



PM&P introduced its new study and strategy developed for the Tunisian automotive sector, together with the Tunisian Minister of Industry Zied Laâdhari

February 2017

Within the framework of the Tunisian-German Transformation Partnership, the consulting company PM & Partner was commissioned by the German Chamber of Industry and Commerce (AHK-Tunis) to develop a strategy for the development of the automotive sector.

Presented were a cluster strategy and a long-term OEM strategy.

The results of the study were presented by Andreas Paulicks (senior partner of PM & Partner) at the highest political and economic level in the presence of the Tunisian Minister for Economic Affairs Zied Laadhari.

In a following panelmeeting with the most important representatives of the Tunisian automotive industry, the German Vice-Ambassador Mrs. Petra Dachtler, the President of the AHK-Tunis Mr. Raouf Ben Debba, the Managing Director of the AHK-Tunis Dr. Martin Henkelmann and the President of the Tunisian Automotive Association (TAA) Mr Nabhen Bouchaala, questions of the Tunisian economic representatives were answered.

The highlight of the presentations was the final press conference organized by the AHK in Tunis on February 3rd, 2017. Both the Minister of Economic Affairs, Zied Laadhari and Andreas Paulicks, spoke to the most important media representatives from press, radio and television.

Some results of the press conference can be found here:

<http://www.espacemanager.com/une-strategie-pour-le-developpement-du-secteur-de-lequipement-automobile-en-tunisie.html>

<http://www.businessnews.com.tn/zied-laadhari--les-ingredients-du-succes-tunisien-dans-le-secteur-automobile-sont-la,520,70061,3>

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