

COUNTRY FACTSHEET

SWISS IMPORT PROMOTION PROGRAMME SIPPO

TUNISIA

PROCESSED FOODS
NATURAL INGREDIENTS
FISH AND SEAFOOD



Partner BSOs

Through our cooperation with BSOs, SIPPO facilitates sophisticated and improved service delivery for the benefit of export-ready companies.

Together with the UN body of the International Trade Center ITC (www.intracen.org), export promotion boards and sector associations were assessed in 2017 to identify potential areas for cooperation: export promotion services, organisational structures, quality management, performance management, as well as export and sector strategies of the BSOs.

Export Promotion Center (CEPEX): is a public organization supporting Tunisian exporting companies, It provides a rich range of services that aims to position and enhance the "Tunisia Export" brand in international markets. [Contact link](#)

Chamber of Commerce and Industry of Tunis (CCITunis): is an organization supporting and assisting Tunisian companies through export promotion services and it helps to develop partnership opportunities internationally. [Contact link](#)

Agricultural Investment Promotion Agency (APIA): is a non-administrative public institution whose main purpose is the promotion of private investment in agriculture, fisheries and related services. [Contact link](#):

Canned Food Industries Group (GICA): is an institution of public economic utility with a civil personality, it federates the professionals of the sectors of processed fruits, vegetables and fish. [Contact link](#) :

Inter-professional group of fisheries products (GIPP): is an interprofessional organization responsible for market regulation, quality improvement, and export promotion in the fisheries and aquaculture sector. [Contact link](#)

SIPPO Support in three relevant Export Sectors

Through SIPPO's network of international and national experts, the programme assists BSOs to explore and access new markets and opportunities for their export-ready companies in the sectors **Natural Ingredients**, **Value added Textiles** and **Sustainable Tourism**.

Processed Foods: represents one of the driving industrial sectors of the Tunisian economy. It occupies a prominent place in the industrial fabric and represents the third largest manufacturing sector of employment.

SIPPO supports Tunisian BSO's to develop exports of a large-opportunity products such as organic products and olive oil.

Natural Ingredients: Tunisian flora is very rich in plant species likely to provide herbs, natural substances, essential oils and original and varied flavors very useful for the agrifood, pharmaceutical and cosmetic industries.

In this sector, SIPPO supports Tunisian BSO's to develop exports of certain products with high potential such as aromatic and medicinal plants.

Fish and Seafood: This sector occupies an important place in the Tunisian economy, its axes of development are translated by the rationalization of the exploitation of the benthic resources, the development of the exploitation of the pelagic resources and the development of the aquaculture.

In addition to matchmaking events, SIPPO will support the realization of a strategic plan for the development of fish and seafood exports.

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PROGRAMME FACTSHEET

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Phase 2017-2020

Donor: Swiss State Secretariat for Economic Affairs SECO
SECO Contribution: 19,4 mio. CHF
Total Budget: 22,8 mio. CHF
Contract Partner: Swisscontact

Mandate and Partners

The Swiss Import Promotion Programme (SIPPO) is a well-established mandate of the Swiss State Secretariat for Economic Affairs (SECO) within the framework of its economic development cooperation. As for the new investment phase (2017-2020), SIPPO is carried out by Swisscontact, a business-oriented Swiss foundation for international development cooperation.

Swisscontact collaborates with sub-contracting (BHP Brugger & Partner, HELVETAS Swiss Intercooperation) and collaboration partners (IPD, CBI, IHA) to strengthen its worldwide service delivery and capacity building.

11 countries: Colombia, Peru; South Africa; Indonesia, Vietnam; Tunisia, Morocco; Albania, Bosnia & Hercegovina, Macedonia, Serbia.

6 Sectors: Fish & Seafood, Processed Foods, Natural Ingredients, Technical Wood, Value-added Textiles, Sustainable Tourism.

Approach and Objectives

SIPPO promotes sustainable and inclusive trade thereby building on its core values respect, partnership-based cooperation and integrity as established by its code of conduct.

The overall objective is to integrate developing and transition countries into world trade. Targeted export promotion services delivered through Business Support Organizations (BSOs) strengthen the competitive position and facilitate market access and exports of companies in partner countries to Switzerland and worldwide.

SIPPO shifts to a more systemic market approach by putting BSOs (instead of individual companies) in partner countries into the centre of the programme to provide professional 'last mile services' for exporting companies.

Accordingly, SIPPO enhances the performance of selected BSOs in order to enable them to provide targeted export promotion services to improve exports in specific economic sectors and contribute to increased income and more and better jobs.

The implementation of the approach will be decentralized, utilizing local knowledge and developing high commitment of local actors. In addition, it shall create synergies by delivering export promotion services to other trade related Swiss development initiatives.

Expected Results / Outcomes

- ✓ Exporters and Importers establish trade contracts
- ✓ Exporters have the capacity to complete the last mile
- ✓ Potential Exporters access services of BSOs

Indicators of the SIPPO Phase 2017-2020

- ✓ Jobs created and retained (BSOs and companies)
- ✓ Increase in export turnover (companies)
- ✓ Increased number of binding offers (companies)
- ✓ Strengthened BSOs

Facilitation of Market Intelligence & Matchmaking

For Importers related to

- ✓ market intelligence, e.g. sector analysis & market research
- ✓ facilitation for trade fair participation & buyer missions
- ✓ market development (importer forum, exporter databases)

For BSOs and exporters related to

- ✓ market intelligence, e.g. sector analysis, assessments and market research
- ✓ capacity building of potential exporters through training or e-learning tools
- ✓ facilitation for trade fair participation & selling missions

Collaboration Platform

A web-based SIPPO Collaboration Platform on country level and worldwide is established to bundle and making relevant information for BSOs & potential exporters easy accessible:

- ✓ Peer-to-peer learning
- ✓ Easy administration for accreditation and licensing
- ✓ Blended learning and global exchange

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