

# Tech216

**The B2B Co-Creation Lab *Tech216* opens up new opportunities for German and European companies and aims to create new jobs in Tunisia.**

## ***Tunisia***

### **An emerging IT industry**

Tunisia has a lot to offer with **its high number of IT professionals and workforce, competitive wage costs** and a **well-developed IT infrastructure**. For the Tunisian government, the expansion of the digital economy is an important element in achieving the development goals.

The IT sector is already an important part of the Tunisian economy. It contributes about eleven percent to the gross domestic product and secures **jobs for over 95,000 people**.

Nevertheless, the Tunisian digital ecosystem is still largely **unknown in Europe** and barriers to entry for European companies are comparatively high. German Federal Ministry for Economic Cooperation and Development (BMZ) supports Tunisia with their “training and job creation” initiative. **Here, European companies will be strengthened by participating in Tunisia’s growing digital economy.**

The initiative coincides with the **G20 Compact with Africa** and the **Marshall Plan for Africa**. In addition to Tunisia, partner countries include Ethiopia, Côte d'Ivoire, Ghana, Morocco, Rwanda, Senegal, and Egypt (in preparation). Each country’s economy will be strengthened by improving citizens’ career prospects and thus preventing the so-called brain drain.



### **B2B Co-Creation Lab *Tech216* Platform for innovation and new business**

The B2B (Business to Business) Co-Creation Lab, supported by the special initiative “training and job creation”, promotes collaboration between European enterprises, Tunisian IT companies, and talents by introducing joint business projects.

To create new and sustainable jobs, *Tech216* includes:

- A single **point of contact** for the collaboration between European enterprises and Tunisian IT companies
- A **program for the development of collaboration** and cooperation with European enterprises
- **Agile project and process structures** for the development of digital products
- **Guidelines** for the implementation of collaborative projects

## **A strong partner**

### **UnternehmerTUM – Europe's leading center for innovation and business creation**

The UnternehmerTUM GmbH in Garching near Munich developed the concept of the B2B Co-Creation Lab and is responsible for its development. Founded in 2002 by Susanne Klatten, UnternehmerTUM is the **leading center for innovation and business creation in Europe with more than 50 high-growth technology startups each year**. For industry partners, UnternehmerTUM is a central platform for cooperation with startups, and for expansion of their innovative strength and culture.

## **Goals**

- Boosting the **potential** of the Tunisian digital economy
- Making the Tunisian IT **business market** known in Germany and creating sustainable **jobs**
- Accelerating **exchange and cooperation** between Tunisian and European companies and achieve a **win-win situation** for both partners



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## **Details and project phases**

The project runs from September 1, 2019 to December 31, 2020 and is divided into three project phases:

### **1. Analysis**

Phase 1 includes an analysis of the Tunisian IT ecosystem in order to identify suitable partners for the project and their level of competence. Within pilot use cases between a German corporate group and Tunisian IT companies, recommendations for action are developed for the following phases.

### **2. Pilot**

Phase 2 presents the conception and implementation of the lab and the qualification program. Furthermore, additional European companies will be considered as potential partners. Experts from UnternehmerTUM accompany and structure the processes using agile management tools. Results and learnings will be continuously documented and implemented in further iterations of the program.

### **3. Scaling**

The aim of the third phase is to enhance the initiative as well as the platform and to scale them sustainably. The envisioned goal is to develop a business model that integrates both Tunisian and European partners.

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