



# CONNECT BUSINESS FORUM

TUNISIA

07 - 08 - 09 November 2023

PRESENTATION

CONNECT  
INTERNATIONAL



A large audience is seated in a conference hall, looking towards a stage. The stage is illuminated with blue and white lights, and a speaker is visible. The background is filled with many small, colorful lights (blue, orange, white) hanging from the ceiling. The overall atmosphere is professional and high-tech.

# FLASHBACK

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The great success of our 2018 forum  
FUTURALLIA

- 691 participants from 28 countries
- 332 companies including 227 Tunisian companies
- 4574 Pre-programmed business meetings
- An overall satisfaction rate of 90%
- 80% of participating companies have detected at least 2 collaboration projects
- 33 heads of international delegations present
- High value press coverage (local and foreign) that benefits the whole country.

PAYS	NOMBRE D'ENTREPRISES
TUNISIE	286
FRANCE	27
BURKINA-FASO	19
ALGERIE	16
ITALIE	16
NIGER	12
QATAR	10
CÔTE D'IVOIRE	9



**11 meetings  
scheduled on average  
per company**



**+ 5 informal  
meetings  
on average**

**90% of companies are  
satisfied with the quality of  
their meetings and their  
participation in general**

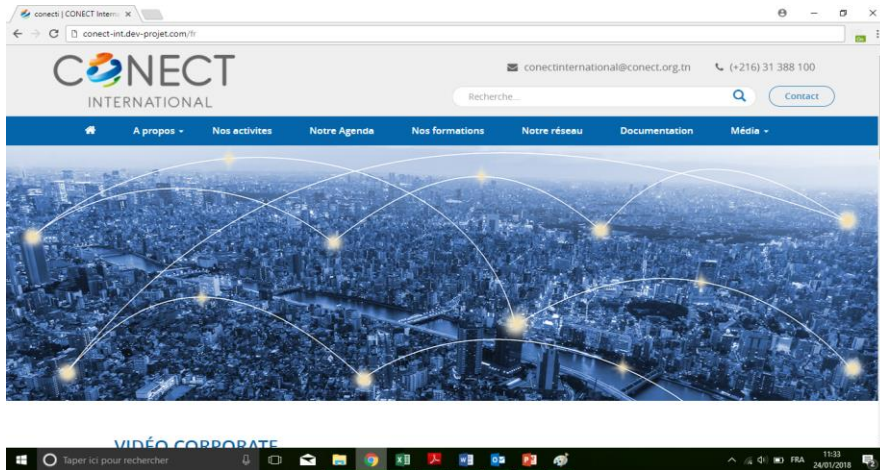




# CONNECT

## INTERNATIONAL

CONNECT International is a CONECT (CONFEDERATION OF TUNISIAN CITIZEN ENTREPRISES) structure dedicated to International activities and relations, serving the development of member companies.



### OUR MISSION

Promotes the know-how, trade, technological cooperation, long-term partnerships and investments, mainly in emerging and in developing countries as well as traditional markets.



### OUR VISION

Contribute to the positioning of the Tunisian economy in a dynamic of radiation to the international.



### OUR OBJECTIVESS

Developing the Tunisian SME's export, Assisting the Tunisian company in their internationalization, Attracting FDI, Creating synergies with the skills of the Tunisian diaspora.



After the success of the event Futurallia Tunisia in 2018, Conect International organizes the forum "Conect Business Forum", CBF 2023, from 07 to 09 November 2023.



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#### WHY CBF:

- Facilitate the influence of the Tunisian company on the continent and elsewhere.
- Create the place where we build alliances and partnerships that allow triangulation Europe/Asia/America - TUNISIA - Africa.

#### CBF offers also :

**+6000**

meetings of  
decision  
makers

**+600**

enterprises

**+30**

countries

# HIGHLIGHTS



**A unique business forum with international reach**



**A multisectoral event**

<b>1</b>	<b>Commercials</b>	<b>Win-win Partnerships</b>
<b>2</b>	<b>Strategics</b>	
<b>3</b>	<b>Technologicals</b>	
<b>4</b>	<b>Financials</b>	



- **Qualified B2B meetings organized according to the participant's choice**
- **Optimizing time and target partners**
- **Expert advice to approach foreign markets**
- **All inclusive package**



# The objectives of the forum

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**1**

**International  
development**

**Develop the company internationally by exporting its products and services to new markets.**

**2**

**Tunisia, Hub for  
Africa**

**Promote investment in Tunisia through the creation of joint ventures for Africa (market of 500 million consumers).**

**3**

**Tunisia, Favorable  
destination for FDI**

**Exploit the attractiveness of Tunisia in terms of competitiveness and availability of competencies as well as openness to external markets: EU, Maghreb (Free Trade Agadir), Africa (COMESA), Middle East (Convention with Arab Countries)**

# The objectives of the forum

## The concept :

- An international forum for pre-scheduled business meetings face-to-face
- An international network of experts and trusted business relationships
- Personalized assistance and an optimized program

## Who is it for,?

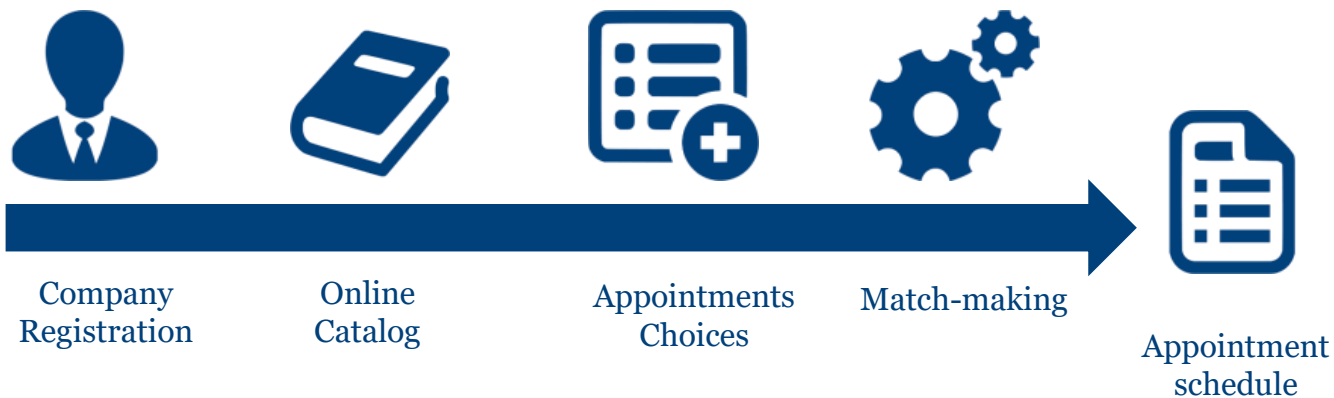
- SMEs / SMIs from all sectors of activity
- Leaders, business decision makers, entrepreneur



## Companies come to:

- Meet business partners from around the world
- Learn about the characteristics of international markets
- Develop new strategic, commercial, financial or technological alliances
- Prospect cheaply
- Extend their network
- ...

## THE CONCEPT



# Appointment schedule




Interpretation if necessary



**PARTICIPATING COMPANY Inc.**  
**Mr Participant**

Jeudi 29 avril - Thursday, 29th April			
08:00 - 08:30	2ème étage 2nd floor <b>Table 37</b>	<b>Nom de l'entreprise rencontrée</b> M. Aidan HUGHES Parle : ANGLAIS	Portugal 4694 Demande réciproque - mutual request
08:30 - 09:00	2ème étage 2nd floor <b>Table 37</b>	<b>Name of the company met</b> M. Dragoș FLORESCU, Directeur général Parle / speaks : ROUMAIN - un interprète sera présent / an interpreter will be present	Roumanie 4617 Demande réciproque - mutual request
Pause café - Coffee break and visit of stands			
11:30 - 12:00	2ème étage 2nd floor <b>Table 37</b>	<b>Nom de l'entreprise rencontrée</b> M. Eric GROSJEAN Parle : FRANÇAIS	Belgique 418 Vous êtes demandé(e) - you are requested
12:00 - 12:30	2ème étage 2nd floor <b>Table 37</b>	<b>Name of the company met</b> M. PAUL ZONGO, DIRECTEUR GENERAL Parle : FRANÇAIS	Burkina-Faso 4749 Vous êtes demandeur - on your request



## Why participate ?



**A development  
accelerator for your  
company**



**Qualitative  
networking: a pre-  
scheduled meeting  
schedule**



**High profitability: up to 16  
appointments and  
networking between  
leaders in 2 days**



**Qualified participant  
recruitment provided  
by our network of  
historical partners**



**Contact with  
internationally  
competent experts**



**An opportunity to quickly test your  
offer on the international market  
at the same place with the least  
cost**



**A gateway to African and  
European markets**



**CONNECT International:  
successful experience in  
organizing B2B  
international forums**

**Conect Business Forum**  
**07-08-09 november 2023**  
**Hotel Laico Tunis**

[www.conectinternational.tn](http://www.conectinternational.tn)

A multi-sector forum

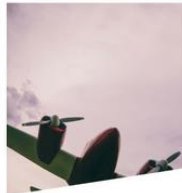
More than 40 expected sectors of activity which we can list:



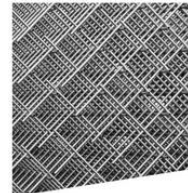
**Agrifoods industries**



**wood siding and furniture industry**



**aeronautics, automotive components, mechanics**



**building materials, ceramic, cement, etc.**



**Bio culture**



**Construction and public works**



**renewable energies**



**leather, shoes, textile**



**Audio-visual**



**digital**



**health and wellbeing**

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## Focus Sectors

- **Agribusiness**
- **Construction, equipment and building materials**
- **Health, well-being and the pharmaceutical industry**
- **Digital**
- **Higher education / professional training**
- **Renewable energies**





International reach

For this edition of the forum, we expect companies from more than 30 countries

+30  
Countries

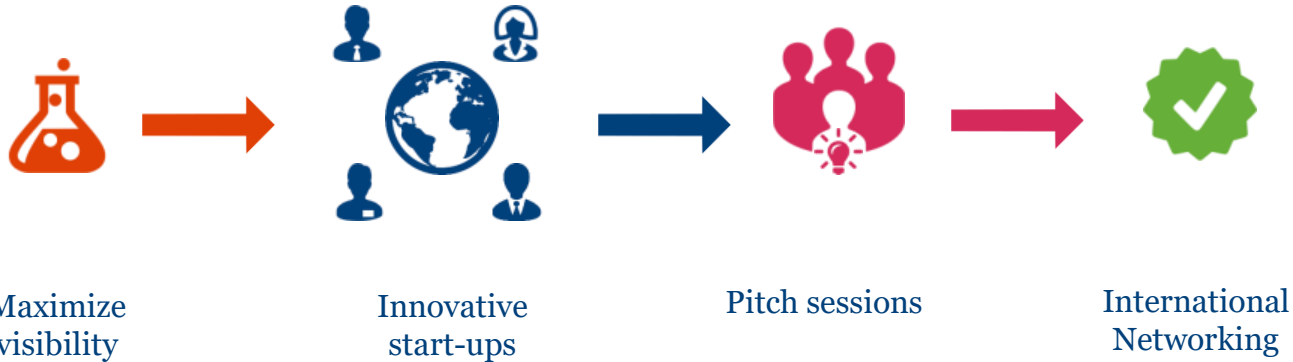


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**Conect Business Forum boosts Startups  
to internationalization**



## Conect Business Forum boosts Startups to internationalization



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# Startups Village Simulation





# PROGRAM

<b>Tuesday 07th, November</b>	<b>Wednesday 08th, November</b>	<b>Thursday 09th, November</b>
<ul style="list-style-type: none"> <li>▪ Reception of foreign delegations</li> <li>▪ Delivery of files to participants</li> </ul>	<ul style="list-style-type: none"> <li>▪ Opening ceremony</li> <li>▪ 4 Pre-programmed appointments (30min / appointment)</li> <li>▪ Networking Lunch</li> <li>▪ 6 Pre-programmed appointments</li> <li>▪ Welcome cocktail</li> </ul>	<ul style="list-style-type: none"> <li>▪ Networking Breakfast</li> <li>▪ 6 Pre-programmed appointments</li> <li>▪ Closing ceremony</li> <li>▪ Official evening</li> </ul>

## To Summarize



**+ 600 executives  
expected from PME /  
PMI**



**+ 30 targeted countries**



**a multisectoral forum  
(+40 business sectors)**



**up to 16 meetings of 30  
minutes per participant**



**an exceptional network**



**more than 6000  
qualified business  
meetings (B2B)**



**In two days**



**At Laico Hotel - Tunis**

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# Exhibition spaces



International Space	Expert Space	Innovation Space	Partner Area
Bringing together the heads of delegation from partner foreign institutions	Grouping specialists in business services with international skills	Grouping innovative Start-ups	Bringing together the institutional and financial partners of the event

## A friendly forum and opportunities for informal meetings



**Welcome evening cocktail Wednesday 8<sup>th</sup>, November 2023**



**Official evening Thursday 9<sup>th</sup>, November 2023**

**Lunch cocktails Wednesday 8<sup>th</sup> and Thursday 9<sup>th</sup> November 2023**

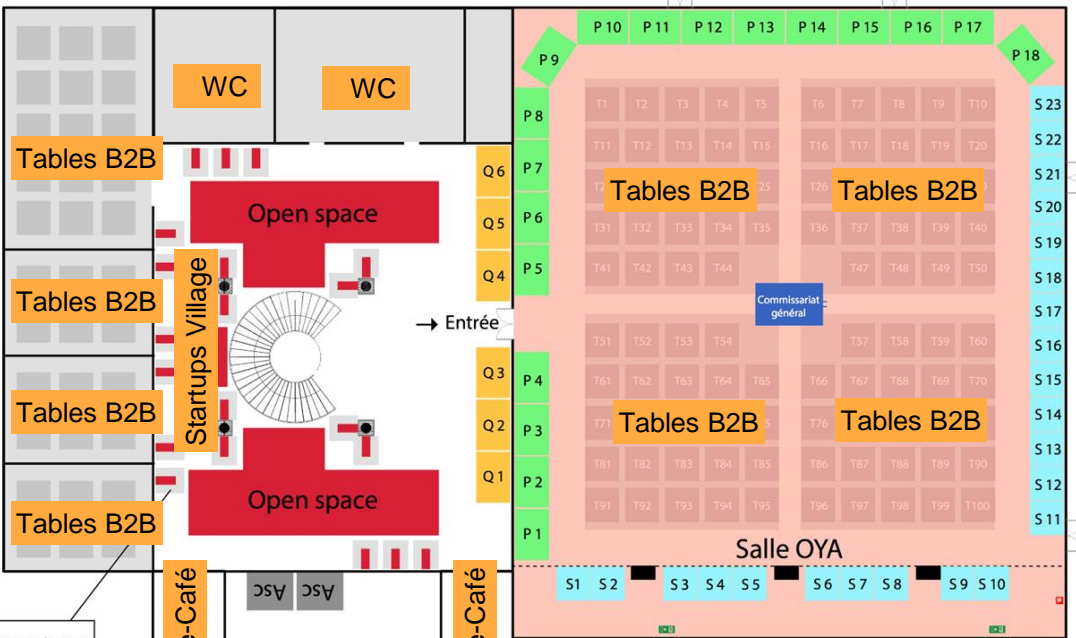
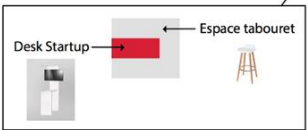


**Coffee breaks throughout the forum**



# STANDS Plan

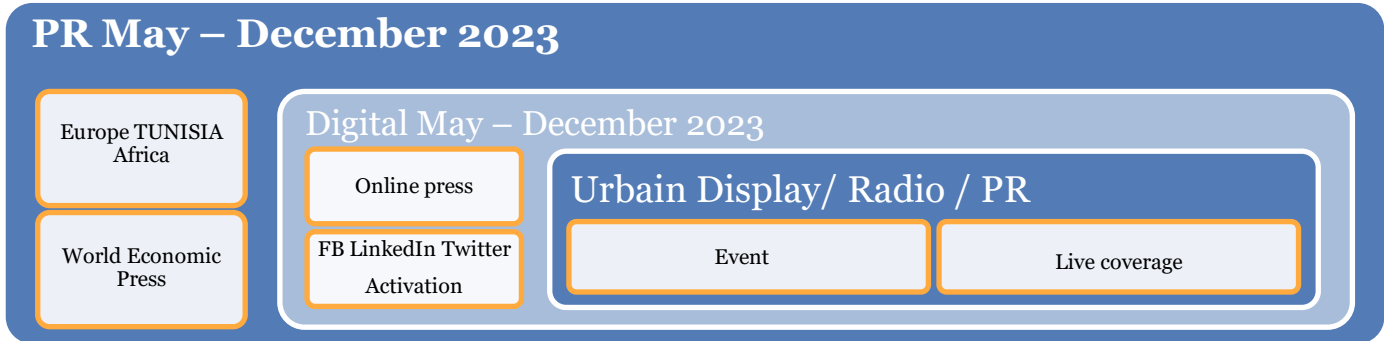
- 4 m<sup>2</sup>
- 6 m<sup>2</sup>
- 6 m<sup>2</sup>



## Mezzanine

**A major communication system**

**An entire Campaign**



May	August	September	October	November	December
<b>RECRUITMENT</b>			<b>ANTICIPATION</b>	<b>COVERAGE</b>	<b>POST EVENT</b>
	PRESS		DIGITAL	BUZZ PR	PR
	DIGITAL		PR	PRESS	DIGITAL
	PR		RADIO	DIGITAL	
			DISPLAY	RADIO	
				DISPLAY	

# CONTACTS

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At your disposal to assist you in the CBF 2023 participation process.

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