



TUNISIA AUTOMOTIVE

International Components and
Spare Parts Exhibition

FROM **27** TO **30**
NOVEMBER 2018
PARC DES EXPOSITIONS DU KRAM-TUNIS



Organiser :



SOCIÉTÉ DES FOIRES
INTERNATIONALES
DE TUNIS

www.fkram.com.tn

In cooperation with :



NATIONAL FEDERATION
OF MECHANICS

NATIONAL FEDERATION
OF ELECTRICITY

Partners :



AGENCY FOR THE PROMOTION
OF INDUSTRY AND INNOVATION



TUNISIA EXPORT
CEPEX



FIPA
TUNISIA



LE CETIME



TAA
TUNISIAN AUTOMOTIVE
ASSOCIATION

www.tunisia-automotive.com.tn

THE CONCEPT

1/ THE AUTOMOTIVE COMPONENTS PRODUCERS

The exhibition is dedicated to automotive components and spare parts of all rolling material.

Tunisia is well positioned on the automotive components market thanks to its highly qualified technicians and engineers and remains competitive for processes needing manpower.

This sector records an overhaul of its value chain with a swing of the world demand and supply towards the emerging countries.

Nowadays, technology plays a crucial role and vehicles of tomorrow have to be more securing, more environmental and more communicating.

The digital revolution deeply impacts the automobile sector in order to make driving and living in a car more pleasant and safer.

The electric car and semi-autonomous and autonomous systems will be the trends of the future.

This trend is confirming itself increasingly.

Automotive components companies provide more than 75% of a car

At the start, constructors were manufacturing on their own in their workshops most of the components and frames that shape an automobile, then they modified their strategy and entrusted subcontracting companies or independent manufacturers with the production of components. The constructors became designers and assemblers.

It is for all these reasons that Tunisia automotive exhibition has been launched by professionals of the automotive industry in Tunisia.

The automotive components sector represents :

- ▶ An amount of 4,5 billion dinars of exports towards the most competing markets.
- ▶ More than 255 companies, of which 67 % are totally exporting ones.
- ▶ Almost 67 000 direct jobs and 13000 indirect jobs
- ▶ Tunisia ranks among the top five supplying countries of the European Union for automotive components.

2/ THE TUNISIAN VEHICLES' CONSTRUCTORS

The exhibition is also open to Tunisian vehicles' constructors using a vehicle assembling chain and striving to integrate components produced in Tunisia.

Their participation should be based on the display of fragmented vehicles and/or a presentation of their assembling chain.

THE 2018 SESSION OBJECTIVES

4000m² EXHIBITION AREA	5000 TUNISIAN AND FOREIGN VISITORS
120 EXHIBITORS	SCIENTIFIC PROGRAM 7 TOPICS IN WORKSHOP

THE EXHIBITORS

The exhibition offer is made of the following main activities :

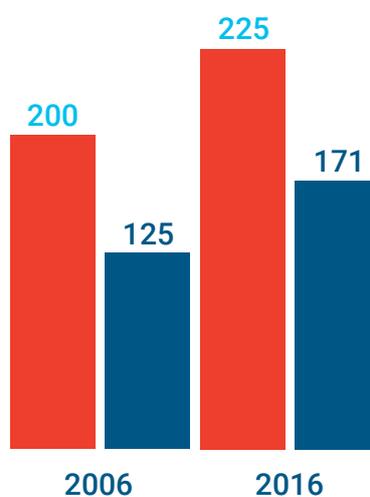
- ▶ Mechanical, electric, electronic and plastic components, systems, spare parts.
- ▶ Car frame, car body and interior components
- ▶ Engineering and design
- ▶ Equipment and services for the production of components.
- ▶ Paints and varnishes for cars
- ▶ Tyres, rims and accessories
- ▶ Lubricants, cleaning and maintenance products
- ▶ Equipment for repair workshops and gas stations
- ▶ Safety equipment, accessories and tuning
- ▶ Financial organizations, training and professional press.

COMPANIES BREAKDOWN BY STATUS AND JOBS

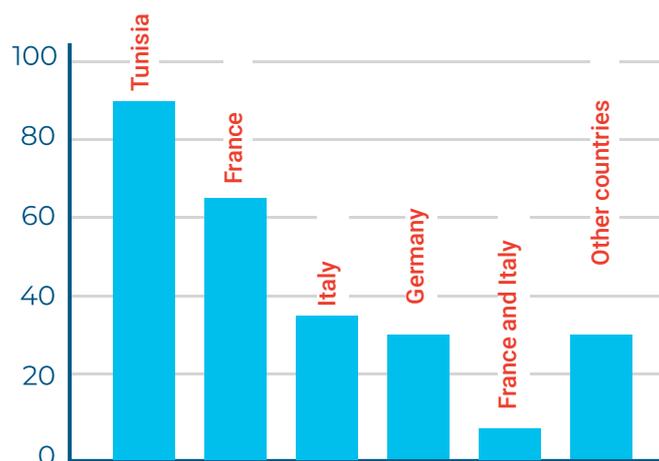
The number of totally exporting companies and the number of jobs have evolved as follows :

STATUS	NUMBER OF COMPANIES	JOBS
Not totally Exporting	84	7572
Totally exporting	171	60055

EVOLUTION OF THE NUMBER OF COMPANIES AND OF THE TOTALLY EXPORTING COMPANIES



DISTRIBUTION OF AUTOMOTIVE COMPONENTS COMPANIES BY COUNTRY OF ORIGIN



With its 70 companies, France is the first partner country of Tunisia in terms of companies implementation and equity shares.

Italy and Germany are respectively at the second and third position.

Automotive companies have reached a good technological level and a mastery of the manufacturing process.

Certification of the automotive components companies recorded a good evolution, from 20 certified companies in 1999 to 148 in 2016 on a total of 255 companies.

SIDE EVENTS

TUNISIA AUTOMOTIVE DAY - 28 November 2018 from 10.AM to 1 PM

ORGANISERS : FIPA-TUNISIA and Tunisian Automotive Association (TAA)

FORUM PROGRAM :

- ▶ Official opening by the Minister of Industry and SME
- ▶ Current situation of the automobile components sector (Mr. Samir BECHOUEL – General Director APII)
- ▶ Investment law of 2017 : Benefits and incentives in the automobile components sector (Mr. Khalil LAABIDI, General Director – FIPA TUNISIA)
- ▶ Opportunities and potentials of the automobile components sector in Tunisia (Mr. Nabhen BOUCHAALA, President of TAA)
- ▶ Value chain of the automobile sector in Tunisia, a competitiveness drive
- ▶ Tunisian human resources, a breeding ground of skills.

THE WORKSHOPS - 29 November 2018 from 10 AM to 1 PM

ORGANISER : TECHNICAL CENTER FOR MECHANICAL AND ELECTRICAL INDUSTRIES – CETIME

WORKSHOPS' PROGRAM :

4.0 INDUSTRY

- ▶ Testimony of a consulting company having integrated 4.0 industry solutions in companies producing components
- ▶ Testimony of a producing company in the automotive components using 4.0 industry solutions.

KAIZEN : APPROACH AND METHODOLOGY

- ▶ « KBS Model- Kaizen Business System »
a better approach to ensure a sustainable competitiveness and reduce operational risks for the Tunisian company.
- ▶ KAIZEN Methodology : a new view of this improvement approach in the automotive industry processes.

MARKETING AND COMMUNICATION

The exhibition is backed by a wide range marketing and communication campaign



ORGANISER



SOCIÉTÉ DES FOIRES INTERNATIONALES DE TUNIS

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PRACTICAL INFORMATION

Venue : Parc des Expositions et Centre de Commerce International de Tunis

Opening hours : every day from 10 AM to 6.30 PM

YOUR CONTACTS :

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