



سلمه الله

صورة مع التحية لسعادة رئيس مجلس إدارة الغرفة التجارية والصناعية

سلمه الله

سعادة أمين عام الغرفة التجارية والصناعية

السلام عليكم ورحمة الله وبركاته

إشارة إلى تلقي المجلس خطاب سفارة الجمهورية التونسية رقم (١٧٥) وتاريخ ١٤٤١/٧/١ هـ، بشأن تنظيم شركة تونس إفريقيا للتصدير "الدورة الخامسة للصالون الدولي لتكنولوجيات المعلومات والاتصال ٢٠٢٠ SITIC AFRICA" بالتعاون مع الشركة العالمية لمعرض تونس والاتحاد التونسي للصناعة والتجارة وبشراكة مع الجمعية المهنية التونسية للبنوك والمؤسسات المالية والمنظمة العربية لتكنولوجيات المعلومات والاتصال، وذلك خلال الفترة من ٩ إلى ١١ يونيو ٢٠٢٠م بتونس العاصمة. مرفق لسعادتكم كتيب الصالون.

آمل من سعادتكم الاطلاع واتخاذ ما ترونه مناسباً حيال التعميم على مشتركى غرفتكم الموقرة، ولمزيد من المعلومات يمكن للمهتمين زيارة الرابط التالي: www.siticafrica.com.

وتقبلوا أطيب تحياتي وتقديري؛

الأمين العام المكلف

حسين بن عبد القادر العبد القادر

Under the auspices of The Ministry of Communication Technologies & Digital Economy



TOWARDS THE

FINANCIAL SOLUTIONS
4TH EDITION FORUM APTBEF



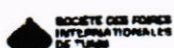
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EXHIBITION
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Infoline : +216 71 975 054 / 035

www.siticafrica.com

ORGANIZERS



IN PARTNERSHIP WITH



The logo is a white circle containing the text 'SITIC AFRICA 2020'. Above the 'I' in 'SITIC' is a small Wi-Fi symbol. A thin white arc is positioned below the text.

SITIC
AFRICA
2020

ANNUAL MEETING
OF AFRICAN EXPERTS
IN DIGITAL

TRIANGULAR COOPERATION
BETWEEN TUNISIA-DEVELOPED
COUNTRIES-AFRICA

ACCESS TO NOVELTIES IN DIGITAL:
5G, IOT AND INDUSTRY 4.0

ORGANIZERS

The International Exhibition for Information and Communication Technologies dedicated to Africa, SITIC AFRICA 2020, in its fifth edition under the auspices of the Ministry of Communication Technologies and Digital Economy, is organized by Tunisie Afrique Export closely with Société des Foires Internationales de Tunis and in cooperation with IT National Federation within the Employers Body, UTICA.

As an Export Consulting Company mainly in Africa, Tunisie Afrique Export aims to deliver Export Support Services to Tunisian exporting companies.

Tunisie Afrique Export is registered with a capital of 1 million Tunisian dinars.

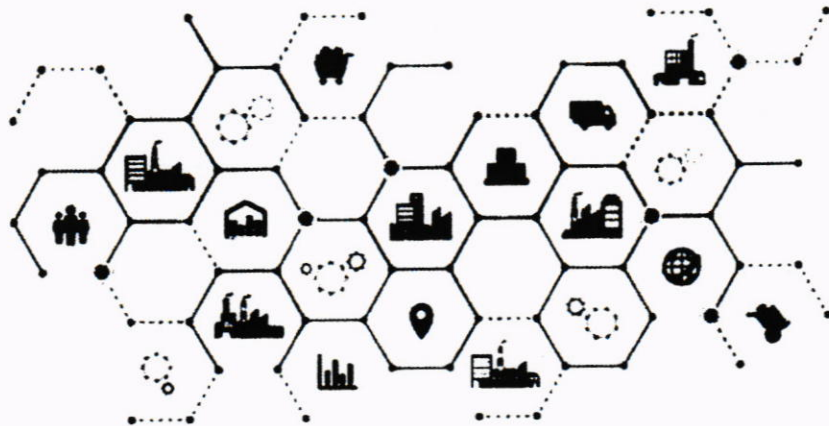
In implementing SITIC AFRICA 2020 Tunisie Afrique Export aims to create a platform for exchange and partnership between Tunisian and African SMEs in the IT sector. It also aims to attract western companies interested in partnership with Tunisia and Africa.

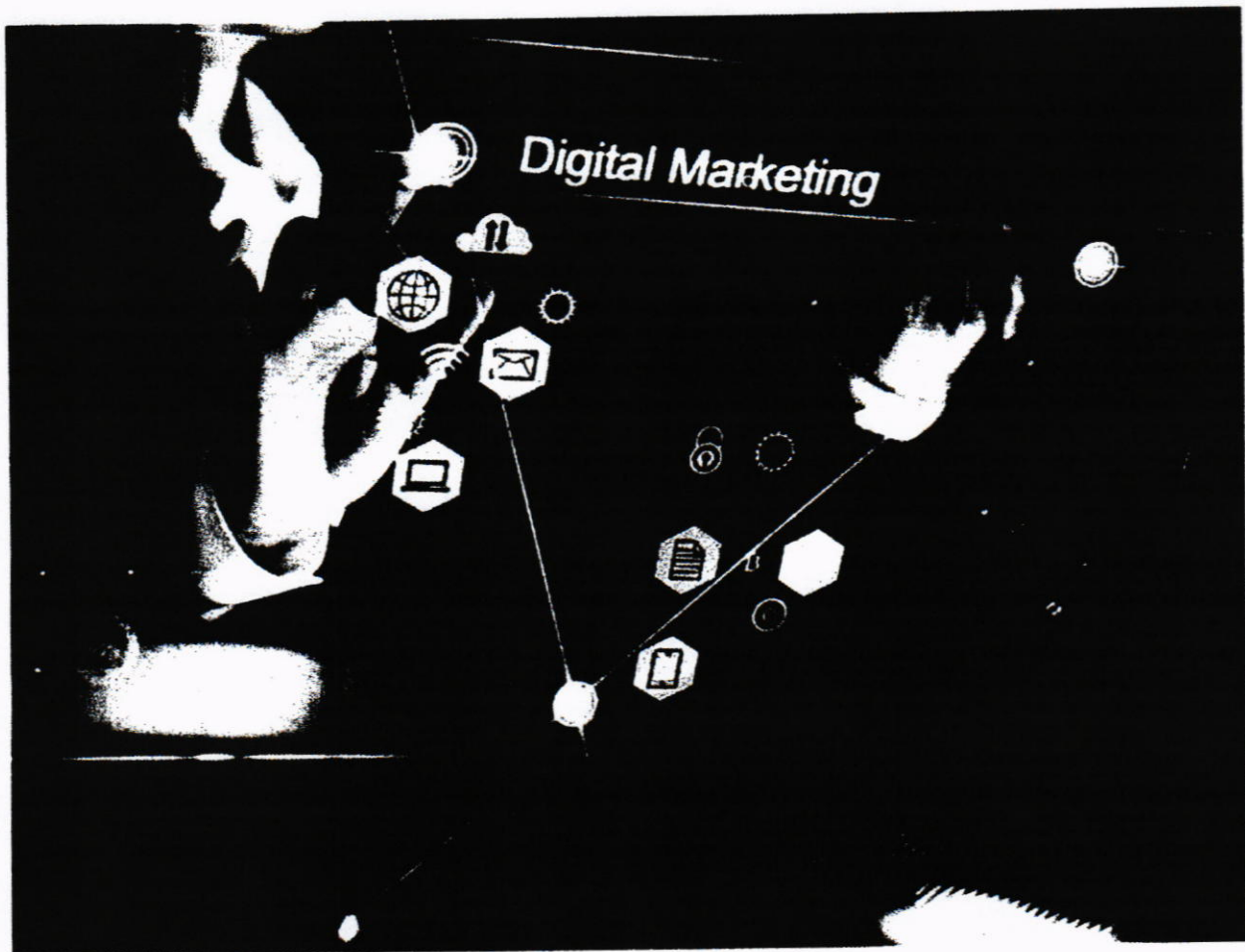
The international exhibition company of Tunis is one of the largest shareholders of Tunisie Afrique Export, with an experience of over 26 years in the field of fairs and Exhibitions. It is the leading organizer of trade fairs and exhibitions in Tunisia.

The IT National Federation within the Employers Body, UTICA, which represents the majority of Tunisian SMEs dealing with IT.

SITIC AFRICA 2020 is organized in partnership with:

- The Tunisian Professional Association of Banks and Financial Institutions (APTBEF), assembling 24 universal banks, 2 investment banks, 8 leasing companies and 2 factoring enterprises.
- The Arab Information and Communication Technology Organization, AICTO, an Arab governmental Organization working under the aegis of the League of Arab States.
- CONECT, an Employers Body.
- The Tunisian Digital Club DSI.





SITIC AFRICA 2020

AN INTERNATIONAL BUSINESS PLATFORM IN DIGITAL A DEVELOPMENT LEVER FOR TUNISIA

The Information and Communication Technologies are a priority sector in Tunisia not only as a sector of development but also as a dynamic sector of innovation and a driving force opened on the international space through exports, foreign investment, partnership and subcontracting with developed countries as well as with those developing, mainly in Africa.

The IT sector contributes to as much as 11% of the Tunisian GDP (Gross Domestic Product) and provides some 80 000 jobs.

It represents 1 800 private enterprises, 219 shared services centers, 8 development centers serving multinational companies, a telephone density of 136.6 lines per 100 inhabitants, over 10 million internet users with an annual growth of 10%, 212 certified auditors in computer security and 7 cyber parks spread over several regions of the country and 7 others to be achieved soon

Tunisia's telecommunications network ranks among the most modern in the Mediterranean, composed of 7 nodes on the national scale, equipped with high broadband multiservice switches, integrating telephone, internet and multimedia traffic.

Around 40 000 students are attending higher and technical education in the field of IT in Tunisia.

8,000 IT engineers are graduated each year in 50 public and private institutions.

TRIANGULAR COOPERATION ACCELERATOR OF DEVELOPMENT IN AFRICA

The digital transformation is a real chance for the African continent, it represents an opportunity to boost economic growth and industrialization, to reduce poverty and to improve the lives of people.

Indeed, digital technologies can drive innovation, economic growth and job creation in many key sectors of the economy. They allow better interconnection of African markets, between them and with the world. They can enhance access for all to markets and finance, especially in marginalized areas, neglected by traditional financial institutions. Promoting digital transformation in Africa will optimize development particularly in areas such as health, energy, transport, agriculture, education and facilitating access to basic social services. To achieve this, it is essential for African countries to create an enabling environment and encourage private investment and funds.

Triangular Cooperation Developed Countries-Tunisia-Africa could provide strong support to enhance the African national effort by boosting this digital transformation and reducing the digital gap.



SITIC AFRICA 2020 Offer

**SITIC AFRICA 2020 is an International platform
for Business to make known the Tunisian,
African and International Offer in the digital.**

SITIC AFRICA 2020 5th edition presents a Tunisian, African and International offer in the Digital with an opening on the novelties such as 5G, Internet of Things, Big Data, and Industry 4.0...

Many Business delegations are already announced coming mainly from Algeria, Germany, Belgium, Canada, France, Italy and Jordan.

As every year, the Tunisian Professional Association of Banks in partnership with Tunisie Afrique Export mobilizes the Tunisian, African and International Banks and Financial Institutions at this important international digital event.



SITIC AFRICA 2020 has 3 important components.

1ST PART :

Presentation of the Tunisian, African and International offer in national pavilions and companies booths.

2ND PART :

B2B meetings in a dedicated space.

These meetings are open to Exhibitors and Tunisian, African and International order givers.

3RD PART :

FORUMS AND WORKSHOPS

Four International Forums will be held throughout the three days of the Exhibition.

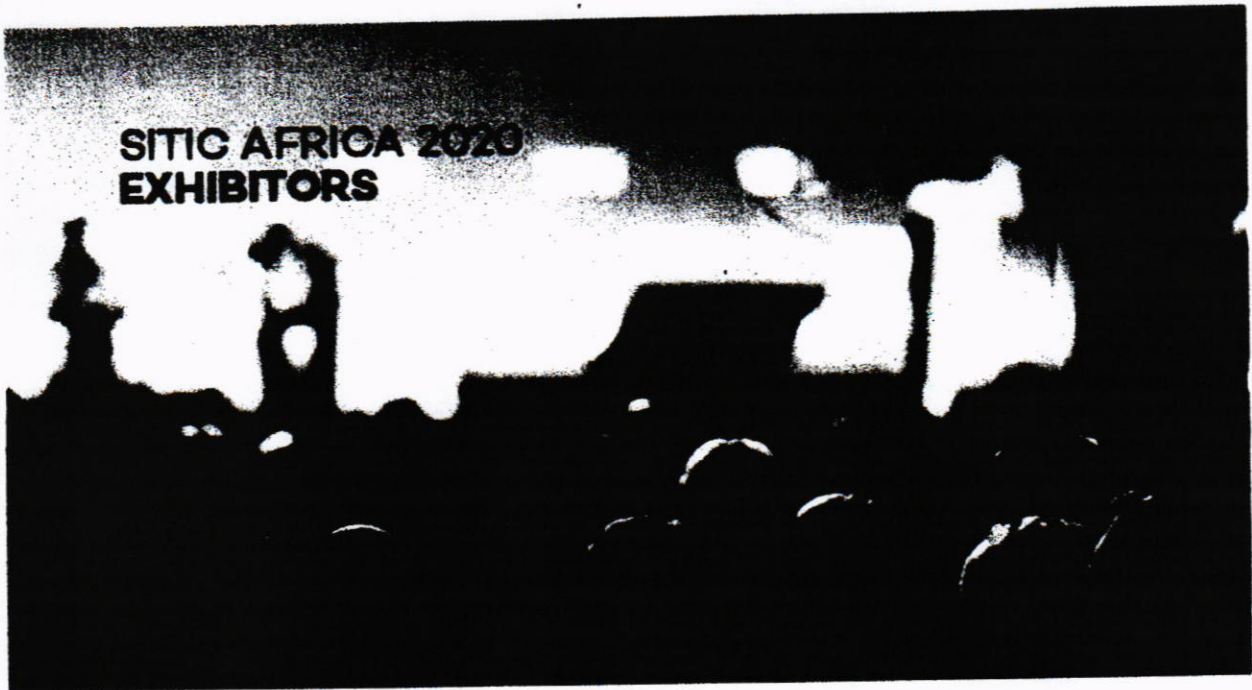
- 4th edition of the Fintech International Forum in partnership with the Tunisian Professional Association of Banks involving the Tunisian, African and European financial sector.
- 3rd edition of the International Forum E-Health in Africa in partnership with the Ministry of Health and the National Federation of Health within the Employers Body UTICA.
- 2nd edition of the International Forum Industry 4.0.
- 2nd edition of the International Forum Triangular Cooperation, accelerator of development in Africa.

WHY YOU SHOULD EXHIBIT ?

To give visibility to your business and meet potential customers among the 6500 professional visitors from Tunisia, Africa, Asia, Europe and America.

- › To have access to targeted B2B meetings with Tunisian, African and International professionals and order givers.
- › To participate in the International Forums organized as part of the SITIC AFRICA 2020: Fintech, E-Health, Industry 4.0, Triangular Cooperation.
- › Possibility to organize a workshop dedicated to your company.
- › To meet the institutions of higher education and vocational training of the public and private sector active in the digital sector.
- › To meet research institutions, cyber parks and NGOs active in the digital world.
- › To meet IT young Tunisian and African students, important potential of human resources for the development of your company.





SITIC AFRICA 2020 EXHIBITORS

SITIC AFRICA 2020
is an International Exhibition
offering a comprehensive range
of IT potential:

INFORMATION SYSTEMS

- ERP , CRM
- Consulting & BI
- E-Trade , E-banking , E-Post , E-health ,
E-Tourism, E-Gov
- Cloud, Network and Infrastructure
- IT Equipments and Maintenance
- IT Security
- Industry 4.0

TELECOM & INFRASTRUCTURE

DIGITAL MARKETING

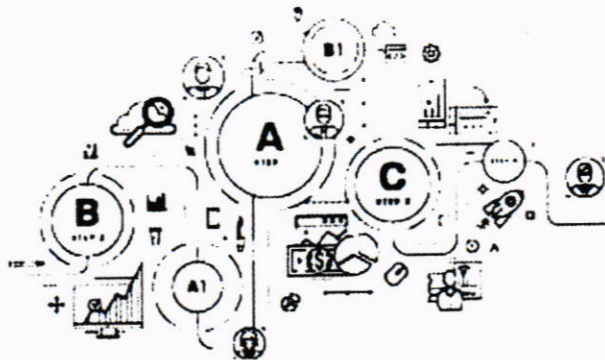
- Web development
- Digital Strategy

BANKING

- Electronic Banking and banking Development
- Mobile Banking
- Big Data

IT TRAINING

- Training and certification for professionals
- Diploma Course



INNOVATIONS

- Digital Art (Gaming , Production)
- Mobile application and embedded solutions

INTERNATIONAL PAVILIONS

- Groups offering complete solutions,
innovative SMEs...

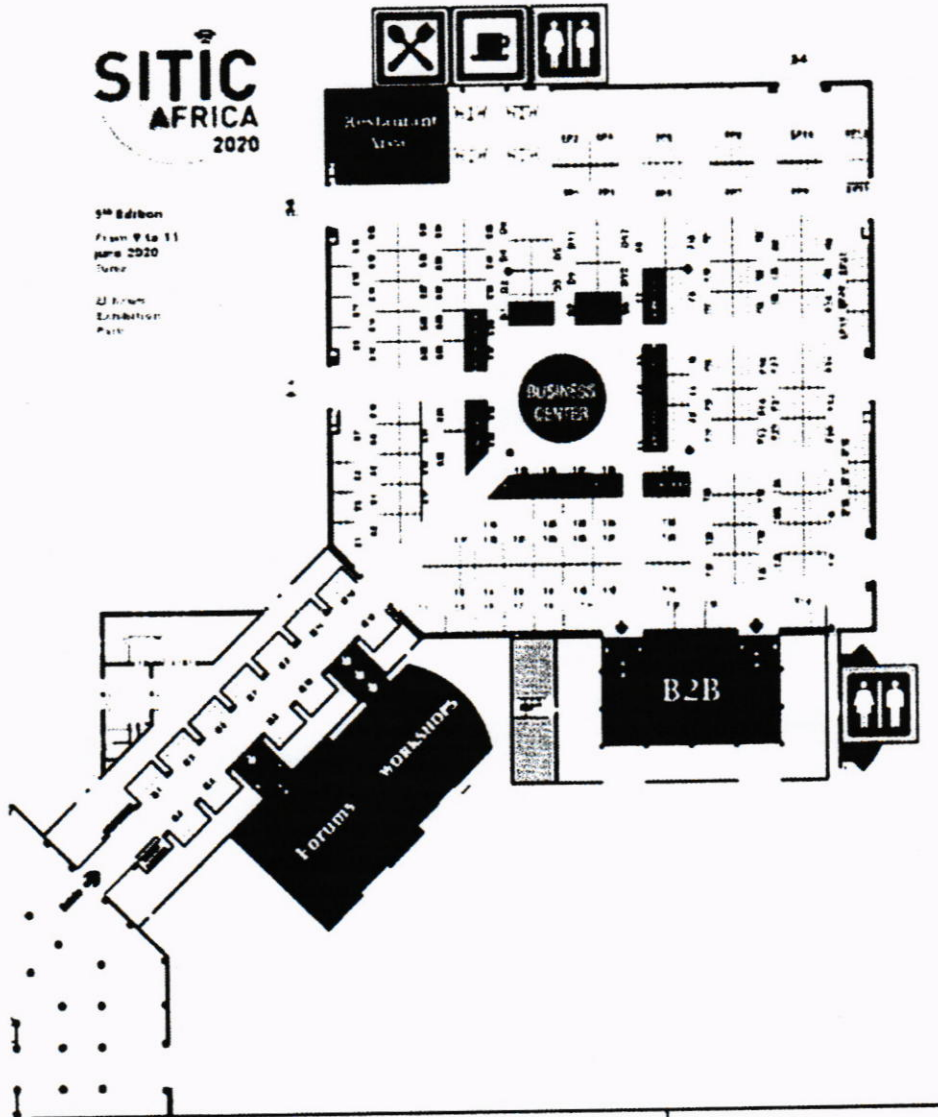
THIS IT OFFER IS COMPLETED AT THE EXHIBITION LEVEL BY:

- The Cyber Parks, Business
Incubators and Starts up
- The Digital Supporting Structures
- The Universities and the Training
Schools active in the IT sectors
- Insurance and Banks companies

EXHIBITION PLAN
SITIC AFRICA 2020

SITIC
AFRICA
2020

5th Edition
From 9 to 11
June 2020
Tunis
D'Arin
Exhibition
Park



Tunisie Afrique Export
Place des Exportations S.P. 21 74-2000 to 10000-Road-Tunis
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E-mail: tunisie.affaires.export@gmail.com

HALLE 3

THEY SAID ABOUT SITIC AFRICA



” ... Our participation in SITIC Africa 2019 about twenty companies has brought us great satisfaction. Our companies were able to meet their counterparts in Tunisia but also several other African digital ecosystems ... ”

Mr. Eugène Niass, Permanent Secretary
OPTIC-professional organization of IT
Member of National Council
of the employers of Senegal

” On behalf of the Government of Quebec, I would like to congratulate you and your team for the work done in organizing the 4th edition In the presence of Minister GIRAULT, 13 Quebec companies took part in SITIC Africa 2019 and they have made a large number of business meetings with Tunisian and African companies ... ”

Mr. Alain Olivier,
Director of the Quebec Office in Rabat

” ... We would like to congratulate you for the success of the event and we rely heavily on South-South cooperation to promote the development of new technologies in Africa ... ”

Mr. Marcellin B. AKZANDONIS,
Honorary Consul of Tunisia in Benin

” ... An important delegation of about twenty business leaders.... The B2B meetings organized on this occasion allowed Burkinabe business leaders to make more than 140 formal meetings, an average of 7 meetings per company ... Partnerships between Burkinabe and Tunisian companies have been concluded thanks to the previous editions of SITIC AFRICA ... ”

Mr. Félix Samen,
Technical Advisor
for International Strategy
Chamber of Commerce
and Industry of Burkina Faso

” ... The Malian delegation is satisfied with the SITIC AFRICA 2019 ... The business meetings continued during the Exhibition, especially during booth visits, B2B meetings and business dinners ... ”

Mr. Adams Diarra,
Chief IT Division,
Chamber of Commerce
and Industry of Mali

SITIC AFRICA 2020 PROGRAM

MONDAY JUNE 08TH 2020

20h00 – 22h00

Arrival of Foreign Delegations

Welcoming cocktail in honor of Foreign Delegations offered by National Tunisian Tourism Office, ONTT

TUESDAY JUNE 09TH 2020

10h00 – 18h00

Opening hours of SITIC AFRICA 2020

10h30 – 11h30

Exhibition Inauguration and visit of SITIC AFRICA 2020

11h30 – 13h00

Opening Ceremony of SITIC AFRICA 2020 and INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS

15h00 - 17h30

PANEL 1 : INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS

15h00 – 17h30

INTERNATIONAL FORUM ON INDUSTRY 4.0

WEDNESDAY JUNE 10TH 2020

10h00 – 18h00

Opening hours of SITIC AFRICA 2020

10h00 – 12h30

PANEL 2 : INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS

10h00– 12h30

INTERNATIONAL FORUM ON E-HEALTH

10h00 – 13h00

B2B Meetings

15h00 - 17h30

PANEL 3 : INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS

15h30 - 18h00

Pursuit of B2B meetings

20h00 - 22h00

Cocktail dinner in honor of Exhibitors and Foreign Delegations Guests

THURSDAY JUNE 11TH 2020

10h00 – 18h00

Opening hours of SITIC AFRICA 2020

10h00 – 12h30

INTERNATIONAL FORUM ON THE TRIANGULAR COOPERATION ACCELERATOR OF DEVELOPMENT IN AFRICA

10h00 – 13h00

Pursuit and closing of B2B Meetings

Several Workshops are planned on topics related to IT business to be organized in the framework of SITIC AFRICA 2020.



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