

In Partnership and under the auspices of the Ministry
of Communication Technologies
& Digital Economy

SITIC AFRICA 2018

3rd edition

From 10 to 12
april 2018
Tunis

El Kram
Exhibition
Park

TOWARDS
THE NEW DIGITAL
FINANCIAL SOLUTIONS



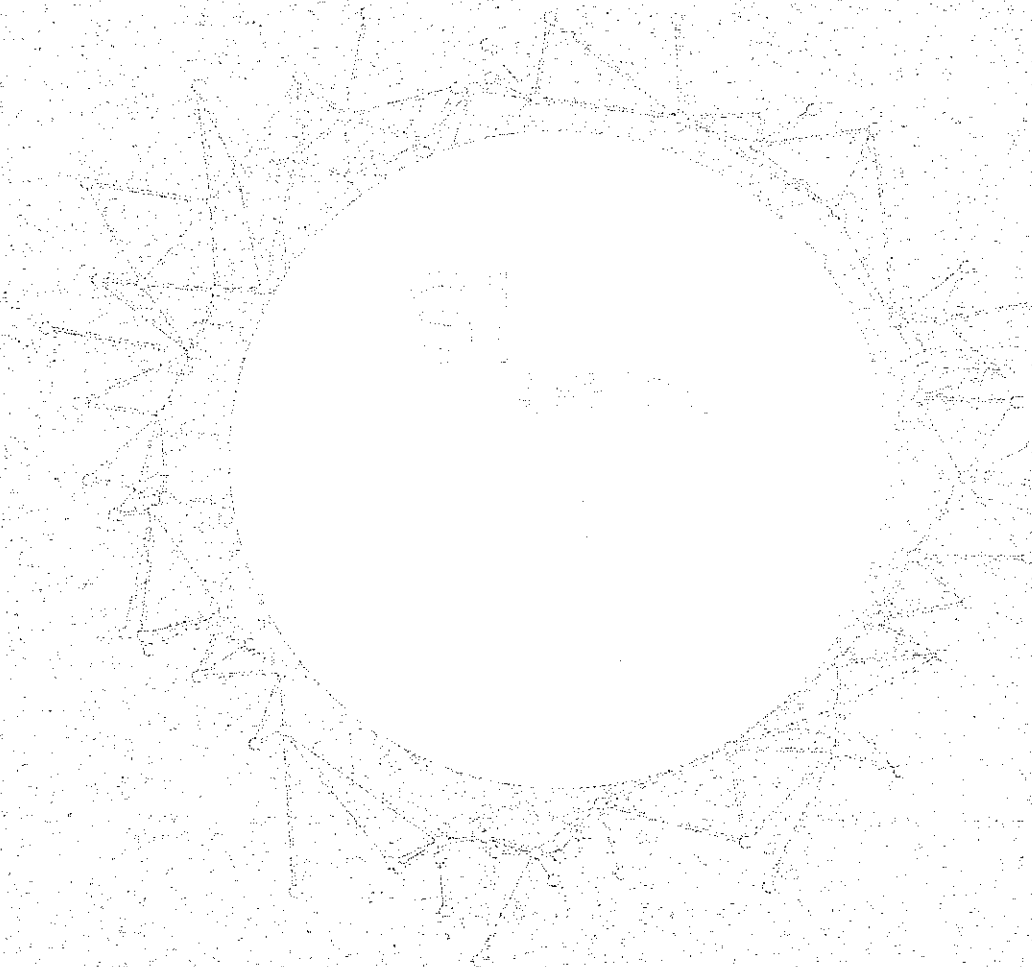
www.siticafrica.com

ORGANIZERS



IN PARTNERSHIP WITH





ORGANIZERS

The International Exhibition for Information and Communication Technologies dedicated to Africa, SITIC AFRICA 2018 in its third edition in partnership with the Ministry of Communication Technologies and Digital Economy is organized by Tunisie Afrique Export closely with Société des Foires Internationales de Tunis and in cooperation with the IT National Federation within the Employers Body, UTICA.

As an advisor for Exporting Companies to Africa, Tunisie Afrique Export aims to deliver Export Assistance Services to Tunisian exporting companies.

Tunisie Afrique Export is registered with a capital of 1 million Tunisian dinars.

In implementing SITIC AFRICA 2018 Tunisie Afrique Export aims to create a platform for exchange and partnership between Tunisian and African SMEs in the IT sector. It also aims to attract western companies interested in partnership with Tunisia and Africa.

La Société des Foires Internationales de Tunis is one of the largest shareholders of Tunisie Afrique Export, with an experience of over 25 years in the field of Fairs and Exhibitions. It is the leading organizer of trade fairs and exhibitions in Tunisia.

The IT National Federation within the Employers Body, UTICA, which represents the majority of Tunisian SMEs dealing with IT.

SITIC AFRICA 2018 is organized in partnership with:

- The Tunisian Professional Association of Banks and Financial Institutions (APTBEF), assembling 24 universal banks, 2 investment banks, 8 leasing companies and 2 factoring enterprises.
- The Arab Information and Communication Technology Organization, AICTO, an Arab governmental Organization working under the aegis of the League of Arab States.
- The Maghreb Banks Union (UBM) a regional body of Maghreb banks and financial institutions (Tunisia, Algeria, Libya, Morocco, and Mauritania).
- The Club DSI Tunisia bringing together the Directors of Information Systems in Tunisia



SITIC AFRICA 2018

AN INTERNATIONAL PLATFORM FOR BUSINESS IN DIGITAL AN OPPORTUNITY FOR TUNISIA

The Information and Communication Technologies are a priority sector in Tunisia not only as a vector of development but also as a dynamic sector of innovation and a driving force opened on the international space through exports, foreign investment, partnership and subcontracting with developed countries as well as with those developing, mainly in Africa. The IT sector contributes to as much as 7% of the Tunisian GDP (Gross Domestic Product) and provides some 80 000 jobs.

It represents 1 800 private enterprises, 219 shared services centers, 8 development centers serving multinational companies, a telephone density of 98.8 lines per 100 inhabitants, over 3 million internet users with 38% of annual growth, 184 certified auditors in computer security and 7 cyber parks spread over several regions of the country and 7 others to be achieved soon.

Tunisia's telecommunications network ranks among the most modern in the Mediterranean, composed of 7 nodes on the national scale, equipped with high broadband multiservice switches, integrating telephone, internet and multimedia traffic.

Around 40 000 students are attending higher and technical education in the field of IT in Tunisia.

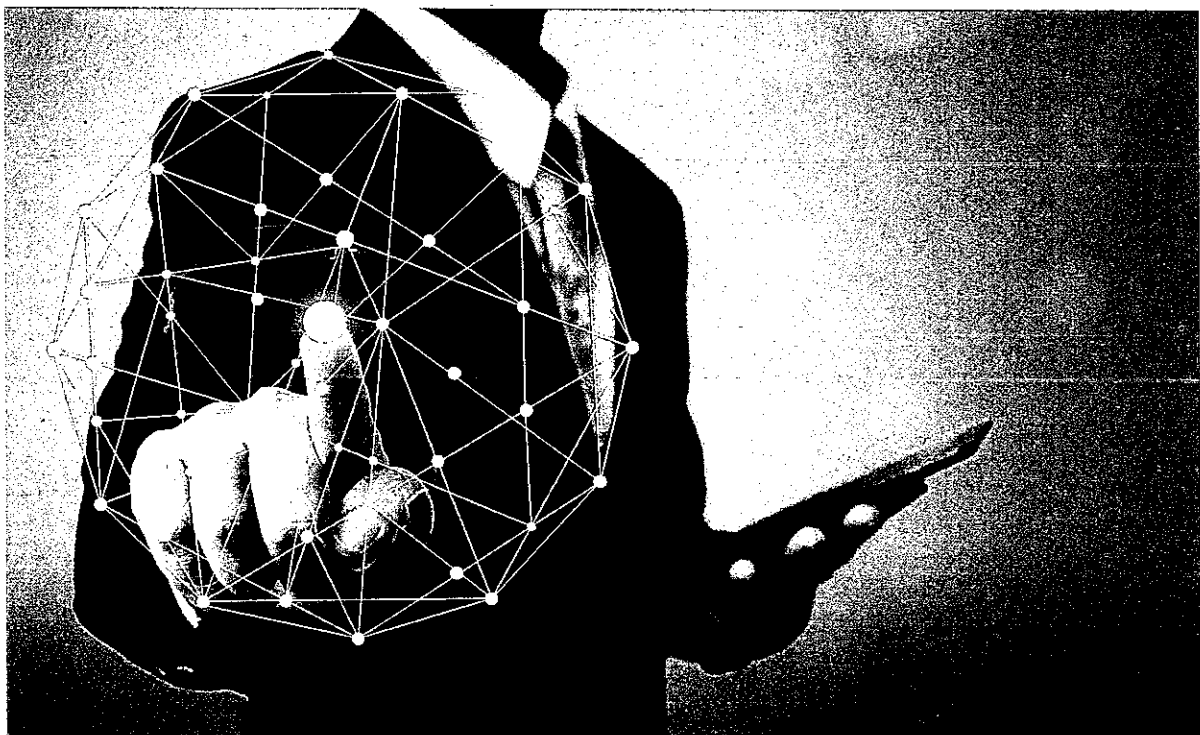


AFRICA LIVES A REAL DIGITAL REVOLUTION LEVER OF DEVELOPMENT

During the last decade, the IT sector has registered a significant growth rate in Africa. The African countries keen interest for such technologies is real. The increasing of mobile phone users and internet connections is impressive. Such growth remains uneven among the different countries and limited due to the weakness of infrastructures and markets limit. Despite this, many thoughts and projects introduce IT as a new development lever for developing countries.

Sustained by the considerable growth of Africa's Gross Domestic Product, the second highest in the world behind that of Asia, and thanks to the emergence of a new middle class estimated at more than 100 million persons, the sector of telecommunications, media and new technologies, though the catalyst of such a growth, is still undergoing further regulations and technological changing process so as to better answer to the evolution of needs, uses and services.

The penetration rate of mobile telephony in Africa exceeds now 50%. Thus, the telecommunication solutions market for companies from Africa will be the target of the majority of the telecoms operators and integrators in the region.



SITIC AFRICA 2018 OFFER

SITIC AFRICA 2018, in its third edition, is an international Exhibition that serves to raise awareness of the Tunisian IT offer to all other sectors of the Tunisian economy (Agriculture, Industry and Services) while being a international platform of partnership and exchange in IT as it will host over three days more than 5,000 IT decision makers Tunisians, Africans and International. In this context, the triangular cooperation Tunisia-Developed Countries-Africa is considered.

SITIC AFRICA 2018 is an international event dedicated exclusively to Business

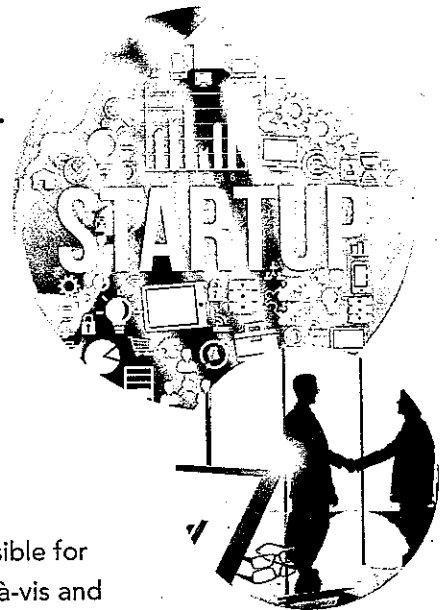
SITIC AFRICA 2018 includes 3 main components:

1ST PART :

THE CORE OF THE EXHIBITION WILL BE THE PRESENTATION OF A COMPLETE OFFER OF IT IN TUNISIA.

In this regard, 300 Tunisian exhibitors will take part offering: Cloud, Big data, Security, Storage, Training, Networks and Telecoms, Mobility, banking...

The space dedicated to international exhibitors is yet another asset promoting triangular cooperation between Tunisia, Western Countries and Africa.



2ND PART :

THE ORGANIZATION OF B2B MEETINGS

SITIC AFRICA 2018 Business to Business meetings will make it possible for participants to have targeted business appointments with their vis-à-vis and to select the appropriate suppliers to suit their projects. These B2B meetings are set up for Tunisians as well as for foreign participants.

3RD PART :

THE ORGANIZATION OF FORUMS AND WORKSHOPS ON TOPICS RELATED TO IT BUSINESS IN AFRICA

Beside to the exhibition and B2B meetings, Forums and workshops are organized on topics relevant to IT business. These workshops will be centered on the following issues:

- IT triangular cooperation: Tunisia-Developed Countries -Africa.
- Tunisia: a Regional IT HUB
- E-Banking in Tunisia and Africa
- E-Health in Tunisia and Africa
- Starts Up

As evidenced above, the Tunisian, African and international dimensions constitute therefore the major assets on which SITIC AFRICA 2018 is banking on.

TO WHOM SITIC AFRICA 2018 IS DEDICATED?

IN TUNISIA

- To the professionals in Digital sector:
Chairmen, Marketing Managers...
- To decision makers and Directors of Information Systems of other fields of the Economy (Agriculture, Industry and Services) and Administrations: Chairmen, Directors of Innovation and Information technology, Purchasing Managers, Finance and Administration Managers.
- To Starts Up active in the IT sector.

IN AFRICA

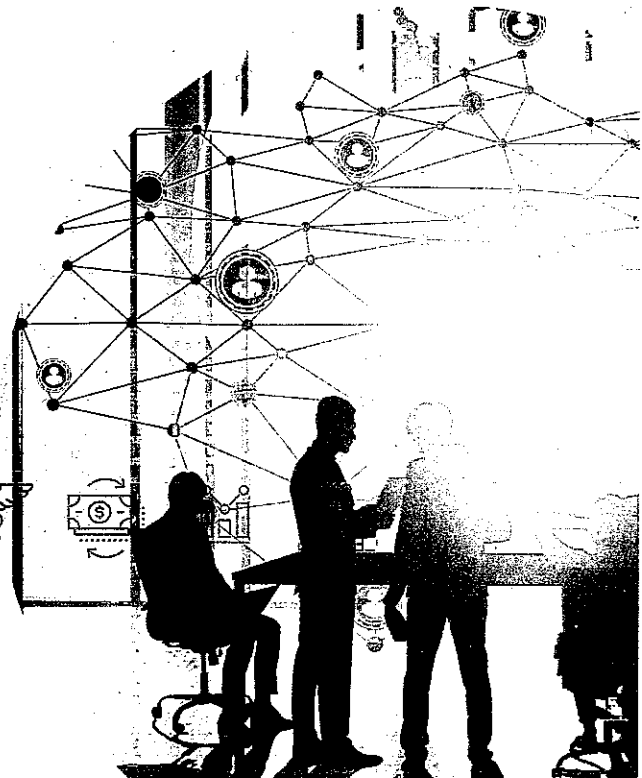
- To IT public decision makers.
- To IT private decision makers.
- To African SMEs and Directors of Information Systems operating in other Economic sectors.
- To African Starts Up dealing with IT.

ON THE INTERNATIONAL LEVEL

- To groups offering global solutions in IT.
- To Innovative SMEs in IT looking for partnerships both in Tunisia and in Africa.
- Developing SMEs in IT looking for investment in Tunisia and Africa

TARGETED SECTORS OF ACTIVITY

- Banks, Financial Institutions, Insurance Companies
- Telecommunications
- Administration and Public Bodies
- Agriculture
- Industry
- Health
- Trading/Commerce
- Services, Transportation, Logistics



SITIC AFRICA 2018 EXHIBITORS

SITIC AFRICA 2018 is an international exhibition offering a comprehensive range of IT potential:

Information Systems

- ERP, CRM
- Consulting & BI
- E-Commerce, E-Banking, E-Post, E-Health, E-Tourism, E-Gov
- Cloud & Infrastructure
- Networks & Infrastructure
- IT Equipments & maintenance
- IT Security
- Electronic Banking

Télécom & infrastructure

Digital Marketing:

- Web Development
- Digital Strategy

Banking

- Banking development
- Mobile banking
- Big data

IT Training

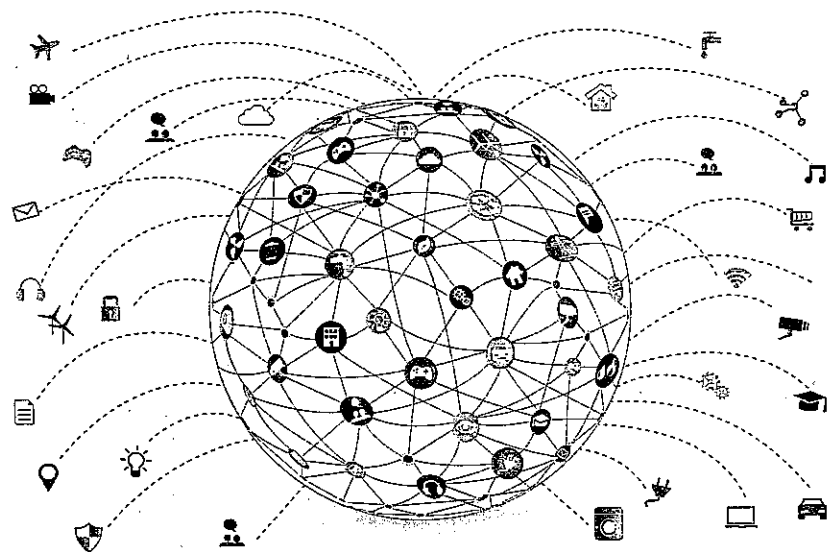
- Training and certification offered to professionals
- Diploma course

Innovations

- Digital Art
 - Gaming
 - Production companies
- Mobile Applications : VAS
- Electronics & embedded solutions

International Pavilions

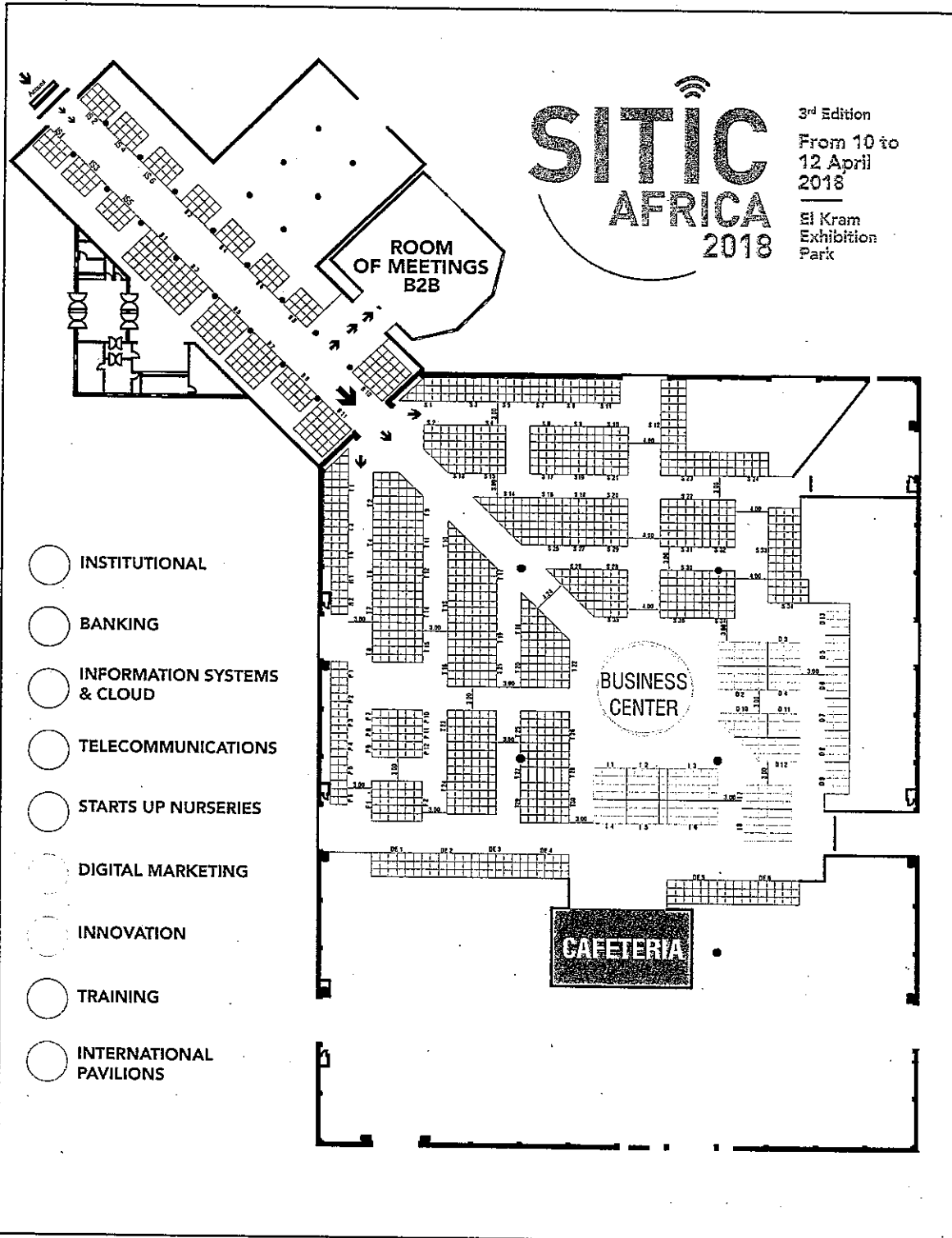
- Groups offering complete solutions, innovative SMEs...



This IT offer is completed, at the exhibition level, by:

- The Cyber Parks, enterprise nurseries and Starts Up
- The IT Supporting and accompanying structures
- Universities and Vocational Training Schools active in the IT field
- Banks and Insurance companies

SITIC AFRICA 2018 EXHIBITION MAP



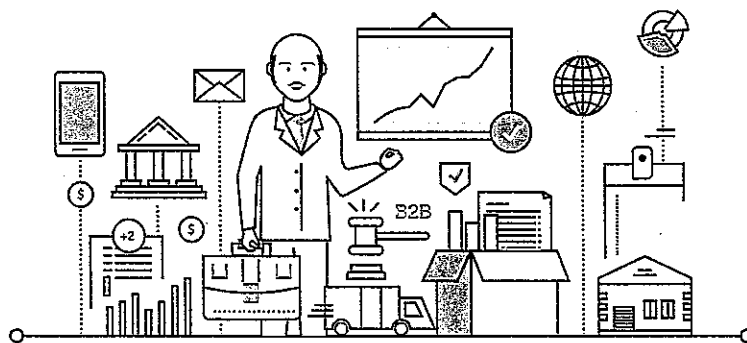
 SOCIETE TUNISIE AFRIQUE EXPORT S.A.
Phone: +216 71 975 035 / 71 975 054
Fax: + 216 71 975 352
Tunis-Afrique  Address: Parc des Expositions B.P.N 74 - 2089 le Kram - Tunis-Tunisie

HALLE 2

WHY TO EXHIBIT AT SITIC AFRICA 2018?

In its second edition, SITIC AFRICA 2017 has contributed to the development of the Tunisian –African partnership in the digital world. It had gathered 136 exhibitors, 5500 visitors including 200 public and private African decision makers and nearly 70 Maghreb bankers (Algeria, Morocco, Libya and Mauritania). Our ambition for the third edition is to reach 10 000 qualified professional visitors bringing together:

- Over 3 000 Tunisian and foreign decision makers;
 - Over 2 000 Tunisian SMEs in agriculture, industry and services;
 - More than 200 private and public African decision makers coming mainly from Niger ,Senegal, Ivory Coast, Burkina Faso, Mali, Cameroon, Chad, Nigeria, Togo, Ghana, Rwanda, South Africa, Benin, Congo Brazzaville, Liberia, Gabon, DR Congo, Republic of Central Africa, Guinea....
 - Businessmen Visitors from Arab countries: Algeria, Morocco, Sudan, Egypt, Lebanon, Jordan, Mauritania, Djibouti, Oman, Palestine ... International visitors from Europe, Asia and the Americas.
- o Targeted B2B meetings mainly with international decision makers (Africans, Europeans...) scheduled prior to the Exhibit.
 - o An International Forum on the New Digital Financial Solutions.
 - o An Investment Forum "Tunisia: Regional IT HUB" and a Forum on E-Health.
 - o Forums and Workshops on Triangular Partnership, starts Up in Tunisia and Africa.
 - o International exhibitors interested in developing in Tunisia and Africa.
 - o Offering a good environment suitable to exchanges between professionals.



WHY TO VISIT SITIC AFRICA 2018?

- o To get acquainted with the Tunisian and international IT offers.
- o To discover innovations in IT.
- o To participate to forums and workshops on Triangular partnerships, Starts Up and Banking in IT in Tunisia and Africa.
- o To take part in B2B planned meetings between national and international IT customers and suppliers.
- o Appointments to benefit from personalized advice for your projects.
- o Sharing experiences between colleagues.
- o To have a better knowledge on the possibilities and opportunities offered in the fields of IT training and vocational training.
- o Discover experiences of IT Starts Up.
- o Find out all IT accompanying structures in Tunisia.

SITIC AFRICA 2018 PROGRAM

MONDAY APRIL 9th 2018

19:00 - 21:00

Arrival of foreign delegations

Welcoming cocktail in honor of foreign delegations offered by National Tunisian Tourism Office

TUESDAY APRIL 10th 2018

09:00 - 18:00

Opening hours of SITIC AFRICA 2018

09:30 - 11:00

Exhibition Inauguration and Visit SITIC AFRICA 2018

11:00 - 12:30

Opening Ceremony of SITIC AFRICA 2018 and International Forum on the New Digital Financial Solutions

12:30 - 13:30

Lunch of panelists and VIP guests on site

15:00 - 17:30

PANEL 1 : FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS

WEDNESDAY APRIL 11th 2018

09:00 - 18:00

Opening hours of SITIC AFRICA 2018

09:30 - 12:00

PANEL 2 : FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS

09:30 - 12:00

FORUM : E-HEALTH

10:00 - 13:00

B2B Meetings

13:00 - 14:00

Lunch of panelists and VIP guests on site

15:00 - 17:30

PANEL 3 : FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS

15:30 - 18:00

Pursuit of B2B meetings

20:00 - 22:00

Cocktail dinner in honor of exhibitors and foreign delegations guests

THURSDAY APRIL 12th 2018

09:00 - 18:00

Opening hours of SITIC AFRICA 2018

09:30 - 12:00

FORUM: "TUNISIA : A REGIONAL IT HUB"

10:00 - 13:00

Pursuit and closing of B2B Meetings



**THE HUB OF
AFRICAN EXPERTS
IN DIGITAL**

contact@siticafrica.com
www.siticafrica.com



TUNISIE AFRIQUE EXPORT :

T : +216 71 975 035/ 054
Fax : +216 71 975 352
E-mail : nada.tunisie.afrique.export@gmail.com



**SOCIETE DES FOIRES
INTERNATIONALES DE TUNIS**

T : +216 71 973 111
Fax : +261 71 971 666
E-mail : youssef.balma@fkram.com.tn



**FEDERATION NATIONALE
DES TIC / UTICA :**

T : +216 71 142 102
Fax : +216 71 809 724
E-mail : o.oubich@utica.org.tn

MINCOM

T : +216 71 359 000
Fax : +216 71 352 353
web site : www.mincom.tn

INSTITUTIONAL PARTNERS

