

# Tunisia National Day

## Democratic success unlocks investment potential

Kais Darragi  
AMBASSADOR OF TUNISIA

Tunisia has gone a long way since its emblematic Jasmin Revolution in 2011. Over the last six years, Tunisia has managed, through dialogue and consensus building, to lay the foundations of an emerging democracy and chart a peaceful course out of the chaos marking other transitional experiences.

By adopting in 2014 a new progressive constitution enshrining secular universal values and democratic standards and successfully holding general and presidential elections respectively on Oct. 26, 2014, and Nov. 23, 2014,



Tunisia has demonstrated resilience and tenacity in the face of transitional challenges.

Likewise, with the support of the international community and many friendly countries, Tunisia has achieved considerable success in containing terrorist threats and regional security concerns.

Tunisia's democratic success story has paved the way for a new economic development agenda to address unemployment, regional disparities and meet demands for quality inclusive growth.

A new development plan, announced in November, forecasts an ambitious growth rate in the next five years. It's an inclusive development model geared toward economic efficiency and innovation to move up the global value chains.

Democratic transition shall

inevitably lead to a parallel economic transition from a low-cost economy to a knowledge-based economy that could position Tunisia as a regional economic and business services hub and green

economy powerhouse for lasting sustainable development.

To create a favorable environment for such a transition, Tunisia has undertaken major reforms aimed at

streamlining the economy and boosting foreign investment for a strong and sustainable long-term development path. A new liberal investment code, a law encouraging public-private partnerships, an overhaul of the banking system and a revamping of fiscal and tax policies have already entered into force.

Concomitantly, a massive investment plan amounting to over \$60 billion was announced at an international investment conference held in Tunis at the end of November. This plan will most likely generate fresh opportunities for public and private sector investment in major areas

and sectors, including infrastructure, technology, industry, energy, information and communications technology and the green economy.

Blessed with a highly skilled and educated population, and a strategic geographical position at the heart of the Mediterranean, and halfway between Europe, sub-Saharan Africa and the Middle East, Tunisia is an ideal spot for investors looking to expand their business in the region. Tunisia is well positioned to serve as a stepping-stone to foster cooperation and partnership with European, African and Middle Eastern countries.

Immensely grateful to



Reputed to be the most beautiful town in Tunisia, blue and white Sidi Bou Said is located 18 kilometers northeast of Tunis and sits on top of a hill overlooking the Mediterranean Sea. EMBASSY OF TUNISIA

Japan for its long-standing quality support, Tunisia is eager to build a new win-win partnership with Japan to re-

inforce economic bonds and create new investment momentum, yielding opportunities for Japanese companies.



The Amphitheatre of El Jem, a UNESCO World Heritage site registered in 1979, is the third-largest of its kind in the world. EMBASSY OF TUNISIA

## Working together with reliable partner

Nobuo Kishi  
CHAIRMAN, JAPAN-TUNISIA  
PARLIAMENTARY COMMITTEE



The celebration of the 61st Anniversary of the Independence of Tunisia, offers me the opportunity to extend my warmest congratulations and to express my deep commitment to the further development of Japanese-Tunisian friendship.

Because I have strong faith in Tunisia as a reliable friend and partner, and because I believe in Tunisia's potential, I accepted in November the opportunity to serve as chairman of the Japan-Tunisia Parliamentary Committee.

Despite geographical distance, Japan and Tunisia have been united in a common endeavor to advance an agenda of peace and cooperation in the world. With Tunisia's recent democratic achievements, the two countries' bonds are developing into an even stronger partnership based on a unity of values and a community of interests.

Our faith in Tunisia has never been shaken. A small country in North Africa with a rich history and legendary figures, including Hannibal, Tunisia has opted since independence for peace and human development. Without natural resources, it invested heavily in education and built an open, forward-looking society.

Tunisia, the cradle of the Arab Spring, stood as a model of democratic transition and as

a living illustration of the benefits of moderation and consensus-building.

When the 2015 Nobel Peace Prize was awarded to the Tunisian National Dialogue Quartet, my faith in Tunisia was confirmed once again. The Nobel Peace Prize captures the full significance of Tunisia's experience: bold democratic aspirations, perseverance in the face of transitional difficulties, an inclusive approach built on dialogue, moderation and consensus, a vibrant civil society and a promise of peace, enlightenment and democracy.

Despite these triumphs, it is highly regrettable that tragic incidents took place that claimed innocent victims, including Japanese nationals. In order to prevent such tragedies from recurring, Japan continues its efforts to fight against

terrorism in collaboration with Tunisia.

Tunisia is now embarking on major economic reforms that are opening new horizons for growth and reinforcing the country's investment potential. This momentum will hopefully lead to an expansion of our economic ties and to the creation of new, vigorous business opportunities for Japanese companies in a wide range of areas.

Today, as we celebrate Tunisia's National Day, we are aware that Tunisia still has a long way to go in building a foundation for inclusive economic growth and in meeting various transitional challenges. I am confident that Tunisia will be able to meet all these challenges and keep its promise of peace, hope and prosperity.

**Congratulations**  
to the People of  
the Republic of Tunisia  
on the 61st Anniversary  
of Their Independence



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