



# Tunisian Automotive Day in Baden-Württemberg 29-30 June 2017

Last update: 01/06/2017 – subject to change

## IHK Region Stuttgart

Jägerstraße 30

70174 Stuttgart

## Programme



Deutsch-Tunesische  
Industrie- und Handelskammer  
المحكمة التونسية الألمانية للصناعة والتجارة  
Chambre Tuniso-Allemande  
de l'Industrie et du Commerce



## Thursday, June 29

- 9:00**            **Registration**
- 9:30**            **Opening session / Welcome addresses:**
- Mr. Andreas Richter**, Managing Director, Chamber of Industry and Industry Region Stuttgart (IHK)
- 9:40**            **Ms Soumaya Zorai Chaâbani**, Tunisian Consulate in Munich
- 9:50**            **Mr. Zied Ladhari**, Minister for Industry and Trade of Tunisia:
- 10:00**           **Mr. Hichem Elloumi**, Senior Vice President of the Tunisian Confederation of Industry, Trade and Handicrafts (UTICA):  
**“Tunisia - a competitive hub for industry and services”**
- 10:15**           **Mr. Abdelbasset Ghanmi**, Director Advanced Technology Promotion of FIPA Tunisia (Foreign Investment Promotion Agency for Tunisia) : **“Business location Tunisia – Investment opportunities in the automotive sector”**
- 10:25**           **Dr. Martin Henkelmann**, Director of the German-Tunisian Chamber of Commerce and Industry and Commerce (AHK Tunisia): **“Presentation of the survey: Perspectives of German companies in Tunisia”**
- 10:35**           **Mr. Sebastian Gerlach**, expert of the automotive study, **“Presentation of the Study of the Automotive Sector in Tunisia”**
- Questions and answers
- 11:15**           **Coffee Break**
- Short film presentation: „New Tunisia – Experience report of German companies in Tunisia“**
- 11:45**           **Panel Discussion**  
**Tunisia - a technological partner for the German automotive industry**
- Mr. Nabhen Bouchaala**, Chief Executive Officer of Caveo automotive, President of the Tunisia Automotive Association (TAA)  
**Mr. Ibrahim Debache**, CEO of Ennaki Automobiles and President of the German-Tunisian Chamber of Industry and Commerce  
**Mr. Sebastian Gerlach**, expert of the automotive study  
**Mr. Hichem Turki**, Director of the Competitiveness Pole of Sousse “Case study report”  
**Mr. Bayram Helal**, Delivery Manager of Wevoo  
**Dr. Gregor Schmeken**, Commercial Director Marquardt  
**Ms. Lamia Fourati**, Chief Strategy Officer, One Tech Group (tbc)
- 13:45**           **Lunch break B2B talks and Networking**
- 15:15**           **End**

## Friday, June 30

### Company visit itinerary

- 9:30**      **Company visit to Robert Bosch GmbH**  
Wernerstraße 51, 70469 Stuttgart-Feuerbach
- Reception of the delegation  
Presentation (upon request)
- 10:00**      Plant tour
- 12:00**      **End of visit and transfer to**  
**Mercedes-Benz Kundencenter Sindelfingen**  
Käsbrännlestraße, 71063 Sindelfingen
- 12:30**      **Company visit to Mercedes-Benz**
- Reception of the delegation  
Presentation (upon request)
- 13:00**      Plant tour
- 15:00**      **End of visit**