



TUNISIA  
PPP 2018



31



Location:  
Manouba (Tunis)



Company:  
Société de Gestion du  
Pôle Manouba  
(SGPM)



Mission:  
New technopark



Cost:  
TND 356 million



## Manouba technopark

### General presentation

*Tunisia has a proven track record in developing technoparks and a healthy ecosystem of startup companies. The Manouba technopark, located near the University of Manouba and the new City "Jardins de Tunis" is well connected to the highway, railway and tramway networks. With an area of 52 hectares, it aims at offering an attractive environment for the development of ICT companies.*

*The total cost is estimated at **TND 356 million***

### Project rationale

With the development of communication technologies and widening wage differentials between the North and South, the Business Process Outsourcing (BPO) and Information Technology Outsourcing (ITO) sectors are currently growing in Tunisia.

In this context, Manouba Technopark, thanks to its land potential and its ecosystem, is a very promising site for the development of the ICT sector in Tunisia.

Nevertheless, much remains to be done to raise Tunisia to the rank of the highest rated countries in the ICT sector. According to the report "The Widening Impact of Automation-A.T. Kearney Global Services Rental Index 2017", Tunisia has ranked 35<sup>th</sup>, far behind Egypt ranked 14<sup>th</sup> and Morocco ranked 27<sup>th</sup>.

The Manouba Technopark aims at reaching a critical size comparable to that of other nearby countries (Morocco and Egypt). The Casanearshore campus in Morocco covers 53 hectares and offers 270,000 sqm. The Egyptian Smart Village covers 300 hectares with a multi-site organization.

The major objective of the Manouba technopark is to bring together different Tunisian operators in the BPO and ITO sectors and provide them with a wide range of integrated services with high added value. Such services could only be economically viable if a critical size is reached within the same space (minimum number of companies and minimum number of employees).



## Functional scope of the project

As part of the implementation of the current urban development plan of the Greater Tunis, the western suburbs of Tunis in general and the city of Manouba are considered as a future area of attraction:

- A modern transport infrastructure (RFR- Rapid Rail Network, Light rail, X30 ring road and A3 highway) to connect the region with other governorates of the country
- The construction of integrated cities with the start of the project "Les jardins de Tunis" which will be carried out on 330 hectares.
- A diversified economic network comprising over 200 companies employing more than 20,000 persons including 103 foreign companies.
- Several industrial areas equipped to accommodate new projects including Mornaguia (II), Tébourba, Jédaïda, Ksar Said, El Fejja and Manouba Technopark specializing in offshoring.
- Qualified and available human resources: Manouba comprises the largest university (University of Manouba) in Tunisia with 12 different institutions and 25,000 students in various disciplines.

The Manouba Pole Management Company (SGPM) has already prepared an initial masterplan for the Manouba technopark (Annex 1) comprising the following components:

- A new business park of 80,000 sqm
- New leisure facilities: A gym, a fitness room, 2 football fields, 2 tennis courts, a volleyball court, a basketball court and a sports circuit
- A hotel, a training and certification center, a kindergarten and a new restaurant
- Support area with residential units, a shopping center, a hospital, an university, administrative offices and other amenities (Police station, municipality, banks, post office, etc.)

- Upgrading existing spaces (Phase 1 in operation since 2011 covering 5 hectares with 17,500 sqm of offices) of shared workspaces "Coworking spaces", innovation and research laboratories, Technology Transfer Office, Space to host a Media Center, Incubator, Administrative Facilities
- "One-stop shop" dedicated to businesses.



Annex 1: Masterplan of the Manouba technopark

