

**PRESENTATION**

# **ICT AFRICA PROGRAM IMPLEMENTATION**



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ICT AFRICA PROGRAM IMPLEMENTATION is a two-year development program (2019-2021) for **Italian ICT companies** aimed at intercepting, facilitating and supporting business **opportunities in the ICT market in TUNISIA and AFRICA.**



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## THE AFRICAN CHALLENGE

There are at least 3 reasons why an ICT company should turn its attention to the African market:

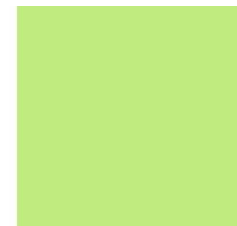
- **Booming economy**
- **Market amplitude**
- **Policies of attraction.**







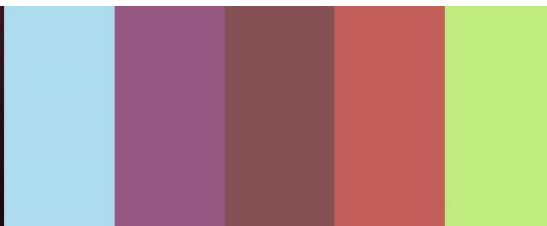
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## SCENARIO ECONOMICO

- **Over 400 Companies** win revenues exceeding **1 Mld \$**
- Average growth rate + **5%**
- Strong **urbanization**
- A market worth **over \$ 1.4 trillion** (greater than India).





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## MARKET WIDTH

Population: **1.2 billion**

Growth: **2.6% year**

Age: **70%** of the population is less than **30 years** old

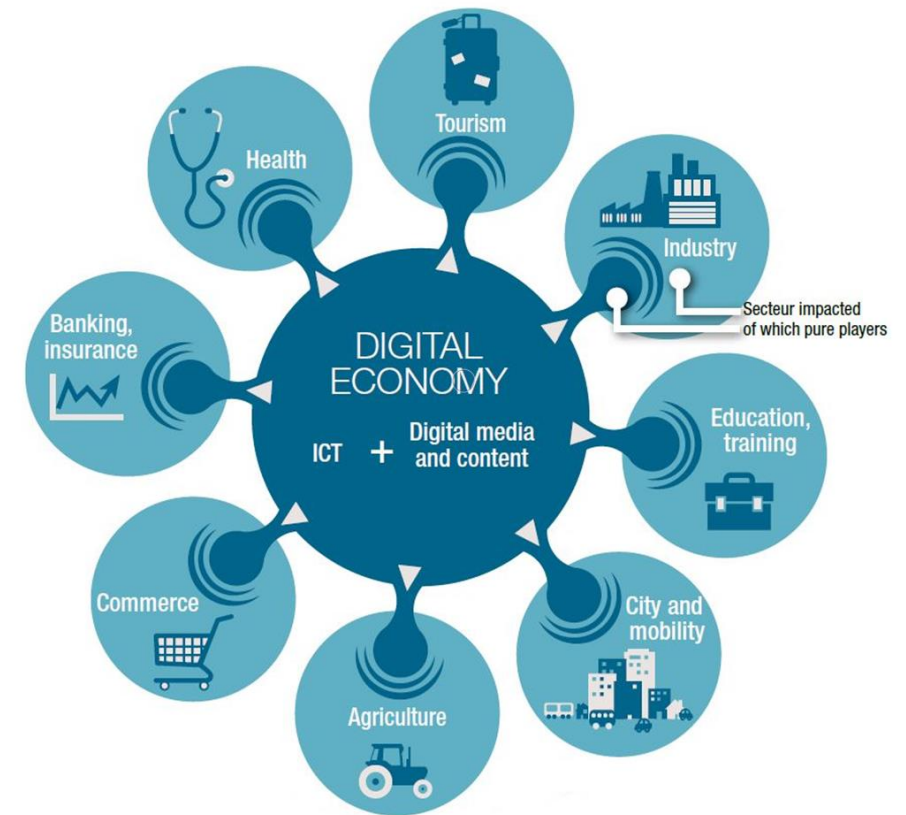
A greater potential market in China,  
Europe, the United States, India  
combined.

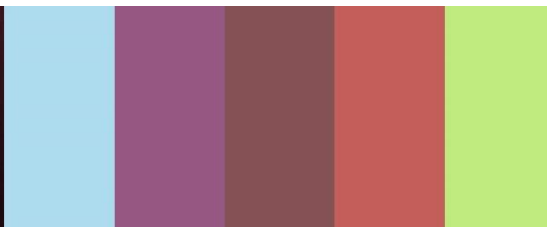




## ICT TRAINING ENGINE

In such a dynamic and rapidly evolving scenario, ICT has, and will increasingly have, **an important and transversal role in all sectors**, both public and private.





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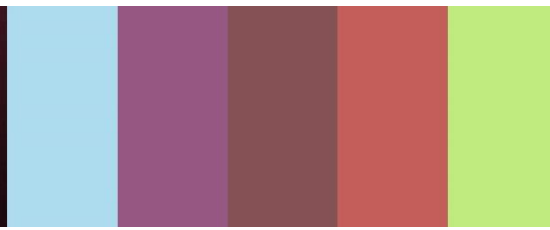
## WHY TUNISIA

In this context Tunisia is qualified as **the ideal business platform** for Italian companies interested in the **African market** (but not only).

- It is a democratic country
- It is central to the Mediterranean area an hour and a half from Italy
- Historical links with Italy (commercial, tax and cooperation)
- There are attractive policies for foreign companies (about 900 Italian companies already present).







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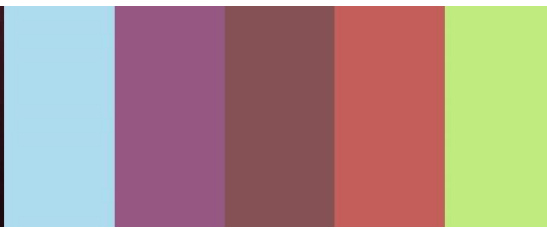
## OPPORTUNITIES

Moreover, Tunisia is facing today the great **challenge of modernizing the country**. In this context, digital transformation and, more generally, ICT are playing a decisive role in all sectors

- PA
- SANITA'
- SISTEMA FINANZIARIO
- IMPRESE







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## WHY JOIN THE PROGRAM

The Italian ICT companies that enter the Program **will be able to seize and participate** in the **great challenge** of innovation on the **African continent**.

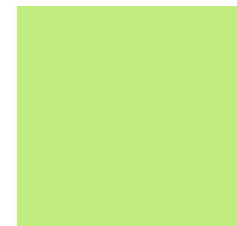
The World Bank has estimated growth of **2,7% for Tunisia in 2018** and **3,3% in 2019**.



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## THE CONTENT OF THE PROGRAM

ICT AFRICA PROGRAM IMPLEMENTATION operates along three main lines:

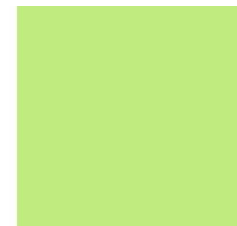
- PRESENCE ON THE TERRITORY
- LOBBYING ACTIVITIES
- DEVELOPMENT, MANAGEMENT AND BUSINESS PARTICIPATION.

Adhering to the program, therefore, **means entering into an already structured system**, equipped with the necessary skills, knowledge of the market and the main players.





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## SERVICES

### AN OPERATING OFFICE IN TUNIS

- Offices, meeting rooms, switchboard and multilingual secretariat
- Logistic and organizational support

### BUSINESS SERVICES

- Promotion of the bidding system
- Lobbying activity
- Observatory for tenders and financing projects
- Report markets, trends, indicators
- Support for the definition of technical and / or commercial partnerships
- Commercial support in the phase of positioning and involvement..

### MARKETING & COMMUNICATION

- Event organization
- Promotional activities and lead generation
- Press office and social media marketing







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## WHO WE ARE

KF PARTNERS S.a.r.l. is a **strategic consultancy company** with offices in Tunis and domain expertise in the fields of **innovation, technology and ICT**

These skills constitute **the asset** on which KF Partners realizes services aimed at developing **strategies for business growth**





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