

Mr. Taoufik BACCAR, Governor of the Central Bank of Tunisia (BCT) inaugurated on Thursday 3 December 2009 in the exhibition centre of Kram, the third edition of the international exhibition of banking services and monetics which continued up to 6 December 2009.

The Governor of the BCT stated on this occasion that this exhibition illustrates willingness to disseminate the banking digital culture and improve the quality of services through decisions and reforms undertaken in the sector.

He recalled that these reforms aim at developing yield and the legal framework within the sector and restructuring it with a view to making from Tunisia a regional financial centre.

In this context, Mr. BACCAR noted that the 12th point of 2009-2014 electoral programme reflects the Head of the State's bet on the banking sector and his concern about further contribution of this sector in the creation of more added value and in boosting capacity of the national economy facing external disruptions.

The Governor added that the target set in the presidential programme with respect to increasing contribution of banking services to GDP from 3% currently to 5% by 2014 can only be achieved through improvement of the quality of services and the move towards an advanced step in monetics.

He announced that the number of e-transactions would reach 40 million by end 2009, compared to just 4 million in 2004.

The Governor of the BCT considered this approach a "strategic" one in so far as it calls for four fundamental reforms: boosting financial bases of the banking sector by decreasing non-performing loan rate to less than 7% by 2014, restructuring the sector, improving the quality of services and increasing the sector's contribution to development of the digital economy.

Mr. BACCAR underlined the importance of participation of Tunis Stock Market and its brokers in this edition and their role in capital inflow and corporate financing.

The Governor of the BCT visited the different exhibition stands and noted that this event aims at boosting links between banks and their clients, referring in this context to the banking service Watch initiative in organising open days on bank mediation grouping together all bank mediators in a single stand, an opportunity for them to directly communicate with visitors, further to publication of a bulletin on the cost of banking services.

Mr. BACCAR showed satisfaction with respect to the regional and international dimension of the exhibition, stating that the number of exhibitors amounted this year to 150 compared to just 83 in the last edition and 65 in the first edition.

The area devoted to institutions like the African Development Bank (ADB), CEPEX, INNORPI and API in the exhibition accounted for 4000 square metres compared to 2200 in 2008.

In the programme of the exhibition, there was a seminar on "Banking governance in Maghreb countries, which opportunities in the post-crisis period" as well as "Fraud forum Africa Tunis 2009", an event on fraud in monetics; further to workshops led by exhibitors and experts on current issues.