



CANADA ARAB BUSINESS COUNCIL
CONSEIL DE COMMERCE CANADO-ARABE
المجلس التجاري الكندي العربي



سفارة الجمهورية التونسية بـأوتاوا
Ambassade de la République Tunisienne à Ottawa
Embassy of the Republic of Tunisia in Ottawa



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New Tunisia, New Opportunities

Webinar on Trade and Investment Opportunities between Tunisia and Canada

Proposed Date: Wednesday, May 5th, 2021

Time: 10:00 am – 11:30 am ET

Location: [Event Registration Link](#) (Free to attend)

The Event

Join us to learn more about ‘Investment Opportunities in Tunisia’. This webinar will focus on new trade & investment opportunities in Tunisia and the new regulations that have been implemented to attract trade & investment into the country.

Overview

Trade relations between Canada and Tunisia are expanding and Canada is determined to pursue new opportunities to strengthen trade ties between the two countries and expand bilateral investments. Tunisia presents valuable business opportunities for Canada in the sectors of agriculture, education, information and communications technology, and aerospace.

Canada and Tunisia have started negotiations with a view to concluding an Agreement on the promotion and protection of foreign investments and a Social Security Convention. In 2020, the two-way merchandise trade totaled CAD \$ 306 million. Canadian exports were \$ 154.2 million and imports were \$ 151.7 million. The main commodities exported by Canada to Tunisia were grains and textile articles, and the main Canadian imports from Tunisia were olive oil, dates and machinery. In 2019, Canadian direct investments in Tunisia amounted to \$ 57 million. ([website: Trade commissioner services - Tunisia](#))

Objectives

- Provide companies with an overview of the new trade & investment regulations in Tunisia that have been implemented to attract trade & investment into the country.
- Provide an overview of the trade & investment opportunities, and top sectors for success.

Audience Profile

This event is of interest to all companies with investment or export/import activities in the following sectors (non-exclusive):

- Agriculture, Food and Beverages
- ICT and technology
- Infrastructure, Building Products and Related Services



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Proposed Agenda

Start Time	End Time	Duration	Activity
10:00am	10:05am	5 MINS	Welcome Remarks: Scott Jolliffe, Chair at CABC and Leigh Smout, President at Toronto Region Board of Trade
10:05am	10:10am	10 MINS	Opening Remarks: <ul style="list-style-type: none"> - H.E. Mohamed Imed Torjemane, Tunisian Ambassador to Canada - H.E. Patrice Cousineau, Canadian Ambassador to Tunisia
10:10am	10:20am	10 MINS	Keynote Remarks: Mr Beligh Ben Soltane , Director General - Tunisian Investment Agency / Tunisian Investment Authority
10:20am	10:30am	10 MINS	Presentation: Mr Chiheb Ben Ahmed (CEPEX) / Tunisia Export Agency
10.30 am	11:10 am	40-45 MINS	Doing Business in Tunisia Industry Panel: <ul style="list-style-type: none"> - Mr Anis Jaziri, Tunisia-Africa Business Council - Mr. Walid Siala, President, Tunisian Business Association - Mr Dominic Mailloux, President of the Canadian Club of Toronto Canadian Business Panel: <ul style="list-style-type: none"> - Mr. Hassen Mseddi, M.Sc., Country Manager - A Canaccord Genuity Group Company (ICT) - Mr.Emmanuel Karrer, Director Marketing Europe, Richardson International (Agri-Food) - TBA - Mr. Serge Blondeau, ECT, (Education)
11:10	11:20 am	10 MINS	Q&A
11:20	11:30 am	5-10 MINS	Thank you and Closing Remarks



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Speaker Profiles:



His Excellency Mohamed Imed Torjemane Tunisian Ambassador to Canada

H.E. Torjemane, a career diplomat, has been appointed as Ambassador of Tunisia to Canada in October 2017.

He joined the Ministry of Foreign Affairs of Tunisia in 1989. In 1993 he was posted in Hamburg (Germany) as Deputy Consul of Tunisia. In 1998, he occupied the post of Head of Section in the General Directorate for Europe.

In 2003, he was posted as Consul of Tunisia in Naples (Italy). Back to Headquarters in 2008 as a Deputy Director in charge of the Relations with the European Union.

In 2010 he was named again in Hamburg (Germany), as Consul of Tunisia. In 2014 he was promoted to the Grade of Minister Plenipotentiary. In 2015 he occupied the post of Director of the Bilateral Relations with the African countries before his appointment as Ambassador in Ottawa.



His Excellency Patrice Cousineau Canadian Ambassador to Tunisia

A graduate of University of Montréal's Faculty of Law, Mr. Cousineau articulated at Stikeman, Elliott law firm in Montréal and was called to the Québec Bar in 1991.

He joined the Canadian Department of Foreign Affairs, Trade and Development (DFATD) in 1992 and has occupied several positions of increasing responsibility, notably within the Department's Legal Bureau. In this capacity, he has addressed a range of public international law issues including extraterritorial jurisdiction, international and domestic economic sanctions regimes, antiterrorist financing and international criminal legal matters such as extradition and mutual legal assistance.

As Director, Oceans and Environmental Law Division, Mr. Cousineau was responsible for Law of the Sea issues, managed Canadian Arctic sovereignty matters, regional fisheries management organizations and other law of the sea files, the interpretation and the negotiation of multilateral environmental agreements (including the UN Framework Convention on Climate Change), etc. He most recently served as Director, Commonwealth and La Francophonie, managing Canada's relationship with these two multilateral organisations.



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Mr. Cousineau has served overseas at the Embassy of Canada in Seoul (Republic of Korea), as Head of the Political and Economic relations and Public Affairs section at the Consulate General of Canada in the Hong Kong Special Administrative Region, as Embassy Spokesperson, Counsellor and Head of the Public Affairs section at the Embassy of Canada in Beijing, in the People’s Republic of China, and as Counsellor and Head of the Political and Economic Relations Division at the Embassy of Canada in the Kingdom of Thailand, with concurrent accreditation to the Kingdom of Cambodia and the Lao People’s Democratic Republic.

He is married, with two children. He speaks French, English, Spanish, Mandarin and Korean.



Mr Beligh Ben Soltane
Chairman and President of the Tunisia Investment Authority

Experienced International Marketing and FDI Specialist with a strong track record in the government administration industry. Started his professional career in 1994 at the Agency for the Promotion of Industry and Innovation. Late 1995, he joined the Foreign Investment Promotion Agency FIPA and was posted to London late 2003 as FIPA UK & Ireland representative till late 2014. Back to Tunis, he was in charge of the Marketing and Communication Department. Early 2019, he was appointed as CEO and Chairman of Tunisia Investment Authority “TIA”, a lead governmental organisation in charge of encouraging and facilitating national and international businesses to set up and expand their activities in Tunisia. Skilled in International Negotiations, Business Planning, Governmental Affairs and International Business Development. Talented sales professional with a major focus on promoting Tunisia as a profitable business location.



Mr Chiheb Ben Ahmed
CEO of Export Promotion Center (Cepex)

Chiheb Ben Ahmed was proposed for the post of Minister of Local Affairs and the Environment during the cabinet reshuffle announced this Saturday, January 16, 2021, by the head of government Hichem Mechichi.

Chiheb Ben Ahmed is the CEO of the Export Promotion Center (Cepex), since October 2020.

Previously, he was CEO of the Tunisian National Railway Company (SNCFT) and Minister of Transport in the government of Mehdi Jomâa, before joining the Poulina group in which he became CEO of Mont Blanc.



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He had held several important positions within the Tunisair group. In 2011, he became general representative of Tunisair in Egypt, before becoming, the following year, deputy general manager of Tunisair, general manager and chairman of the board of directors of Tunisair Handling and general manager of Aisa-Tunisair. In 2013, he also became Managing Director and Chairman of the Board of Directors of Tunisair Technics.

Mr. Ben Ahmed had obtained his baccalaureate in 1985 then, in 1991, his diploma of principal engineer in electrical engineering at the National School of Engineers of Tunis (ENIT) where he obtained, in 1992, a diploma of in-depth studies in telecommunications. In 1999, he obtained his doctorate in electrical engineering, telecommunications option, from ENIT and Monmouth University.



Mr Anis Jaziri
Founder and President, Tunisia Africa Business Council

Mr. Anis Jaziri is an engineer graduated from ENIT promotion 1992, with a DESS in Management and an MBA in Finance, he began his career in the United States as a Fulbright Researcher at Industrial and Operations engineering Michigan US, back in Tunis in 1997 he took the industrial direction for ten years of a leading group in the field of precision mechanics, plastics, energy and fluids, in 2006 he launched his consulting firm Global-Management Business Engineering, then CASANOVA, SILVER and Tunisia Connecting Africa, for three years (2012-2014) he was

appointed economic advisor to the President of the Republic, in 2015 he launched with great personalities from the business world the Tunisia-Africa Business Council, of which he is the president and which quickly became the leader in Tunisia in supporting companies in Sub-Saharan Africa, in 2018 he launched with Tunisian authorities "CAPES" the African Center for Prospective and Strategic Studies, and in 2020 he is launching a new initiative, the "Tunisia Business Council WORLDWIDE" to make Tunisia a platform for Africa.



Mr Dominic Mailloux
President of the Canadian Club of Toronto

Dominic is Director of Human Resources for the Toronto, Red Oak and Wichita sites of Bombardier Aviation, a company he has been with for 20 years, the last 7 in Toronto. He is the Chairman of Club canadien de Toronto, the Francophone Chamber of Commerce of the Greater Toronto Area, since 2018.

He is also the creator and founding president of Prix RelèveON, an award gala show celebrating Franco-Ontarians 40 and under. A great advocate of the economic value of Francophonie, he is the Chairman of Fédération des gens d'affaires francophones de l'Ontario which was founded in January 2021.



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Mr. Hassen Mseddi, M.Sc., Country Manager - A Canaccord Genuity Group Company (ICT)

Mr Mseddi is the founder and has been the country manager of Finlogik Tunisia , a company member of Canaccord Genuity Group since 2017. Canaccord Genuity Group is a global investment banking and financial services firm specialized in wealth management and capital markets brokerage. It is the largest independent investment dealer in Canada. Finlogik Tunisia is a branch of Finlogik Canada which delivers low-cost, innovative online tools and automated services to the investment industry.

Mr Mseddi has more than 15 years experience in financial market analysis, analytics and programming. Before founding Finlogik Tunisia, he worked as a project manager at FIS the world largest global provider dedicated to banking and payment technologies. He worked also as a senior risk management consultant at CDC France and before he joined La Caisse de Dépôt et Placement du Québec as a quantitative analyst which was his first experience in the financial world.

Mr Mseddi has 2 masters one in Economics and one in Financial Engineering from HEC Montréal and University of Québec in Montréal.

Mr Mseddi, now with his current role in Finlogik Tunisia, for the next coming years, he is planning to expand the development center by increasing the effective of IT human resources, developing the offshoring services and exploring new technologies like artificial intelligence, blockchain etc

Mr. Serge Blondeau, ECT, (Education)



Mr. Blondeau has been the principal administrator of the Consortium for International Development in Education (CIDE Inc.) since 1989. CIDE is a human resource development enterprise which operates uniquely on an international stage. with an annual turnover of more than 5 million dollars. CIDE’s current backlog of contracts is valued at 30 million dollars. Mr Blondeau has been directly involved in projects valued at more than 200 million dollars in over fifty countries. Most projects have been financed by the World Bank, the African Development Bank, several government bilateral aid programs (Canadian, French, German, Luxembourg, American, Belgian and European Community) and the UNDP, CONFEMEN, UNESCO, UNICEF, UNIDO and ILO.

Since 1990, CIDE has been the main shareholder of ProInvest International, a Tunisian firm, that operates in the same field of activity with an emphasis on Information Technology for Education and Training. In 2014, CIDE and ProInvest set up the École Canadienne de Tunis (ECT), a school that offers education programs that lead to a DEC from the Cegep de Maisonneuve and the International Baccalaureate Diploma (DIP). This year, some 1200 students are enrolled at ECT and with the construction of the new campus (which will also include TVET) ECT is planning to welcome some 2500 young Tunisians in 2026.

Serge Blondeau has also been an active supporter of Edupartage, a Tunisian non-profit initiative aiming to promote socio-economic empowerment among young people through mobile technology. Since its creation in 2008, over 300 000 young Tunisians, mainly in rural regions, have benefitted from its programs.



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Leigh Smout
President, World Trade Centre Toronto
@WTC_TO

Since assuming his role at World Trade Centre Toronto (WTC-T) in May 2016, Leigh has built a team that is focused on providing comprehensive international trade services and key global contacts and supporting trade development and international growth for businesses throughout the Toronto region, Ontario and Canada.

Leigh has extensive experience developing and leading strategy and developing business models. Prior to his role at WTC-T, Leigh worked at Management Board Secretariat to develop a 275-person internal consulting business, centralize private consultant procurement and reduce costs by \$30 million. Much of Leigh’s career has been entrepreneurial, focused on growing new and emerging programs. This includes the role of COO/CFO of a dot-com, Bee-Trade.com, President of Pulse Health Products and Managing Director of Newtown Sales Ltd, a company he founded with Canadian F1 racing legend Jacques Villeneuve.

Leigh holds a Strategic Analytics Certificate in Management Analytics from Queen’s University School of Business, and a Certificate in Public Procurement Law and Practice, Purchasing/Acquisitions and Contracts Management from Osgoode Hall Law School at York University.



Scott Jolliffe
Chairperson of the Canada Arab Business Council; Partner, Gowling WLG (Canada)

Scott is the Chair of the Canadian Arab Business Council (CABC), Canada’s not-for-profit association focused on bringing the Canadian and Arab business communities together to facilitate and expand trade and investment between Canada and the Arab world. As a partner at Gowling WLG in Toronto, Scott continues to serve as a trusted adviser to business leaders and government representatives on legal and business matters. Having earned his reputation as a leading intellectual property lawyer, and then for 20 years as CEO and Managing Partner of Gowlings as it grew to become a Global 100 law firm, Scott now focuses on providing strategic advice and practical guidance to businesses across a wide spectrum of industries and sectors in Canada and internationally.