

UNTER  
NEHMER  
TUM

# Tech216

Bridge for IT Business in Tunisia

Supported by



**Invest for Jobs**  
Opportunities for Growth in Africa

On behalf of



Federal Ministry  
for Economic Cooperation  
and Development

Implemented by

**giz**

Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**KFW**

# Special Initiative on Training and Job Creation : strengthening the Tunisian digital economy

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.



# Tunisia

## An emerging IT industry

Nevertheless, the Tunisian digital ecosystem is still largely unknown in Europe and entry barriers for European companies are comparatively high. Therefore, Tech216 promotes a strengthened participation of European companies in Tunisia's growing digital economy. Implemented by UnternehmerTUM, Tech216 is supported by the Special Initiative on Training and Job Creation of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Under the brand Invest for Jobs, the Special Initiative supports German, European and African companies in investment activities that have a high impact on employment in Tunisia. Invest for Jobs contributes to the implementation of the G20 investment partnership Compact with Africa and the Marshall Plan with Africa: it aims to create jobs and training opportunities and to improve working conditions in its African partner countries. In addition to Tunisia, they include Ethiopia, Côte d'Ivoire, Ghana, Morocco, Rwanda, Senegal and Egypt (in planning).

# B2B Co-Creation Lab Tech216

## Platform for innovation and new business

The B2B (Business to Business) Co-Creation Lab, supported by the Special Initiative on 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

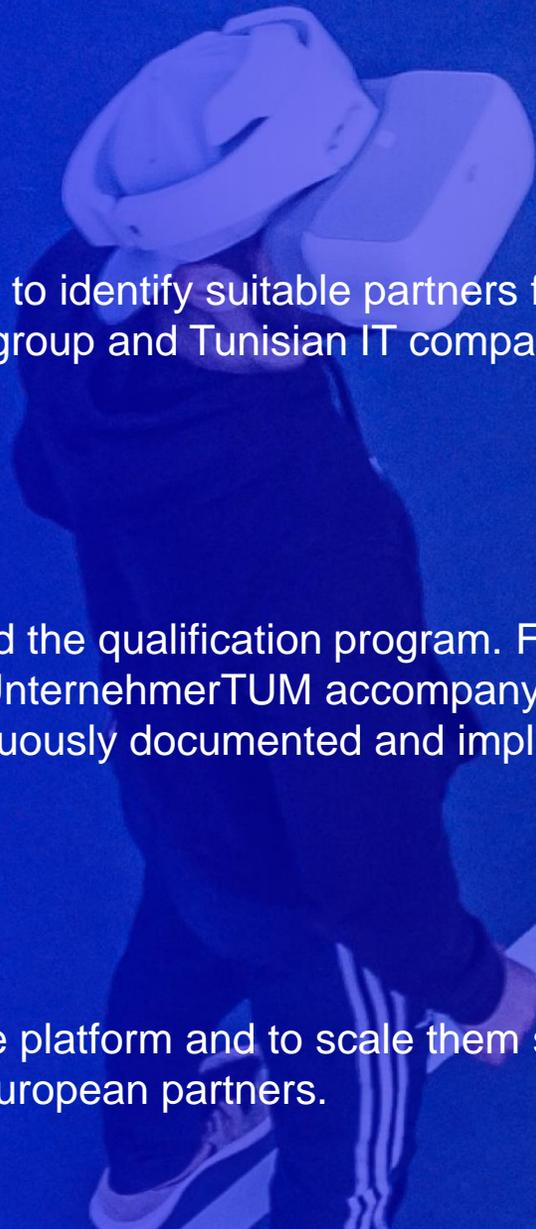
# UnternehmerTUM – Europe's leading center for innovation and business creation

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

# Details and 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.