

# **FAMEX experience in Tunisia**

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# Presentation summary

Brief overview of FAMEX

Aid to the services sector

Difficulties encountered

Results obtained – Conclusions

# FAMEX in Brief

Form of project: Matching grant and technical assistance to existing enterprises for the development of exports.

Initiators of the programme : Ministry of Commerce and Handicraft, World Bank, CEPEX

Objectives :

- To aid 350 enterprises to export or to diversify their markets
- Ratio of \$ 1 in subsidy = \$ 10 in exports
- To develop local consultancy sector

Budget: \$ 25 M in shared costs

Duration: 4 years (April 2000 – April 2004)

Type of support: preparation of an exporting plan, financing of 50% of the cost of actions (max \$ 80 000), advice, follow, technical assistance

Eligibility criteria: 2 years in business, \$ 150 000 turnover per annum, exportable product, potential for exporting, viable project

# Aid provided to the services sector

1. Counsel, technical assistance
2. Training
3. Information
4. Assistance, following in-field
5. Subsidies (Financial support)
6. Events organisation
7. Clustering & Grouping

# Difficulties encountered

1. Lack of sales/marketing reflex
2. Unrealistic projects
3. Respect of deadlines
4. Reluctance to accept outside consultants

# Results obtained

- 600 programmes realised (170% of fixed objective)
- 20 consultants, experts specialised in international commerce
- All funds disbursed
- Ratio \$ 1 / \$ 10 maintained in the overall
- Very high level of satisfaction (SME, local consultants, Tunisian government, World Bank)
- Conclusions:
  - Subsidy vs technical assistance
  - Financial criteria vs exporting potential
  - Pro-activity and flexibility for services sector