directeur Principal, Agence tunisienne d'investissement FIPA

**DAY 2**

in French

CONTINUED

**11h00-11h30**

Pause-café et discussions B2B

**11h30-13h00**

## ATELIERS PARALLÈLES

**WORKSHOP 1: LA LOI SUR LA CHAÎNE D'APPROVISIONNEMENT, UNE OPPORTUNITÉ POUR LA COOPÉRATION TUNISO-ALLEMANDE**

Said Ben Sedrine &amp; Mongi Amami, Friedrich-Ebert-Stiftung (FES)

Steffi Kirchberger, directrice exécutive, JARO e.V

**WORKSHOP 2: - LES FEMMES, UNE RESSOURCE ESSENTIELLE DANS L'IT ET L'INGÉNIERIE**

Dr. Bettina Uhlich, Présidente, VOICE e.V.

Nadia Lamlou, Membre ATFI

Clara Gruitrooy, secrétaire générale, EMA e.V.

**WORKSHOP 3: - LA TRANSFORMATION NUMÉRIQUE ET L'INNOVATION EN TUNISIE**

Moez Touil &amp; Mohamed Hamdi, Dirigeants INOTEQUIA

Tanja Susanne Schleifer, directrice des ressources humaines Europe, Envision Digital Germany

**13h00**

RÉSUMÉ DES RÉSULTATS DE L'ATELIER ET MOTS DE LA FIN

**13h15**

DÉJEUNER ET DISCUSSIONS B2B

**14h30-16h00**

Présentation et visite de l'espace d'innovation pour les start-up et la scène numérique en Tunisie

Zeineb Messaoud, Directrice générale, The Dot

**16h00-18h00**

TOUR CULTUREL DES POINTS FORTS DE TUNIS ET DE SES ENVIRONS

**18h00**

TRANSFERT À LA RÉSIDENCE DE L'AMBASSADEUR

**18h30**

RÉCEPTION À LA RÉSIDENCE DE L'AMBASSADEUR D'ALLEMAGNE PETER PRÜGEL

**21h00**

TRANSFERT VERS HAMMAMET



**DAY 3**

THURSDAY, OCTOBER 27, 2022

**IT-CONFERENCE FORUM DSI 2023: "TRANSFORM TO SURVIVE"**<http://www.forum-dsi.com>

Tunisian Conference for CIOs and IT Decision Makers from North and West Africa and Europe

[\*Hotel Diar Lemdina, Rue de la Médina, Yasmine Hammamet\*](#)[CLICK HERE FOR THE UP-TO-DATE PROGRAM OF THE FORUM DSI](#)**8:30-8:45**

PRESENTATION OF THE PROGRAM AND RAFFLE

**8:45-9:30**

OPENING KEYNOTE

Mohamed Nizar Yaiche, Partner, PWC France

**9:30-10:30**CEOS PANEL WITH THE PARTICIPATION OF  
DR. KARAMBA DIABY**10:30-11:15**

CONFERENCE 1

with Prof. Dr. Dhafer Saidane,  
Economist & Professor of Finance, SKEMA Business School**11:15-12:30**

EXPO VISIT &amp; NETWORKING

**12:30-14:00**

LUNCH

**14:00-15:15**

WORKSHOPS

**15:15-15:45**

COFFEE BREAK, EXPO VISIT AND NETWORKING

**15:50-16:00**

WORDS FROM STARTUPS



## DAY 3

CONTINUED

### 16:00-16:45

CONFERENCE 2: "DIGITAL PERSPECTIVES 2020-2030"  
with **Jean-Pierre Corniou**, Partner, Sia Partners

### 16:50-17:00

WORDS FROM STARTUPS

### 17:00-18:00

TECHNIQUE & SOFT SKILLS WORKSHOP

### 20:00-22:00

DINNER AT THE HOTEL

## DAY 4

FRIDAY, OCTOBER 28, 2022

### IT-CONFERENCE FORUM DSI 2023: "TRANSFORM TO SURVIVE"

<http://www.forum-dsi.com>

### 8:30-8:45

PRESENTATION OF THE PROGRAM AND RAFFLE

### 8:45-9:30

CONFERENCE 3: "DEFYING GRAVITY- BUSINESS LEADERSHIP THROUGH THE EYES OF A DANCER"  
with **Bernard Preuschhoff**, CDO & CEO, Uvex Group

### 9:30-9:40

WORDS FROM STARTUPS

### 9:45-10:15

PRESENTATION TUNISIA ELECTRONICS

### 10:15-10:45

COMPLETE DIGITAL TRANSFORMATION OF CUSTOMER/CITIZEN RELATIONSHIP SYSTEM WITH AN INTEGRATED ELECTRONIC SIGNATURE SOLUTION.

**Yassine Touati**, CEO & CO-FOUNDER, Komunik



CONTINUED

**DAY 4****10:45-11:45**

ROUNDTABLE DISCUSSION:  
"WHAT TRANSFORMATIONS FOR A SUCCESSFUL  
ENERGY TRANSITION?"

**11:45-12:30**

EXHIBITION VISIT &amp; NETWORKING

**12:30-14:00**

LUNCH

**14:30-15:45**

WORKSHOPS

**15:45-16:15**

COFFEE BREAK &amp; NETWORKING

**16:15-17:00**

CONFERENCE 4  
with **Dr. Slim Mesfar**, Agile Transformation Coach

**17:00-18:00**

DSI PROJECT COMPETITION

**18:00-20:00**

SIGHTSEEING-TOUR IN HAMMAMET (OPTIONAL)

**20:00-23:00**

GALA DINNER

SATURDAY, OCTOBER 29, 2022

**DAY 5****9:00-10:00**

CHECK-OUT

**10:00-11:00**

TRANSFER TO THE AIRPORT / TUNIS

# DELEGATION PARTICIPANTS

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## DR. BETTINA UHLICH

CHAIR OF THE EXECUTIVE COMMITTEE  
VOICE - BUNDESVERBAND DER IT-ANWENDER E.V.

Dr. Uhlich holds a degree in industrial engineering and a doctorate in business administration and is experienced in chemical distribution and shared services. In particular, in the development of modern IT architectures with the global process and data platforms in the Evonik Group.

Between 2014 and 2022, Dr. Bettina Uhlich was CIO and Head of Global IT Services at Evonik. She received the "CIO of the Year" and "Digital Transformer of the Year 2022" awards, and her book on blockchain was widely acclaimed.

Since 2020, she has been engaged as Chair of the Executive Committee representing the interests of VOICE users vis-à-vis providers and politics. In terms of content, she oversees the strategic further development of IT and digitalization in the user companies within the federal association.

## MARKUS SCHULTE

MANAGING PARTNER | FOCUS ON OPERATIONS  
MEDIABEAM GMBH



Markus Schulte is the managing director and co-owner of mediaBEAM GmbH in Ahaus. The trained business information scientist focuses his activities and investments on the topics of highly scalable cloud services, cybersecurity and innovation consulting. He can draw on more than twenty years of experience in the fields of IT, company management and start-ups. Markus Schulte is the managing director and co-owner of mediaBEAM GmbH in Ahaus.



## STEFFI KIRCHBERGER

FOUNDER & MANAGING DIRECTOR OF JARO SERVICES GMBH

Steffi Kirchberger, a business graduate, has over fourteen years of experience in IT project management and IT purchasing. She is co-founder of the JARO Institute for Sustainability and Digitalization e.V. and manages the business of JARO Services GmbH.

After training and studying economics, she started at Bonn-based DHL, where she helped develop the Packstation software. She then advised leading groups in the automotive and telecommunications sectors on contract structures and negotiation strategies for IT projects. At Zalando SE, Ms. Kirchberger developed the 3rd party software department as well as various systems such as the eProcurement solution and took the lead for portfolio management. Her passions are sustainable procurement and sustainable digitalization.

## KHALED BOUAMOUD

FOUNDER AND CEO  
FONDS SOLUTIONS GMBH



Khaled Bouamoud is founder and CEO of Fonds Solutions GmbH with years of experience in solving complex tasks in the conception, financing and (re)structuring of investment models. He is currently acting as project developer and has built his own real estate portfolio. As head of investment conceptions for closed-end funds at several leading German investment firms, Khaled Bouamoud was responsible for numerous funds with an investment volume of more than EUR 3 Billion.

**TANJA-SUSANNE SCHLEIFER**  
HEAD OF HR EMEA, ENVISION DIGITAL



Tanja-Susanne Schleifer has over 25 years of experience in various HR roles in international companies in the software, technology, media, and event industry. Currently, as Head of HR Europe at Envision Digital, she is responsible for corporate and cultural development and the establishment of new locations in Europe, in particular for the entire people agenda from talent acquisition to employer branding and performance management.

The business graduate also advises established companies and startups on personnel expansion, the development of a people strategy, and the establishment of the right organizational structures. As an executive coach, she helps managers adopt different perspectives and broaden their views.



**WAJDI DARMOUL**  
MANAGING DIRECTOR ELCO SOLUTIONS GMBH

Mr. Wajdi Darmoul gained his Master of Science (M.Sc.) in Electrical Engineering and Information Technology from Karlsruhe Institute of Technology and started his career at Texas Instruments company as a software developer.

He held several technical and management positions at well-known high-tech companies, including ATMEL, and Texas Instruments, and was responsible for business development in Central Europe as a group leader at a global semiconductor company until the founding of Elco Solutions. In 2016, Mr. Wajdi Darmoul and his business partner founded Elco Solutions, a technology company with offices in Germany, Tunisia and USA.

**STEFAN SCHUMACHER**  
REGISTERED STAKEHOLDER  
VOICE - BUNDESVERBAND DER IT-ANWENDER E.V.



During his studies in the 1980s at the Technical University of Berlin, Stefan Schumacher worked as a tutor at the Institute for Theoretical Computer Science. At the same time, he was chairman of the staff council of student employees.

After his time as a freelance lecturer in adult education, Stefan Schumacher became a department manager for customer service, training, and support at various software manufacturers. Since 2016, he has been working full-time at VOICE - Bundesverband der IT-Anwender e.V., where he is responsible for the Berlin representative office, advocacy, and European affairs. In addition, he is chairman of the board of the competence network Trusted Cloud e.V. Stefan Schumacher is also co-founder and CIO of a FinTech start-up.

# PARTNERS





## VOICE - BUNDESVERBAND DER IT-ANWENDER E.V.

With over 400 members, VOICE is now the largest community of digital decision-makers on the user side in the German-speaking world. The primary goal of VOICE is to further strengthen the competitiveness of member companies through the use of digital technologies - with a targeted exchange on the leading topics of digitization and by protecting the interests of user companies vis-à-vis national and European politics as well as the IT vendor community.

## CONNECT - CONFÉDÉRATION DES ENTREPRISES CITOYENNES DE TUNISIE



Founded in 2011, the employers' and citizens' organization CONECT brings together private and public companies from all over the country and from different sectors of the Tunisian economy, both nationally and internationally. Its basic missions are to support the interests of its members, represent them with the authorities and various partners, develop training programs, and promote the creation of businesses for Tunisians and the Tunisian diaspora.



## CLUB DSI

Club DSI Tunisia is a non-profit association that brings together the heads of information systems of private and public companies and the administration in Tunisia. The objectives of Club DSI include monitoring the continuous development of information systems in Tunisia, building strategic partnerships with stakeholders in the IT sector, and aligning training in the field of ICT to the needs of the labor market.

## L'ASSOCIATION TUNISIENNE FEMMES INGÉNIEURES ATFI



ATFI is a local association founded in 2015. Its mission includes increasing the presence of women in STEM fields and in key decision-making bodies locally and internationally, promoting and networking women in STEM fields, and eliminating all forms of gender-based discrimination, especially in professional settings. ATFI members include women in leadership positions in public and private institutions, educators, coaches, and mentors.



## AHK TUNISIE DEUTSCH-TUNESISCHE INDUSTRIE-UND HANDELSKAMMER

The German-Tunisian Chamber of Industry and Commerce (AHK Tunisia) is part of the worldwide network of German Chambers of Commerce Abroad (AHK) with 140 locations in 92 countries. The AHK-Tunisia was founded in 1979 and since then supports about 850 member companies in their international business as an important platform in bilateral economic exchange.

In addition to the umbrella organization, the Association of German Chambers of Industry and Commerce (DIHK), the close cooperation with German business organizations such as the EMA ensures networking that is tailored to the needs of companies and the market.

## THE DOT



The DOT is the first digital innovation center in Tunisia. It focuses on supporting innovative startups and strengthening the entrepreneurial ecosystem, as well as promoting innovation in the public and private sectors and creating partnerships at the national, continental, and international levels. It aims to facilitate connections between stakeholders and promote dialogue between the private sector and public institutions.

# GENERAL INFORMATION

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## 1 HOTEL ADDRESSES

### A) TUNIS

#### ADAM HOTEL SUITES

*Cité Les Pins – Les Berges Du Lac 2*  
*1053 Tunis – Tunisia*



+216 36 049 000

INFO@ADAMHOTELSUITES.COM

### A)HAMMAMET

#### HOTEL DIAR LEMDING

*Rue de la Médina,*  
*Yasmine Hammamet, 8050 Tunisia*



+216 72 241 000

RESERVATION@MEDINA.COM.TN

## 2 VENUE OF THE CONFERENCE ON 26.10.

### GOLDEN BOWLING (OLD TUNIS ARENA)

*Rue Lac Toba – Les Berges du Lac*  
*Tunis*



## 3 EMERGENCY NUMBERS IN TUNISIA

THE FOLLOWING EMERGENCY NUMBERS FROM TUNISIA ARE CURRENTLY VALID:

- SAMU (ambulance and rescue service): 190
- Police (General Emergency): 197
- Fire department): 198

## 4 EMBASSY CONTACT

### GERMAN EMBASSY TUNIS

AMBASSADOR: MR. PETER PRÜGEL

*Rue du Lac Windemere, Tunis, Tunisia*  
TEL: (+216) 71 143 200



## 5 EMERGENCY CONTACT

### MALEK ZAKRAOUI

Project Assistant, EMA e.V.

[m.zakraoui@ema-germany.org](mailto:m.zakraoui@ema-germany.org)

TEL: (+216) 56 546 092



From October 25-29, 2022, under the leadership of Dr. Karamba Diaby, MdB, the EMA is organizing a cross-sector business delegation with a focus on IT, the digital economy, and other relevant industries. In addition to a specialist conference in Tunis specially designed for the delegation, the other highlight of the trip will be the participation in the major digital users' conference "Forum DSI" in Hammamet with many African and international guests from the IT industry.

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