

Tunisia

Key indicators

Population (millions)	11.2
GDP (\$ billions)	42.4
GDP per capita (\$)	3776.7
Share of world GDP (PPP\$, %)	0.1
Current account surplus/deficit, share of GDP (%)	-8.0
Tariff preference margin (percentage points)	4.5
Imports and exports (goods and services), share of GDP (%)	104.4
Services exports, share of total exports (%)	18.4
Geographic region	Africa
Country group	
Income group	Lower-middle income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
Small	42.5	56.4	35.2
Medium	55.1	74.9	55.7
Large	60.6	75.7	60.4
All	50.3	63.7	47.0
BUSINESS ECOSYSTEM	48.3	43.2	53.5
NATIONAL ENVIRONMENT	52.5	65.3	57.2

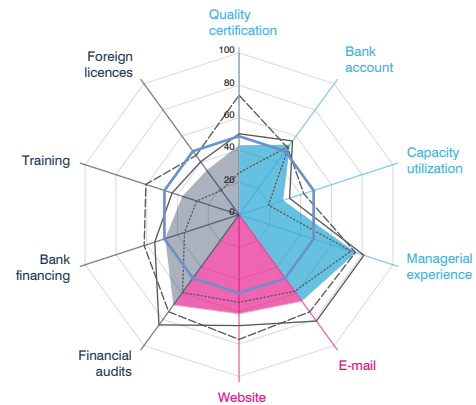
Reference level: 48.5 (a function of GDP per capita)

Weaknesses are scores below: 24.2 | **Strengths are scores above: 72.7**

SME Competitiveness Grid

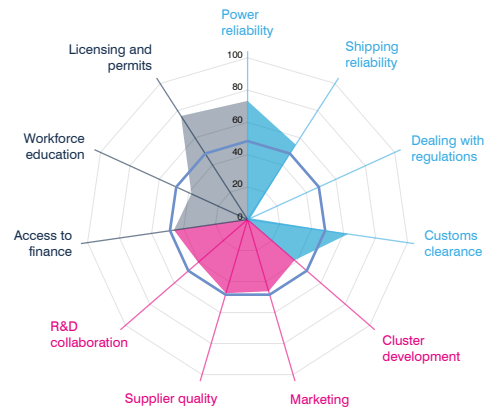
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	25.9	50.0	73.8	42.9
Bank account	52.3	56.3	51.1	53.5
Capacity utilization	19.1	32.8	42.1	28.7
Managerial experience	72.7	81.2	75.6	76.0
Connect				
E-mail	58.5	81.3	74.3	66.1
Firm website	54.2	68.5	77.1	61.4
Change				
Audited financial statement	59.4	84.2	74.1	69.0
Investment financed by banks	35.4	54.8	61.6	48.0
Formal training programme	27.5	43.5	60.6	36.9
Foreign technology licences	18.6	40.4	45.3	33.9



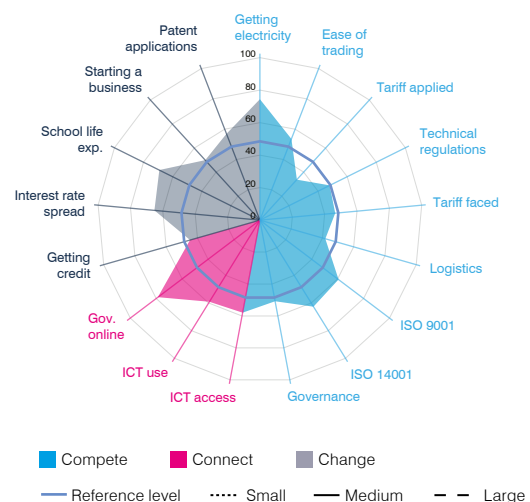
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	81.5	68.0	100.0	73.3
Domestic shipping reliability	66.6	46.0	100.0	55.1
Dealing with regulations	3.3	0.0	1.0	1.9
Customs clearance efficiency	55.6	65.4	70.4	63.0
Connect				
State of cluster development				38.5
Extent of marketing				46.3
Local supplier quality				47.6
University-industry collaboration in R&D				40.5
Change				
Access to finance	45.7	42.1	60.8	46.0
Access to educated workforce	44.4	30.4	36.1	38.2
Business licensing and permits	84.1	63.6	91.0	76.1



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	74.4
Ease of trading across borders	53.6
Applied tariff, trade-weighted average	33.7
Prevalence of technical regulations	48.0
Faced tariff, trade-weighted average	46.5
Logistics performance index	41.9
ISO 9001 quality certificates	60.7
ISO 14001 environmental certificates	62.7
Governance index	50.8
Connect	
ICT access	57.9
ICT use	59.1
Government's online service	78.7
Change	
Ease of getting credit	44.8
Interest rate spread	65.2
School life expectancy	69.2
Ease of starting a business	50.0
Patent applications	57.0
Trademark registrations	-



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Tunisia is a lower-middle income country with a population of 11.2 million and GDP of \$42.4 billion. Goods and services account for 81.6% and 18.4% of exports, respectively.

The country's unrealized potential to increase existing exports of goods lies outside its home region, notably to Europe (see table below). *Parts of aeroplanes and helicopters* have an unrealized export potential of \$586 million to Europe. Other products with unrealized export potential to this region include *electric conductors*, and *men's or boys' trousers, bib and brace overalls, breeches and shorts of cotton*.

Regarding new export products, Tunisia has diversification opportunities in synthetic textiles, plastics and rubber, as well as electronic equipment with products such as *woven fabrics containing predominantly polyester staple fibres*, and *polyethylene in primary forms*. The production of these goods involves a relatively strong participation of SMEs and score well on the price stability indicator. Other products for diversification include *sewing thread of synthetic staple fibres* and *electric sound amplifier sets*.

Small firms in Tunisia perform well in having managerial experience, access to electricity and dealing with business licensing and permits. They underperform, however, in capacity utilization, owning foreign technology licences and dealing with regulations. The largest gap between small and large firms lies in owning international quality certificates. The country's national environment performs well in getting an electricity connection and online services provided by the government.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators			
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology
			0	750	0	750	0				
Parts of aeroplanes or helicopters, n.e.s. (excluding those for gliders)	880330	184				586		Red	Red	Red	Green
Virgin olive oil and its fractions obtained from the fruit of the olive tree solely by mechanical or other...	150910	428			10	100		Green	Red	Green	Red
Reception apparatus for television	8528Xb	408				100		Red	Red	Red	Green
Electric conductors for a voltage <= 1.000 V, insulated, fitted with connectors, n.e.s.	854442	662	10	10	10	100		Red	Green	Red	Red
Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (excluding knitted...	620342	633				100		Green	Red	Green	Red
Footwear with outer soles of rubber, plastics or composition leather, with uppers of leather...	6403XX	255				100		Green	Red	Red	Red
Electric conductors, for a voltage <= 1.000 V, insulated, not fitted with connectors, n.e.s.	854449	191	10			100		Green	Green	Red	Green
Miscellaneous parts and accessories, for tractors, motor vehicles for the transport of ten or more...	8708XX	244				100		Green	Red	Red	Green
Diammonium hydrogenorthophosphate "diammonium phosphate" (excluding that in...	310530	246			10	100		Red	Green	Red	Red
Parts suitable for use solely or principally with compression-ignition internal combustion piston...	840999	95				100		Red	Red	Red	Green

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>