

Mr. Taoufik Baccar, Governor of the Central Bank of Tunisia (BCT), opened on Friday 27 March 2009, Tunis first economic and international meetings on "attractiveness, competitiveness and financing of growth in Tunisia : new stakes, new debates".

On this occasion, Mr. BACCAR indicated that in this context of a world financial crisis, marked by an ever-growing foreign competition and return to protectionist tendencies, the improvement of competitiveness represents a major stake and a solution that can not be overlooked in order to promote the competitive capacity of the company and overcome obstacles, notably, in highly-exposed sectors.

He pointed out that in Tunisia, the State worked well to improve competitiveness (price excluded) to involve the different available productivity sources.

Productivity which goes in line with competitiveness, contributed over 2007-2008 with almost half of the growth. Indeed, sectors which are mostly faced to international competition, such as mechanical and electrical industries, post the best levels of productivity.

However, Mr. BACCAR added, "margins to improve productivity" have not been used yet, notably, in manufacturing industries and services.

As for pertinent choices of Tunisia to face up the international financial crisis, the Governor of the BCT recalled the importance of setting a follow up commission recommended by the Head of the State to take necessary provisions at the economic and the financial levels and pursue the adoption of a prudent placement policy.

He underlined also accuracy of the decision taken, as of 2001, to establish the universal banks supported by a network of branches, capable of mobilizing the fixed resources that are meant to finance investment.

Participants, researchers and Tunisian and foreign academics will discuss issues related to new requirements of competitiveness and attractiveness of the Tunisian economy.

The experts will discuss, notably, issues related to financing sources and will deal, in particular, with solidarity and the capacity to react to chocks in the Tunisian banking and financial system, noting that Tunisia is committed to a process of economic liberalization and openness. This in fact requires a repositioning towards high-added value niches (know-how economy, services based on financial activities as well as development of research).

This first edition is organized by Economic Growth and International Finance (CEFI, a research unit in the University of Tunis), the high institute of corporate accounting and administration (ISCAE) in collaboration with the research laboratory (LEAD: university of sud-Toulon-var, france) and the Expert journal.