

SPM2017

Pôle de compétitivité de Sousse

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Chief Business Development Officer

web
spm.mesap.it

#spm2017
@mesapcluster

6th, 7th July 2017
Team-up for innovation

Progetto co-finanziato sul bando I1b12_cluster



REGIONE
PIEMONTE



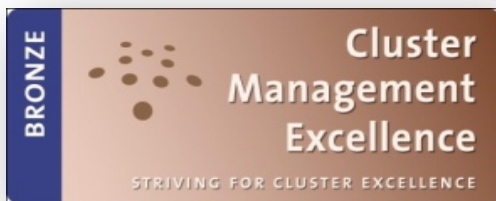
Pôle de Compétitivité de Sousse

Smart Products and Manufacturing 2017

6th July 2017 – Torino



**Mrs Besma YOUNES,
Development Manager at PCS**



Mechatronics is a very dynamic sector in Tunisia, with significant investment and growth opportunities

Key figures for the sector of Mechanical, Electrical and Electronic Industries in Tunisia

1st

Exporting sector

45%

**Industrial
exportations**

3rd

**Industrial
investments**

2nd

**Producer of
automotive
components in
Africa**

+1000

Companies

43%

**are totally
exporting
companies**

12%

**Of exporting
companies are
located in Sousse**

~6000

Engineers

Sources : APII, Invest In Tunisia

Many multinational companies operating in mechatronics, mainly in the automotive and aeronautic sectors, have already invested in Tunisia



PCS is a Public-Private Partnership allowing the cluster to benefit from the support of the State while maintaining its management autonomy

The project



- ▶ The result of a national will, PCS is a public limited company based on the PPP principle, created in 2009
- ▶ The State's participation is 32% of the total capital
- ▶ The financial assets of PCS are around 52 MTND
- ▶ A global surface of 242 Ha including 3 sites :
 - The technopark specialized in mechatronics
 - The offshoring zone for services activities located in Hamam Maarouf
 - The industrial zone located in Enfidha



PCS key figures



242 Ha
Global surface

36 MTND
Financial capital

2
Sites in Sousse
and Enfidha

1
Engineering
School

1200
Students

2
mechatronics
Research
centers

24
Start-ups in the
business
incubator

73
Companies
member of the
cluster

10
Collaborative
projects

+ 20
Partners



1

Strategic location and unique positioning



PÔLE DE COMPÉTITIVITÉ DE SOUSSE

Tunisia is a crossroads between Europe, Africa and the MENA region and offering a high quality infrastructure



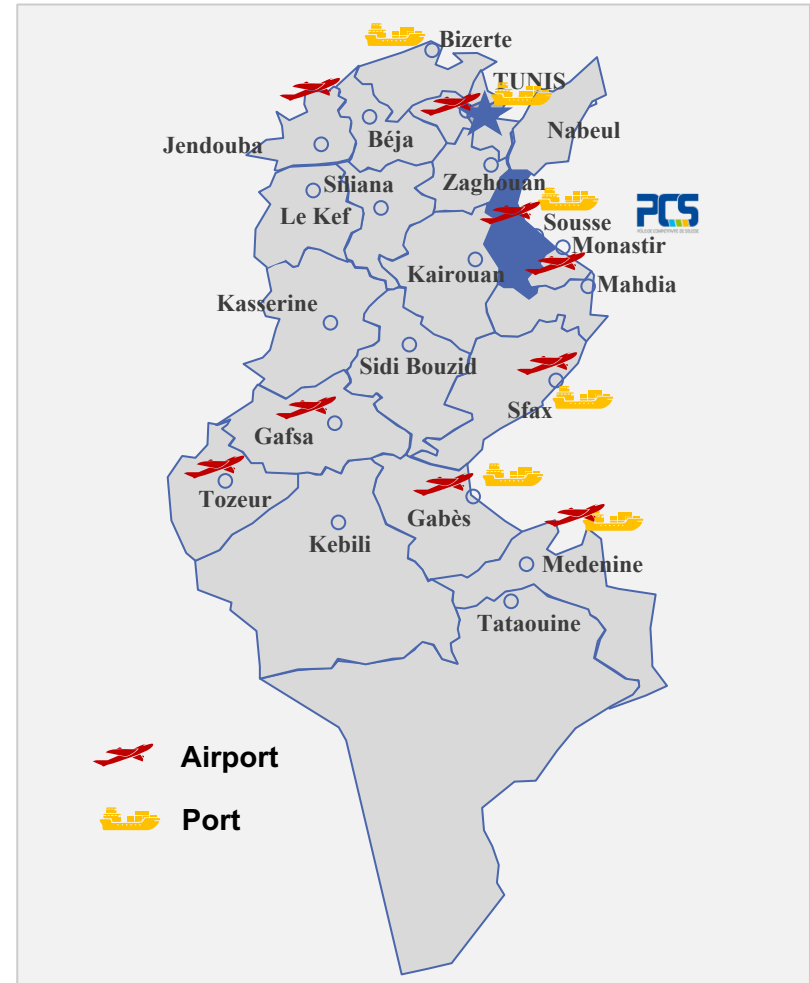
A very strategic geographical positioning:

- ▶ In the center of the Mediterranean basin
- ▶ Crossroads between Europe and Africa
- ▶ 3 hours by plane from major European and Middle East capitals



High quality infrastructure:

- ▶ 9 Airports
- ▶ 6 Commercial ports
- ▶ A high quality road and highway network



2

**A compete accommodation offer
with international standards**



PÔLE DE COMPÉTIVITÉ DE SOUSSE



A first quality accommodation offer, complete, flexible and adapted to all types of needs

Our accommodation offer



3

Complete and customized service offer

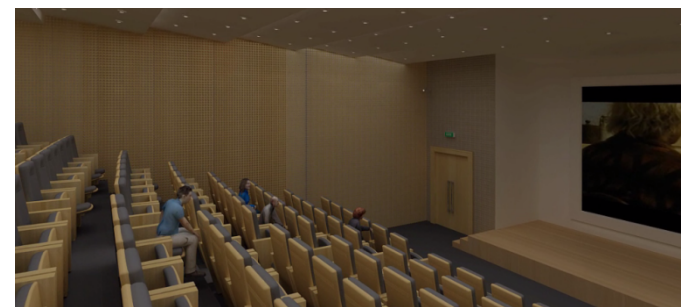


PÔLE DE COMPÉTITIVITÉ DE SOUSSE

A complete offer of basic accommodation services to ensure a premium customer experience

Accommodation services

- ▶ Security, secretarial services, parking
- ▶ Appropriate living spaces (restaurant, coffeshop, leisure center...)
- ▶ Meeting rooms, conference rooms, amphitheater ...
- ▶ Printing and administrative services
- ▶ Public transport offer for the sites of Hammam Maarouf
- ▶ Co-working space
- ▶ Fiber optic connector device , telephony...



4

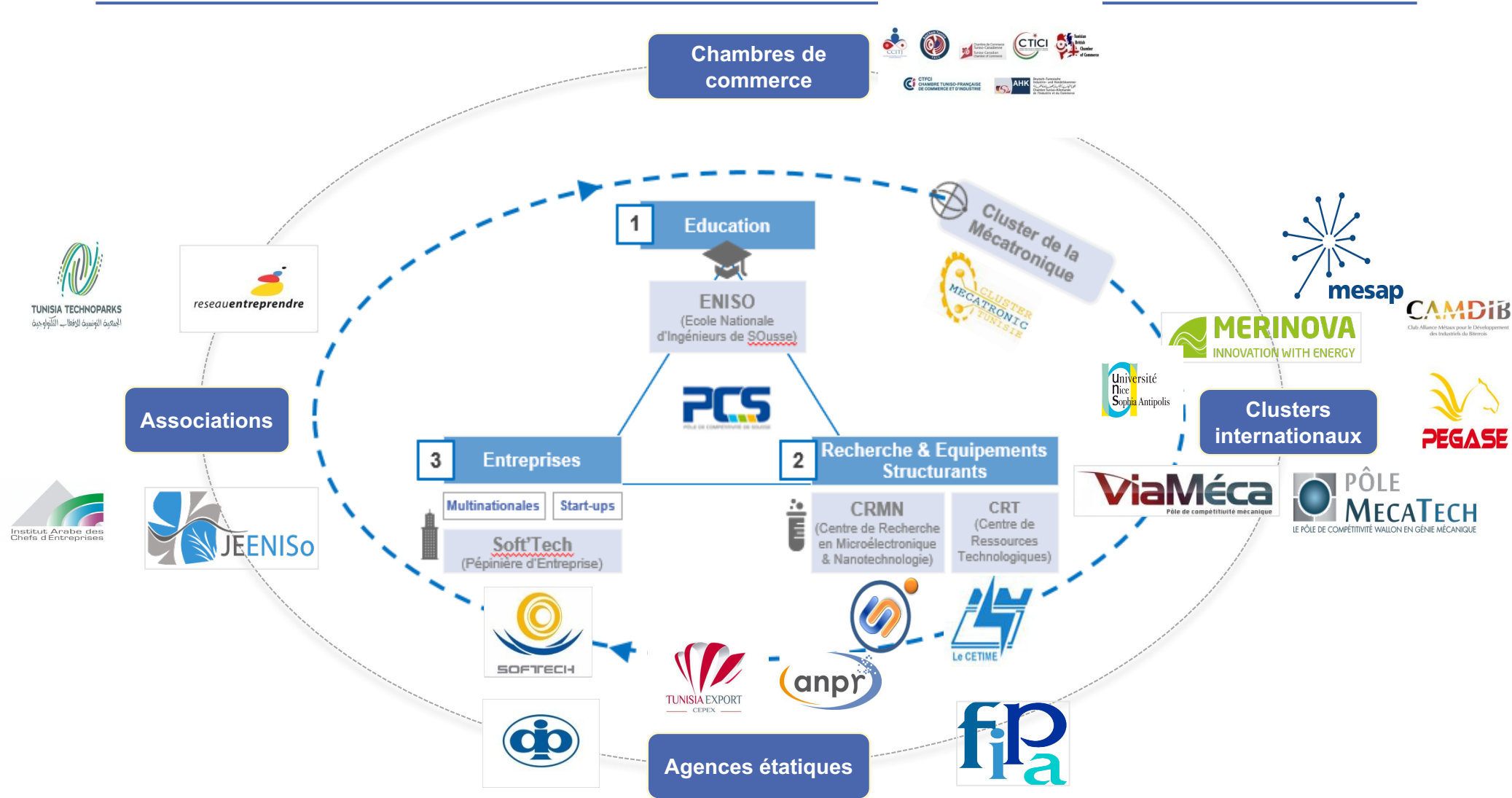
**An Innovative techno park
with a dynamic ecosystem**



PÔLE DE COMPÉTIVITÉ DE SOUSSE



PCS has forged partnerships with international clusters, chambers of commerce, association and state agencies to animate the ecosystem



PCS is a key player in the Tunisian innovation scene: by proposing a complete Innovation and animation services offer (1/2)

Site animation



- ▶ Start-ups contests



- ▶ B2B thematic meeting



- ▶ Organization of networking events



- ▶ Soft skills workshops and technical trainings



- ▶ Organization of thematic events

Mechatronics Day

- ▶ An event organized by PCS on January 17, 2017
- ▶ A major gathering of mechatronics players in Tunisia and internationally
- ▶ Networking, Thematic Workshops, B2B meeting

Mechatronics
DAY

Partners of the event



PCS is a key player in the Tunisian innovation scene: by proposing a complete Innovation and animation services offer (2/2)

Innovation services



- ▶ Innovation fundraising support (Collaborative projects, etc.)
- ▶ Organization of open innovation events and linking key companies with the innovation community

Cluster Mechatronics

63 Member companies

1,7 M€ de potential turnover

10

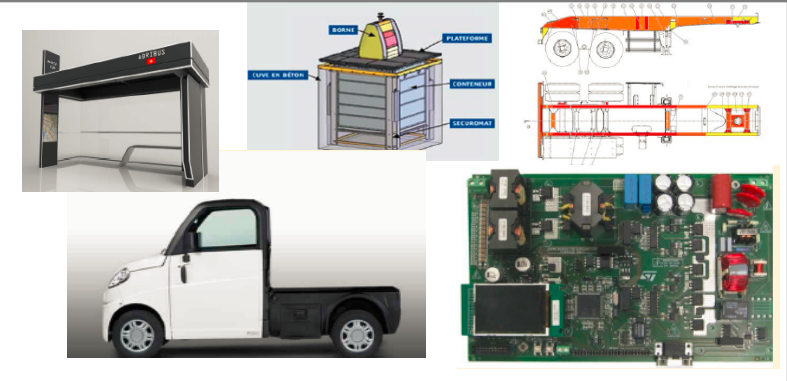
Financed innovative and collaborative projects

6

Commercialized products

Collaborative projects under the supervision of PCS

Projects illustration



Cluster Companies specialization

- Surface Treatment
- Wiring Aeronautics
- Aircraft Maintenance
- Equipment and aeronautic systems
- Aerospace Tools
- Machining and precision mechanics
- Engineering and design department
- Electronics
- Foundry
- Plastics ...



[video presenting Cluster](#)





TECHNOPOLE MECATRONIC CITY - SOUSSE

Location de terrain, Atelier Industriel et de plateforme technologique

OFFSHORING BUSINESS CITY – HAMMAM MAAROUF

Vente ou location de terrains et de plateforme technologique

INDUSTRIAL CITY - ENFIDHA

Vente de lots de terrains industriels

www.pcs.tn

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