



ACTIVITY REPORT 2020-2021-2022

The Prosper Africa Conference Held in Tunisia Further Explores The New U.S. / Africa Trade Initiative

Tunisia, February 6th, 2020, The U.S. Embassy and American Chamber of Commerce of Tunisia assisted in organizing the Prosper Africa opening conference, bringing together representatives of the initiative itself, African and American companies and trade organizations, partner banks, and investors along with some of the 15 U.S. government agencies involved in Prosper Africa to advance the dialogue between the participants, and introduce the components of the new 60 billion dollar framework that looks to facilitate bi-lateral trade between the U.S. and African private sectors.

After the opening remarks from the U.S. Ambassador to Tunisia, David Blome, Acting Under Secretary, U.S. Department of Commerce, Joseph Semsar, CEO of United Bank for Africa, Tony Elumelu, and the Head of Government of Tunisia, H.E. Youssef Chahed, commenced the MOU signing ceremony for a new agreement between the U.S. Government and the United Bank for Africa.

Conference panels covered the landscape of Pan-Africa trade & investment opportunities, supporting U.S. Government tools to be implemented, and the role of USG agencies. Presentations included Governance and Policy, Investing in Innovation, Power Generation and Distribution, Agri-business, and highlighting Tunisia's role as a gateway to Africa.

Round Table: "Funding for Women Startups"

The Roundtable entitled "Investing for positive impact on Women in Africa", organized by the American Chamber of Commerce of Tunisia with The 'Chambre Nationale des Femmes Chefs d'Entreprises' (CNFCE), was held on February 5th, 2020, in Tunis.

The session coincided with the Prosper Africa Opening Conference taking place on the 6th that gathered actors from the U.S. & African public and private sector to facilitate bi-lateral trade between the U.S. and the countries of Africa.

The objective of the round table was to bring together American & African Public and Private sector female leaders to discuss good practices and experiences in promoting gender parity through gender lens investing

Considering the global gender gap in access to the labor market, the MENA region is still quite behind for women at 17% female compared to males at 65% in 2018, regional specific awareness can shine a light on how to target issues accordingly.

The 2015 McKinsey Global Institute Report reveals that if the gender gap were closed, the MENA region would have \$2.7 trillion of additional GDP in 2025 with Sub Saharan Africa looking to gain \$0.3 to \$0.7 trillion.

The types of organizations that investors should consider to positively impact gender parity: Companies that support workplace gender equality Businesses led by women Companies that promote equality through their products or services

Equal opportunity rightly finds its role as Sustainable Development Goal number 5 of 17 put forth by the United Nations in a 2030 Agenda for Sustainable development SDG 5 – To achieve gender equality and empower all women and girls

IRIS Gender Investment Lens Metrics: By the Global Impact Investing Network

1. Anti-Discrimination Policies
2. Gender Wage Equity
3. Board Diversity
4. Number of Female Employees Promoted
5. Number of Female Founders
6. Number of Female Full-time Employees
7. Number of Full-time Female Managers
8. Gender Ratio of Promotions
9. Products Targeted to Women

Summary of Recommendations made during Round table discussions:

- **Conducive legal environment**

Continually working towards legislative changes across the continent that support gender equality is one of the first steps that should be taken in the journey to achieving equality.

- **Skills and Competencies Development**

Survival and growth depend on access and education to utilize a full range of entrepreneurial training necessary to thrive in their environment.

- **Access to financing**

Knowledge of where to find investment, access to funders by their distance, societal approachability, linguistic communication barriers, and assistance through the process. Supporting women working in male dominated sectors

Women currently working in or entering into a traditionally male dominated sector flourish when awareness and social support systems are in place.

- **Long term supportive lending**

Utilizing a different, long term, mentorship like approach to investing encourages women to keep them on a path to grow into their fullest potential.

- **Foster Female Communities of Entrepreneurs**

Communities build, fail, and rebuild together. When social norms have not yet changed in many areas in regard to women in business, finding like minded support is crucial.

- **Micro-financing models**

The model sees continued success on the continent because of its holistic consideration of the borrowers. They often allow for the first stages of a business to become a reality.

- **Change the language**

Instead of being seen as a women's issue, gender parity should be viewed as a business issue because of the proven gains to attained with adapting equality.

Amcham Tunisia Annual Golf Tournament 2020, Residence Golf Gammarth

With AmCham: Fun! Networking! A Day of Golf! On September 26th, 2020, AmCham Tunisia hosted again its Annual Golf Tournament. Players have been gathered to enjoy a day of relaxation and golf along with the lovely amenities that make being on the green a great day of fun.

Starting with an 8:00 AM registration, more than 80 participants teed off at 9:00 AM.

The award granting ceremony was graced by the presence of Mrs. Rym Bedoui, AmCham Tunisia Vice-President as well as AmCham Tunisia Board members, the President of the Tunisian Golf Federation, Mr. Maher Bouchamaoui, Mr. Moncef Osmani, President of GGA and Mr. Matt Jamrisko, Economic & Commercial officer, US Embassy Tunis.

The outing was followed by a trophy ceremony where winning golfers were granted the outstanding prizes offered by AmCham Tunisia Sponsors; indeed, this prestigious event has not been a success without their generous support.

Finally, many thanks go to the Residence Golf Course represented by Mr. Nidhal Ben Guebila and his team for the perfect organization.

Congratulations to the winners of this year's tournament:

2ème Série Messieurs:

- 2eme Net: Rene Buchler
- 1er Net: Mokhtar Fethi
- 1er Brut: Aymen Erraies

1ere Série Messieurs:

- 2eme Net: Piergiovanni Paolo
- 1er Net: Anderson Stuart
- 1er Brut: Jalel Ayar

Serie Dames:

- 2eme Net: Rim Abbou
- 1er Net: Ines Berghofer
- 1er Brut: Lila Kasbi

Webinar: the impact of the US Post Election on the US /Tunisian Relations

AmCham Tunisia hosted a webinar on December 9th titled "The impact of the US Post Election on the US / Tunisian relations". The event featured **Mr. Khemaies Jhinaoui**, Former Minister of Foreign Affairs and **Mr. Jacob Walles**, former US Ambassador to Tunisia (2012-2015).

Mr. Jhinaoui said that the United States and Tunisia had historical friendship relations and the country always supported Tunisia. His view of the current elections impact on Tunisia-US diplomacy were overall positive, especially in respect to Tunisia being elevated to the strategic dialogue with the United States and being a strategic (nonmember) of NATO. Ambassador Walles, gave his personal insights of the coming administration diplomatic strategy and foremost pointed that the US will have a stable policy in the middle east and Africa.

Prosper Africa Webinar, December 15th 2020

AmCham Tunisia & Tunisian Investment Authority (TIA) hosted a Webinar to communicate on Prosper Africa on December 15th. About 86 participants from Tunisia as well as other African countries, and from the USA attended the event.

Featured speakers :

- * **Mr. Naceur Hidoussi**, President AmCham Tunisia
- * **Mr. Beligh Ben Soltane**, Chairman, Tunisia Investment Authority
- * **Ambassadeur Riadh Essid**, Directeur Général Amérique-Asie-Océanie (DGAA)
- * **Mr. John Hansen, Senior Advisor for Transactions**, Prosper Africa Executive Secretariat, Washington DC, USA
- * **Mrs. Rym Bedoui Ayari**, VP, AmCham Tunisia, **Moderator**

Tunisian Investment Authority presented its services to support extensions and or new US investments in Tunisia. Amcham highlighted the importance of the Prosper Africa initiative for the US investment and trade flow in the country and the region. The Ministry of Foreign Affairs discussed the opportunities provided to US private sector in the continent's free trade areas such as AfCFTA and pursuing negotiations on FTA.

Prosper Africa coordinator, John Hansan shared a presentation on the initiative ([click on link](#)).

“ Prosper Africa POC -- ProsperAfrica@usaid.gov. Interested companies can use this email to submit Prosper Africa candidate projects, which goes to our expert team in Washington.

Companies can cc Luis and me for awareness, but the Washington-based team is best-suited to evaluate proposals and respond to project questions.

Guidelines and information needed for submissions are included here: <https://prosperafrika.dfc.gov/prosper-africa-inquiries/> General information on Prosper Africa

and its programs is here: <https://prosperafrika.dfc.gov/> ”

INVEST IF Platform EOI -- The purpose of this form is for Tunisian SMEs (or Tunisia-based U.S. SMEs) to express interest in receiving investment facilitation support or for other ecosystem players (investors, accelerators, etc.) to recommend SMEs to receive support.

<https://docs.google.com/forms/d/e/1FAIpQLSfFoe-V67ndQ50dx65RclFrAESjM082uv2aolbDIs7s1mANQ/viewform>

Unlocking the Benefits of Trilateral Trade: Tunisia/Libya & United States of America May 19th, 2021

On May 20, the US-Libya Business Association (USLBA) and the American Chamber of Commerce in Tunisia (AmCham Tunisia) hosted a virtual conference to highlight investment opportunities in Libya, and to promote trilateral commercial relations between the United States, Libya, and Tunisia.

After introductions by USLBA Chairman, **Mr. Mack Moore**, and AmCham Tunisia President, **Mr. Naceur Hidoussi**, Libya's Ambassador to the US, **H.E. Wafa Bughaighis**, and Tunisia's Ambassador to the US, **H.E. Nejmeddine Lakhel**, shared hopeful messages for the future of Libya and seizing its potential in trade and investment with the US and the international market. Following these remarks, USLBA Executive Director, **Ms. Lydia Jabs**, moderated a panel featuring **Ms. Mai Abdelhaim**, President of General Electric International Markets North Africa; **Mr. Assad Riyany**, Head of Libyan Business at Bank ABC; **Mr. Ahmed Ghattour**, Representative of Crowe Global; **Mr. Rafik Mzah**, General Secretary of AfricInvest; and **Mr. Adel Chaabane**, Partner at Mazars. **Ms. Rym Bedoui Ayari**, the founder of BCo Consulting and Vice President of AmCham Tunisia, delivered the closing statement.

After noting the recent positive political developments in Libya, as well as economic reforms, the participants all emphasized that Libya is open for business. To that end, panelists identified key sectors for development in Libya, including: Infrastructure and Development, Healthcare, Education, as well as Energy and Power. The speakers shared their experiences and successes operating in Libya and exchanged strategies for conducting business in Libya, banking, managing foreign payments, and obtaining letters of credit.

As an output of this webinar, USLBA and AmCham Tunisia have organized 15 private sector discussions arranged to connect US, Libyan, and Tunisian companies. These meetings will take place virtually from May 24-28. AmCham Tunisia is also planning to organize a road show in Libya to further strengthen ties between Tunisian and Libyan companies.

Through the webinar and follow up meetings, the conference was designed to exchange ideas, opportunities and experiences, to foster productive relationships between participants, and to launch new joint ventures in Libya's reconstruction process. We are excited about the outlook for trade and investment with Libya.

GSP Study, May 2021

A study that was conducted with the Ministry of Commerce to assess the loss of opportunity and financial losses incurred by companies through their US importers by not properly using the GSP (General System of Preference).



Link : <https://www.amchamtunisia.org.tn/gsp-analysis-trade-organic-potential-tunisia-usa/>

June 25th, 2021 AmCham General Assembly

AmCham Tunisia organized its Ordinary General Assembly on Friday June 25th 2021 at 11:00 via ZOOM.

The agenda was as follows:

President welcome address.

Reading and Approval of the activity report. For the years 2019 & 2020

Discussion & Adoption.

Reading and Approval of the financial report. For the years 2019 & 2020

Discussion & Adoption.

Audit report by Cabinet Price Water House Coopers.

Debates.

All the attendees approved both the financial & the Activity report

October 7th H.E Hanen Tajouri the New Tunisian Ambassador to Washington DC.

The day before newly appointed H.E Hanen Tajouri, Tunisian Ambassador to Washington DC flew to take her posting, AmCham board invited her excellency for a breakfast debate on October 7th @ the Sheraton Hotel. During this meeting Board & Members talked about the US / Tunisian relations and made recommendations on how to improve cooperation in the future. Ambassador Tajouri highlighted the importance of economic diplomacy, reviewed with the board the priorities of the private sector in respect to the Tunisia – USA trade and investment relations.

October 26th, 2021 Business Card Exchange

On December 26th AmCham Tunisia organized its second networking event « Business Card Exchange » @ the Circus Gammarth. High level guests, investors, Tunisian administration and sponsors attended the event. It's worth noting the presence of Ambassador Bloome who made a point in attending the event and meeting with AmCham members to discuss the current economic situation as the world is exiting the COVID 19 phases. Guests enjoyed the music, finger foods and especially a long awaited opportunity to make face to face contacts and networking.

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.



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