



# TUNISIA-AFRICA E-BUSINESS MEETINGS

November 18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup>, 2020

EVENT'S  
GUIDE



Organized by :



In partnership with :



**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

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## Event Presentation



**TUNISIA-AFRICA  
E-BUSINESS  
MEETINGS**

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The 1st matchmaking event in this year, for virtual contacts meetings between Tunisian and sub-Saharan African companies. International trade continues to gain momentum by overcoming the pitfalls that the pandemic has inflicted on the World. Countries with export-led economies have gone to coal to defy all the constraints of shutting down international commercial and promotional events and business meetings of all kinds. It is clear that cross-border business has found a new, resolutely digital mode of operation through virtual events and premeditated matchmaking meetings in BtoB mode.

In doing so, the sense of doing business with the African continent does not derogate from this new and virtual configuration, which has inevitably become the only recourse for establishing business relations with new prospects in Africa. CEPEX passes in, in order to further take the path of strengthening business relations with African partners. The national policy, which makes Africa a destination of choice, cannot be denied in view of the number of institutional stakeholders that are working hard to enshrine this inclination. CEPEX fully fulfills its role as a lead by creating the event, on November 18, 19 and 20, that will be well-stocked virtual business agendas to Tunisian companies in all sectors of activity with their counterparts in sub-Saharan Africa.

To do this, CEPEX will provide registrants with the most efficient and sophisticated matchmaking platform in order to guarantee a smooth and profitable BtoB contact experience without technical hassles. However, a massive and selective incorporation of African prospects into the platform in order to make registered Tunisian companies get benefits of the extensive BtoB meeting schedules.

This event is the result of a Tunisian-German cooperation and is jointly organized with the project "Promotion of export activities that create jobs to new African markets" (PEMA), which is implemented by GIZ in cooperation with the Ministry of Trade and Export Development and the Export Promotion Center (Cepex).



**300**  
African  
Participants



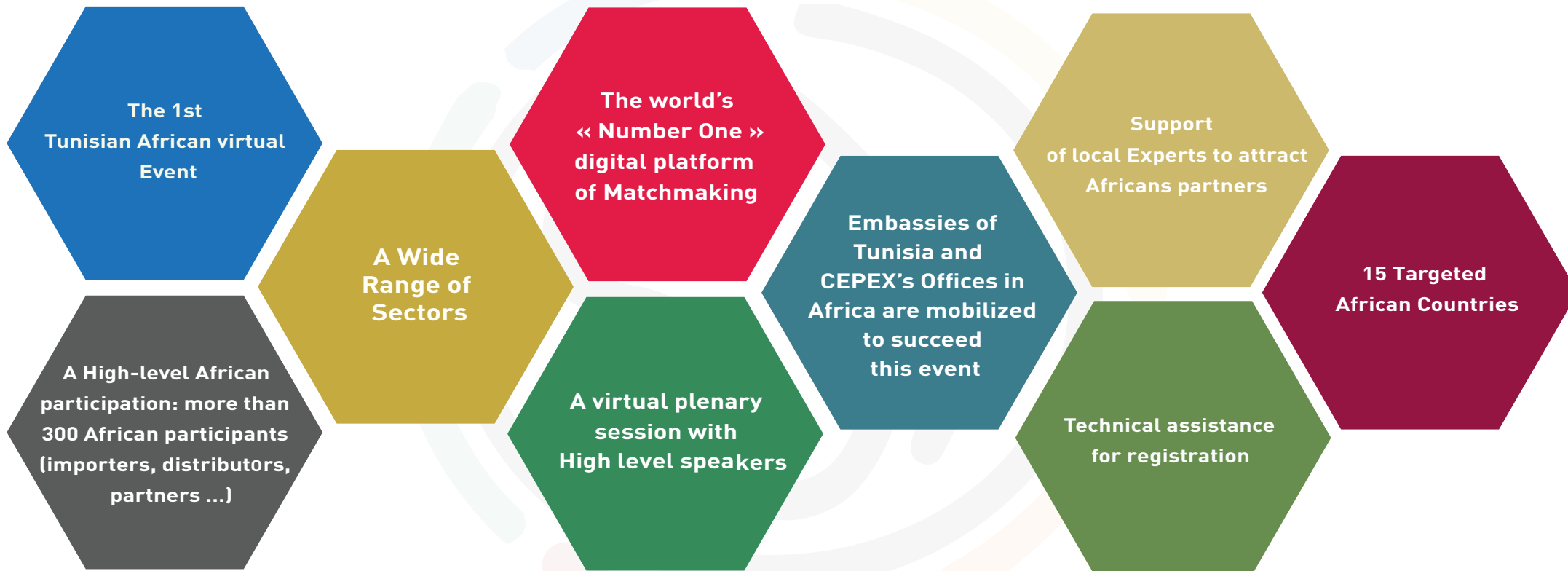
**15**  
African  
Countries  
Targeted



**3 Days**  
In Virtual  
Mode



## 9 reasons to participate



## B2Match

### The functionalities of the B2Match platform?



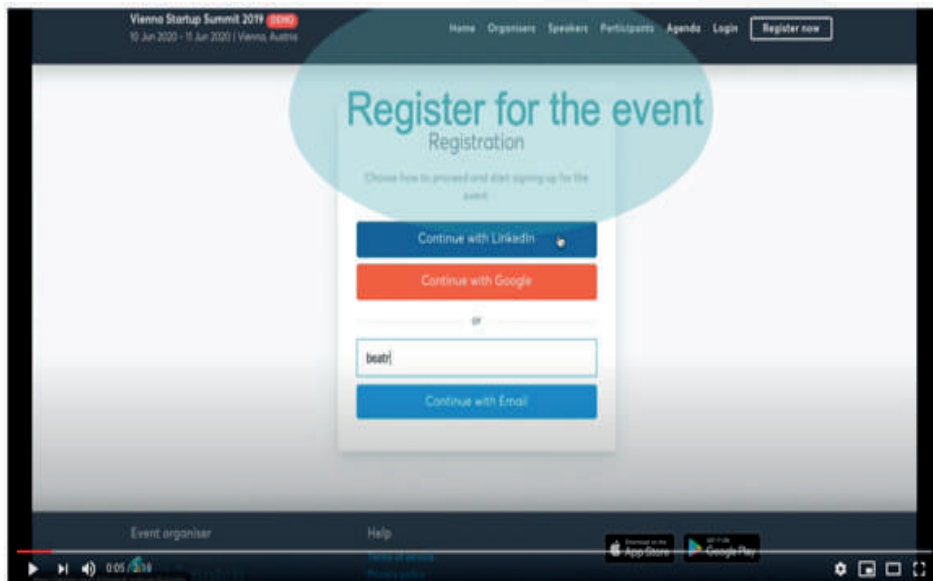
This networking event presents an ideal platform to identify technology and business partners, through pre-arranged meetings. You simply need to register, present yourself, your company or organisation and your technology online and select interesting partners before the event. The earlier you submit your collaboration profile, the more visibility it will receive.

- The controlled management of participants at each phase of the event.
- Collaboration controlled thanks to an advanced configuration system which grants access, authorizations and responsibilities to organizing members.
- Issuing detailed reports on the progress of each event (profiles of registrants and contacts made)

## B2Match Platform

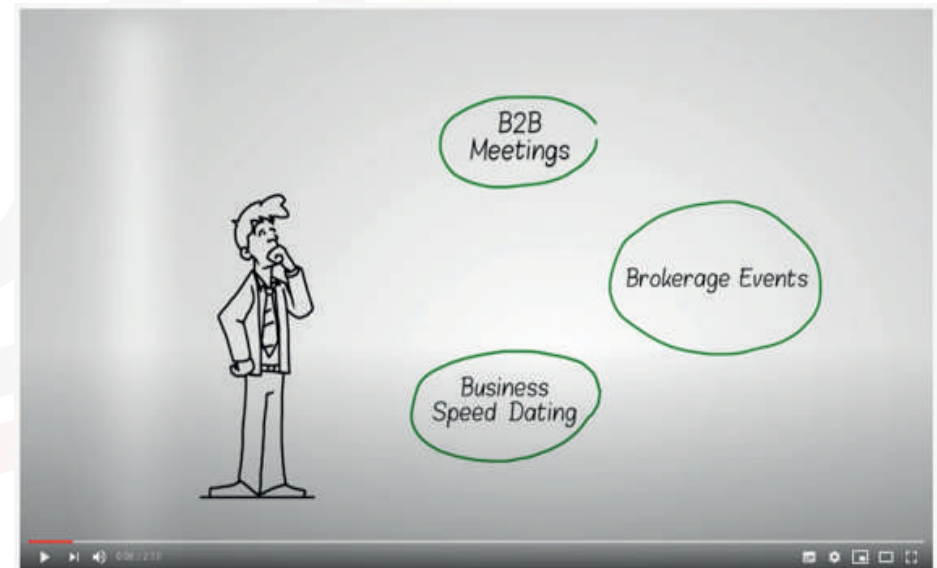
### Tutorial

#### How to participate ?



<https://www.youtube.com/watch?v=Mq0yNxsOUhw>

#### Why you should participate ?

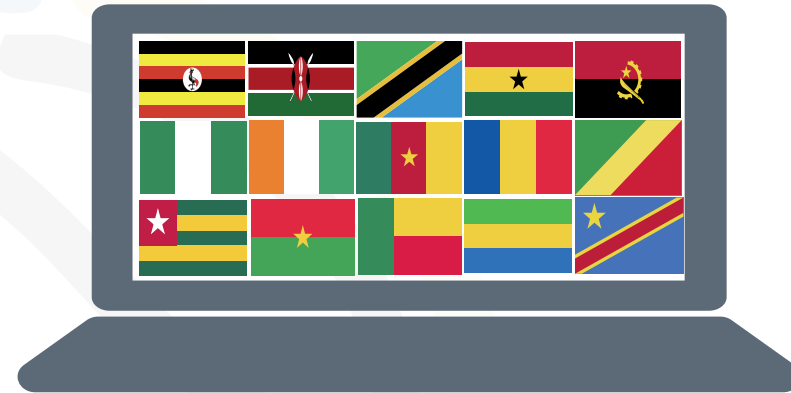
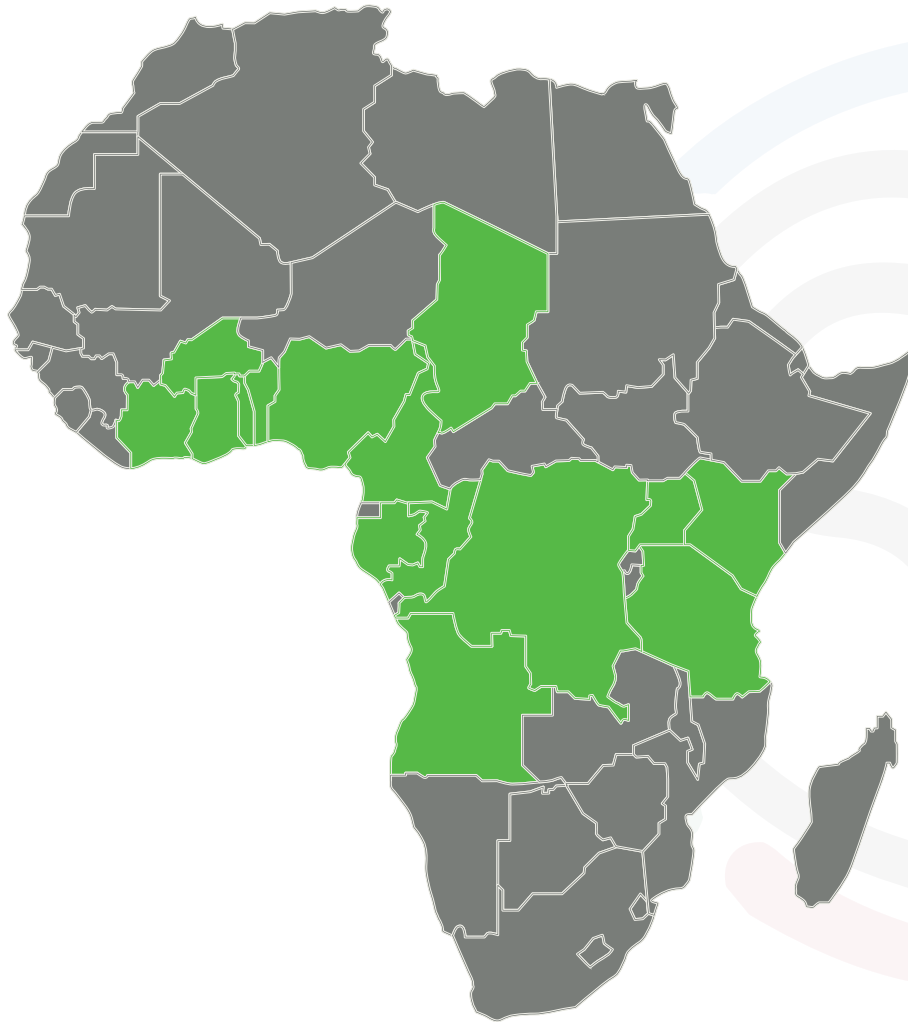


<https://www.youtube.com/watch?v=KQ1ijQFJtQU>



## Targeted Countries

All Subsaharan African Countries with Special Focus on :



- Angola
- Benin
- Burkina Faso
- Cameroon
- Ivory Coast
- Gabon
- Ghana
- Kenya
- Nigeria
- Uganda
- DR Congo
- Republic of Congo
- Tanzania
- Chad
- Togo





## Cepex's Offices in Africa

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## Your Focal Points

### Platform's administrators

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E-BUSINESS  
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The First Matchmaking Event of the year  
to make B2B Contacts between Tunisian and  
Subsaharan African Companies

**To Register Online**

<https://tunisia-africa-meetings-2020.b2match.io>

**Register Before 16.11.2020**