

AmCham Tunisia

Activity Report 2022-2023

Activity Report

About AmCham Tunisia

The American Chamber in Tunisia is a nongovernmental organization created in 1989. It is a founding member of the MENA AmCham Council, which groups the chambers of commerce in the Middle East and North Africa.

AmCham's overall mission is to encourage connections between businessmen/businesswomen and companies in Tunisia and in the United States of America, to develop, in particular, economic and commercial exchanges between the two countries.

To enhance FDI and especially US investment in Tunisia is an equally crucial part of AmCham mission. To achieve its mission, AmCham carries out relevant economic activities such as leading business delegations to US fairs, organizing lobbying missions (Door Knock Missions) to Washington D.C to promote Tunisia and business potentials to US high officials at the Administration and the Congress as well as the civil society. Besides, AmCham assists in the program of US business delegations visiting Tunisia.

AmCham MENA Council Conference “Building for the Future: Realizing Economic Transformation Beyond Covid” Aman Jordan, March 15th, 2022

AmCham was represented by : Mrs.Rym Bedoui Ayari, Mr.Aymen Errais & Mr.Rafik Mzah

The Conference aims at showcasing opportunities for inter-regional cooperation, partnerships with the United States, and investments in specific sectors that have emerged as an outcome of the health crisis; highlighting the importance of economic diversity and sustainable development

Farwell Breakfast, March 30th 2022@ Perchoir / David Bloom, US Ambassador

AmCham Tunisia organizes a farewell Breakfast in honor of **H.E Mr.Donald Blome** @ the Perchoir in presence of Board members & AmCham friends.

Webinar: US Africa Business Center: Executive Roundtable featuring HE Samir Said, April 20th, 2022

The U.S. Chamber of Commerce hosted H.E. Samir Saied, the Honorable Minister of Economy and Planning of the Republic of Tunisia, for an in-person roundtable dialogue with the U.S. private sector at the U.S. Chamber of Commerce Headquarters in Washington D.C. The meeting provided an opportunity to discuss the Tunisian government's work to promote bilateral trade pathways between the U.S. and Tunisia, as well as highlight opportunities for private sector engagement in the market

TIFA Negotiations, May 27th

AmCham participated to the TIFA negotiations at the Ministry of Foreign Affairs. AmCham presentation lasts approximately 12 minutes. We presented the idea of strengthening ourselves through Prosper Africa in order to build a regional hub which mainly targets Libya.

We talked in particular about the visit of Mr. Hood who spoke about it at length.

We also talked about AmCham participation very early in Prosper Africa mechanisms and the launch in Tunisia. The Case of jeans caught their attention, particularly in terms of job creation in the region.

Webinar American Business Council: AmCham Kuwait, “Networking across Borders, July 26th, 2022

The Concept of visual speed networking brings together the advantages of face to face meeting while eliminating the need to travel.

Discover Business Opportunities

Exchange & Gather information

Build Connection

AmCham US Embassy/ US BUSINESS VISA PROGRAM, August 31st, 2022

Chargée d’Affaires, a.i. Natasha Franceschi joined the American Chamber of Commerce (AmCham) Tunisia to announce the launch the U.S. Business Visa Program on August 31, 2022. Through this program, AmCham Tunisia members will be able to request expedited visa appointments for business travel to the United States. The U.S. Business Visa Program aims to further expand commercial ties between the United States and Tunisia by assisting AmCham members in developing deeper connections with their American business counterparts.

“This collaboration between the U.S. Embassy and AmCham Tunisia is a new avenue for advancing economic ties between our countries and promoting Tunisia’s vibrant business environment,” Chargée d’Affaires, a.i. Natasha Franceschi stated.

“We are pleased to partner with the U.S. Embassy on this new Business Visa Program, which directly supports the AmCham’s ongoing efforts to increase U.S. investment in Tunisia,” President of AmCham Tunisia Naceur Hidoussi said.

The American Chamber of Commerce in Tunisia is a nongovernmental organization created in 1989 with the mission to foster connections between businesses in Tunisia and the United States

AmCham Tunisia Business Card Exchange, September 28th, 2022

AmCham Tunisia organized its third Networking event on **September 29th** « AmCham Business Cards Exchange ». Were present to this event about 150 businessmen and women (AmCham Board Members & Members, US Companies representatives & Friends of AmCham).

AmCham Annual Golf Tournament, October 29th, 2022

AmCham Tunisia organized the 13th Annual Golf tournament on October 29th, 2022 @ Golf Citrus Hammamet were present more than 88 golfers. This event was a success thanks to our sponsors.

CCM Seminar LF January 13th, 2023

The CCM organized a breakfast debate on the theme "Impact of the 2023 Finance Law and New Fiscal Provisions," which was enhanced by the presence of Mrs. Sihem Nemsia, the Minister of Finance, along with senior officials from the tax administration, on Friday, January 13, 2023.

This breakfast debate aims to foster an informative and engaging discussion on the 2023 Finance Law, ensuring that all stakeholders are well-prepared to navigate the changes and leverage the opportunities they present.

AmCham MENA – Zoom : « Networking Across Borders (Energy) » January 18th, 2023



The concept of sector-based virtual speed networking brings together the advantages of the industry.

The global energy sector is undergoing significant transformations driven by technological advancements, policy changes, and the urgent need for sustainable solutions. International collaboration is vital for addressing these challenges and leveraging opportunities. The "Networking Across Borders" conference aims to foster cross-border cooperation, share best practices, and explore innovative solutions in the energy sector.

Objectives:

- To provide a platform for energy sector stakeholders from different countries to network and collaborate.
- To discuss current trends, challenges, and opportunities in the global energy sector.
- To showcase successful cross-border projects and partnerships.
- To explore innovative technologies and sustainable practices.
- To facilitate knowledge exchange and capacity building among participants.

Breakfast Debate with Ambassador Joe Hood, March 1st, 2023

- The strong bilateral relations between Tunisia and the United States are pivotal for the socio-economic development of Tunisia. The United States has been a longstanding partner, supporting Tunisia in various sectors. The keynote speaker of the event was His Excellency, Joe Hood, the U.S. Ambassador to Tunisia

The debate aims to discuss the current state of Tunisian-American relations and highlight the U.S. commitment to aiding Tunisia's development.

- Emphasize the importance of the Tunisian-American relationship.
- Highlight the areas in which the United States is committed to supporting Tunisia.
- Provide a platform for dialogue between U.S. representatives and Tunisian stakeholders.
- Discuss opportunities for further collaboration and support.

The 11th AmCham Mena Regional Council Conference, February 25-26, 2023

AmCham Egypt organized the 11th Regional Conference on February 25 & 26, 2023 in Cairo under the theme « Accelerating Green Investments ». The MENA region is at a critical juncture, where sustainable development and green investments are essential for future growth and stability. The conference aims to bring together key stakeholders from the U.S. and the MENA region to discuss strategies, partnerships, and investment opportunities that can accelerate green initiatives and drive economic growth.

Objectives:

- To explore the current landscape of green investments in the MENA region.
- To foster U.S.-MENA partnerships aimed at sustainable development.
- To showcase successful green projects and investment opportunities.
- To discuss policy frameworks and incentives for promoting green investments.
- To facilitate networking and collaboration among business leaders, investors, policymakers, and innovators.

Tunisian Women On Board Observatory, March 14th, 2023

The establishment of the Tunisian Women on Board Observatory (T-WOBO) marks a significant step towards promoting gender equality in corporate governance and decision-making roles in Tunisia. This initiative is launched in alignment with the celebration of International Women's Day, reflecting a commitment to advancing women's leadership in the business sector.

Founding Members:

- National Chamber of Women Entrepreneurs
- Central University
- Tunis Stock Exchange
- American Chamber of Commerce in Tunisia
- Maghreb Economic Forum

Mission: T-WOBO aims to raise awareness among governance and deliberative bodies in Tunisian companies about gender equality issues and the benefits of women's presence on boards of directors and executive committees. The observatory will prepare women to occupy decision-making positions by offering training, support, and visibility.

Objectives:

- To promote gender equality in corporate governance.
- To prepare and support women for leadership roles.
- To raise awareness about the importance of female representation in decision-making positions.
- To celebrate and recognize companies with significant female representation on their boards.

Select USA, May 1-4, 2023



2023
May 1-4
SELECT USA INVESTMENT SUMMIT

May 1-4, 2023
APPLY TO ATTEND

A few days at the SelectUSA Investment Summit PROVIDES YOUR BUSINESS with EVERYTHING you need TO START YOUR U.S. EXPANSION PLAN.

#SelectUSASummit

TRADE

AmCham Tunisia was involved in recruiting start-ups to participate to Select USA 2023 organized by the US Embassy Tunis.

The SelectUSA Investment Summit is the United States' premier annual event dedicated to promoting foreign direct investment (FDI). This summit brings global attention to the vast investment potential in the U.S., creating numerous business opportunities and directly connecting investors with U.S. economic development organizations (EDOs).

- To promote the United States as the premier destination for foreign direct investment.
- To showcase the diverse investment opportunities across the U.S. states and territories.
- To facilitate direct connections between international investors and U.S. economic development organizations.
- To provide a platform for sharing insights and best practices on investment strategies.

Key Highlights:

- Over 100 sessions featuring C-Suite Executives, Cabinet Officials, Governors, and more.
- Representation from 71 U.S. EDOs across 51 U.S. States and Territories.
- Networking opportunities with 1,400+ business investors from 70+ international markets.

AmCham Tunisia Perchoir Event, May 25th, 2023 (Higher Education Has No Boundaries)

In today's globalized world, higher education transcends geographic and cultural boundaries, offering students and educators unprecedented opportunities for collaboration, innovation, and growth. AmCham Tunisia organised a breakfast debate to discuss the evolving landscape of higher education, focusing on international partnerships, cross-border educational programs, and the benefits of a global perspective in academia. This event was animated by **Mr. Jim Burkee, PhD**, President of Avila University, who brings a wealth of experience and insight into the discussion.

- To explore the importance of international collaboration in higher education.
- To discuss the benefits of cross-border educational programs and partnerships.
- To highlight opportunities for Tunisian institutions and students in the global academic environment.
- To provide a platform for dialogue between educational leaders, policymakers, and industry stakeholders.