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“Market Focus: Tunisia”

Overview

- **Tunisia over its past and its present**
- **The performance of the Tunisian tourism sector over the last three years**
- **Travel retail in Tunisia and its future perspectives**

Tunisia over its past and present

- A country of 10 Million inhabitants
- Enjoying a privileged geographic position
- From the time of the Carthaginians, a tradition of openness and exchange has been developed

Tunisia over its past and present

- Tunisia is today a forum of exchanges situated at the crossroads of the commercial flows in the Mediterranean
- Its economy is growing at a sustained rate of 5% a year
- Its economy is strongly tied to the European Union

The performance of the Tunisian tourism sector over the last three years

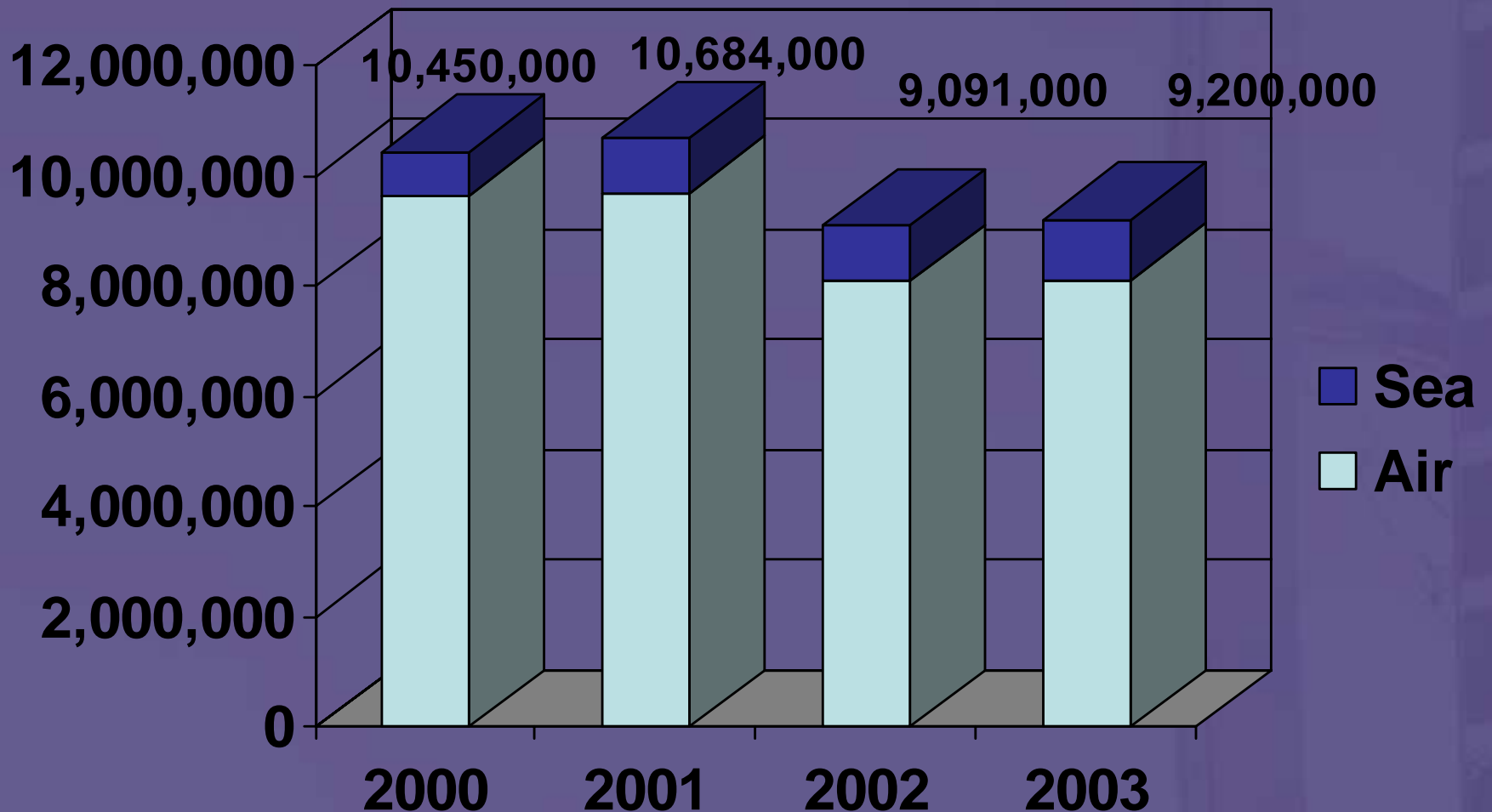
- **More than 5 million foreign visitors per year**
- **US\$1.4 billion of tourism revenue in 2002**
- **A developing average rate of 5% per year**
- **7 airports, 8 commercial ports, six yachting harbours and 4 border entries**

The performance of the Tunisian tourism sector over the last three years

After the attacks around the world

- The number of foreign tourists declined by 7%
- The revenues of tourism decreased by 13.5%
- The signs of recovery of travelling activities are already visible
- Expectations for 2003 are slightly superior to 2002

Number of entries (2000-2003*)



*Projected

Source: National Institute of Statistics- INS

Travel retail in Tunisia and its future perspectives

- **Approximate annual turnover of €80 million**
- **The sector benefited from privatisation programme implemented by the government**
- **Travel retail has been modernised at all levels**
- **The sector's operators made huge efforts to improve the image of duty free and the quality of the services provided in their sales outlets.**

Travel retail in Tunisia and its future perspectives

- **Product range, good balance between supply and demand, promotional campaigns and competitiveness all contributed to energising the market and to boosting sales**
- **Thanks to privatisation, sales have increased 200-250% particularly in airports, ports, and onboard ferries**
- **Shipchandling is experiencing strong growth, and needs to be developed**

Travel retail in Tunisia and its future perspectives

- **Four major challenges for the industry**
 - **Enhance brand image**
 - **Modernise the sector and improve its services**
 - **Improve its positioning at the regional and international level**
 - **Promote made in Tunisia products**

Travel retail in Tunisia and its future perspectives

- **To take up the challenge, we launched an investment programme to:**
 - **Improve infrastructures**
 - **Train the staff to meet the requirements of high-level service**
 - **Make use of computer tools**
 - **Diversify the offer and adapt it to the customer's needs**

In Conclusion...

- **Travel retail in Tunisia has made enormous progress over the last few years**
- **There is still much to do in terms of offering a better quality of service**
- **Our acquired experience allows us to open up more on North African markets**
- **Our entrenchment in the regional environment and our good knowledge of the local trends are our principal assets**