



# FROM SITIC AFRICA TO SITIC AFRICA-CANADA

REPORT ON THE CANADIAN MISSION TO SITIC AFRICA 2018 IN  
TUNISIA- EXECUTIVE SUMMARY

# MONTREAL ACTIVITIES : A SUMMARY



# OVERVIEW OF SITIC AFRICA 2018



## THE CANADIAN MISSION TO SITIC AFRICA 2018: ISSUES AND OBJECTIVES

An important Canadian mission, guided by Consultation Contacts Monde, took part to the third edition of the SITIC AFRICA 2018 exhibition held in Tunis (Tunisia) from 9 to 12 April 2018. SITIC AFRICA 2018 is an international trade show highlighting Tunisian and African offers in ICTs; it is also an international platform for partnership, exchange and recruitment in ICT, within the framework of a Tunisia-Africa-Canada cooperation. The African digital opportunity is real and SITIC AFRICA 2018 is the cornerstone of an efficient strategy that will enable participating companies to: seize this opportunity to do business, to conclude partnership or outsourcing agreements to realize large-scale projects, or simply to successfully bid for relevant contracts in the African digital sector; it offers a wide range of possibilities.



## BEFORE THE MISSION: PREMILIMINARY ACTIVITIES

### Round tables on the African Digital Opportunity

The purpose of Consultancy Contacts Monde, during this preparatory phase of the mission, is to generate interest toward an African ICT sector that is experiencing a boom, a rapid growth, and that is proving to be of highly significant for the economic and social



Mohamed Guetat & Nicolas Clusiaux  
from Momentum Technologies

development of this continent. The aim is also to engage with relevant organizations in the IT sector, such as to educate their members on the opportunities of technical cooperation, as well as the considerably skilled workforce available in Tunisian and African ICT sectors.

Round tables on the African Digital Opportunity were thus held on December 8, 2017, February 2 and March 9, 2018 in Montreal, and March 16, 2018 in Quebec, and will culminate

with the Forum on the African Digital Opportunity - SITIC AFRICA CANADA 2018 – in October 15 and 16, 2018 in Montreal.



TABLE RONDE - L'OPPORTUNITÉ NUMÉRIQUE AFRICAINE

In addition to diplomatic officials of Tunisia (the Tunisian Ambassador to Canada and the Consul of Tunisia in Montreal), and representatives of the Canadian Embassy in Tunisia, representatives of several organizations participated to these round tables, including : Export Development Canada ( EDC), Export Quebec, Quebec International, the Ministry of Economy, Science and Innovation of Quebec, the City of Montreal, the Consortium of African Professionals in ICT (CPAI), Laval University Institute for the Technologies of

Information and Societies (ITIS), Smart Tunisia, the Tunisian Agency for Technical Cooperation (ATCT), the Ministry of Foreign Affairs of Tunisia, the Tunisian Professional Association of Banks and Financial Institutions (APTBEF), the Consulate of Egypt in Montreal and Contacts Monde.

### **Mangrove MTL partnership**

Mangrove MTL is a partner organization we have worked closely with during all phases of this project. Following the February 2nd roundtable, we were approached by Mangrove representatives who offered to contribute their expertise to the success of this project; by specifically connecting with start-ups and younger IT companies whose interests were not, yet, optimally represented in our approach. Mangrove was thus mandated with the task of improving our marketing efforts directed at these segments of the Canadian IT industry.

Mangrove was directly responsible for the registration of 50 per cent of companies that took part to the Canadian mission to SITIC Africa 2018. A partnership agreement was subsequently defined that provided the scope for Mangrove and CCM to work together towards building a sustainable bridge between Canadian and African ICT sectors.

### **Preliminary B2B meetings**

Several dozen B2B meetings were organized on the [Zoom](#) platform during the weeks preceding the mission. It involved 19 Canadian companies and institutions, 12 Tunisian companies and institutions, 7 African companies, as well as many decision-makers from all sides. These preliminary meetings initiated and preceded B2B meetings that were to be held just before, during and following SITIC AFRICA 2018 in Tunisia.

### **Strategic collaboration and institutional support**

The Canadian delegation to SITIC AFRICA 2018 included 24 participants, as well as many stakeholders involved in the organization, promotion and planning processes of the mission. Several Canadian governmental institutions also joined the Canadian mission SITIC Africa 2018. These included Québec International, Montréal International and the Québec Immigration Office (BIQ). The Québec Ministry of Economy, Science and Innovation also offered to financially support the participation of five Québec companies in SITIC AFRICA 2018, with the direct input of Minister Dominique Anglade.

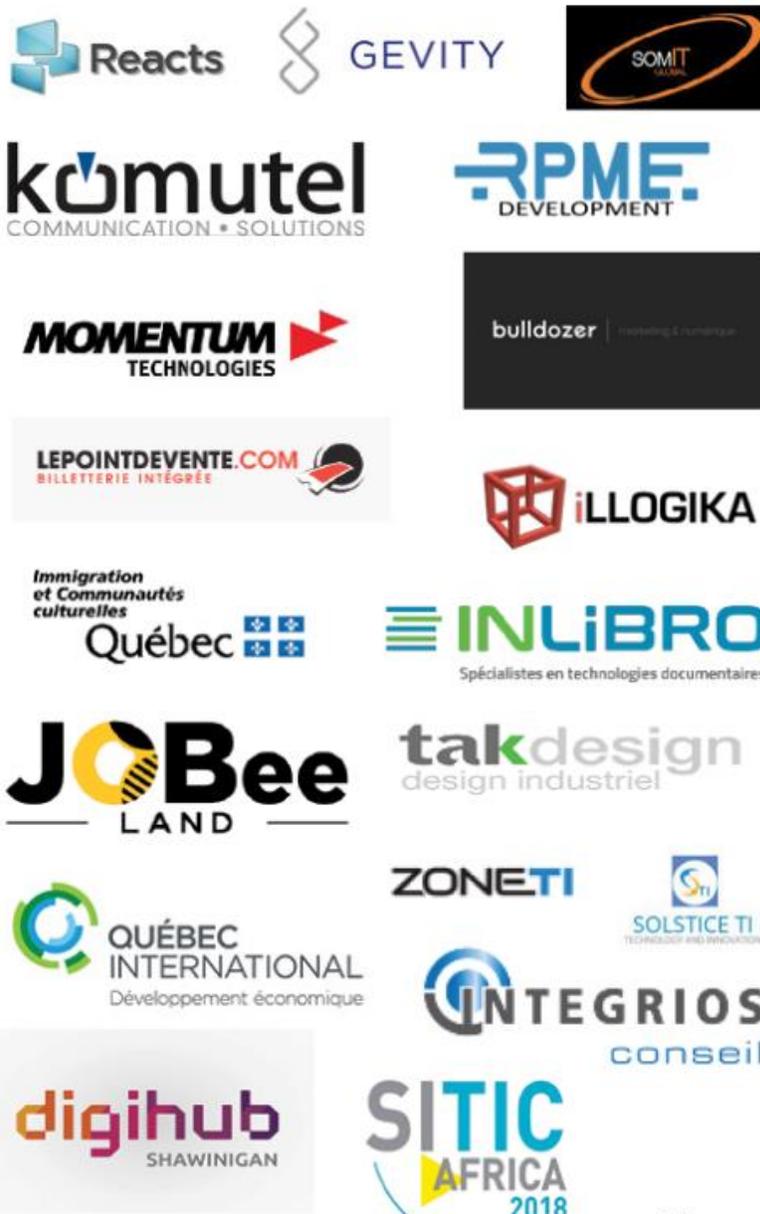
## Tunisair's partnership and contribution



We would like to highlight the generous and specially dedicated contribution of Tunisair, our airline partner, to the Canadian delegation to SITIC Africa 2018. They were particularly attentive to the need of all members of this mission and we sincerely thank them

## Preparatory activities

In Tunisia, Contacts Monde office in Tunis coordinated preparatory activities between the various teams at work in Montreal and Tunis, as well as that of our local partners.



## DURING THE MISSION: Program and peripheral activities

The Canadian delegation to SITIC AFRICA 2018 in Tunis benefited from a dual program that included activities of the official program of the SITIC Africa 2018, and several other activities exclusively planned for the Canadian delegation to Tunis. This last set of activities were organized either by the Embassy of Canada in Tunis, by Contacts Monde or by the Tunisian Ministry of Foreign Affairs, thanks to the support of the Ambassador of Tunisia to Canada, His Excellency Mohamed Imed Torjemane.



Members of the Canadian delegation to Tunis were also offered the opportunity to attend to several networking activities organized alongside the official program of SITIC AFRICA 2018, notably thanks to the personal involvement of the Canadian Ambassador in Tunisia. Her Excellency Mrs. Carol McQueen, Ambassador of Canada in Tunisia, oversaw the organisation of a networking reception offered at the Embassy for the Canadian delegation of SITIC Africa 2018.

Several training activities, discussion and networking meetings, cocktail parties with local partners were also organized in collaboration with the Canadian Embassy's trade delegation in Tunis, Contacts Monde, and the Office of the Ambassador.

On Monday, April 9, 2018, members of the Canadian delegation to SITIC AFRICA 2018 also attended a meeting with the Canadian Trade Delegation at the Canadian Embassy in Tunis, including: Mr. Philippe Armengau, Senior Trade Commissioner and Mr. Ezzeddine Cherni, Trade Commissioner.



A discussion with Embassy officials ensued, on the following topic: "Issues and Concerns faced by local and Canadian businesses". A 2 hour Preparatory and Training Meeting followed on the topic: "Doing Business in Africa"; closing this final preparatory day for the Canadian delegation.

### Media Coverage

The Canadian delegation to SITIC AFRICA 2018 also benefited from an unrivaled media coverage that , for example, included and article published in :[Entreprises Magazine - Le Magazine Tunisien des Affaires et de la Finance](#), Mai 2018 Edition: « *Africa is a talent pool for Canadian companies.* »



Passage à la télé aux heures de pointes : iTech, Émission 'Spécial TIC' sur Ettounsiya TV, Edition du 14 Avril 2018 à partir de 20H30

Article and interview by Hatem Toulgui, in addition to another article in Sitic Africa Magazine.

### Tunis - B2B Meetings

In order to measure the impact of these B2B meetings, it is important to highlight the following figures: each members of the Canadian delegation to SITIC AFRICA 2018 met with approximately 36 local businesses



Article paru dans le magazine du SITIC Africa.

and institutions, for an estimated total of 864 B2B meetings (24 x 36) with potential local partners.

## POST-MISSION Outcomes

### SITIC AFRICA 2018: Outcomes and assessment

The Canadian mission to SITIC AFRICA 2018 provided the scope for 24 Canadian companies and institutions: to be represented in Tunisia, to meet African companies and institutions working in the digital field, and finally establish meaningful contacts while initiating effective partnerships with African IT decision-makers.

During the days immediately following the SITIC Africa 2018, Mr. Karl Miville De Chêne initiated and took several meetings, laying the ground for the organisation of a substantial Tunisian delegation to SITIC Africa-Canada 2018 in Montreal. The CEPEX (The Tunisian Export Promotion Center) by the voice of its interim CEO, Mr. Samir Azzi, confirmed the preparation of a Tunisian mission to Montreal. Mr. Ahmed El Karm, president of the APT-BEF (Tunisian Professional Association of Banks and Financial Institutions) and President of AMEM Bank also confirmed his participation as a panelist, he will be accompanied by several other Tunisian bankers.

This summer, for example, the following 4 companies and institutions are returning to Tunisia to better explore the African digital opportunity while continuing discussions and negotiations on many leads and opportunities discovered during the SITIC mission: This include Komutel (who opened a branch in Tunis), Quebec International, Momentum-Technologies and Consultation Contacts Monde

## 5<sup>th</sup> round-table on the African Digital Potential

Following the Canadian mission to SITIC Africa 2018, Contacts Monde in partnership with Mangrove Montreal organized a fifth roundtable meeting with his Excellency Mr. Habib Debbabi, Secretary of State for the Digital Economy in Tunisia. Contacts Monde had two partners for this event: TechnoMontréal and CEFRIO. The meeting was held on Tuesday, May 15, 2018 at TechnoMontreal headquarters, in the presence of representatives from several Canadian companies, institutions and stakeholders, including Export Québec and CEFRIO, in addition to the diplomatic representatives of Tunisia (the Ambassador of Tunisia in Canada and the Consul of Tunisia in Montreal).



A co-creative workshop, organized by Mangrove Montréal, took place on Tuesday, May 29th at the Esplanade. Its aims were to:

- Provide a forum for all stakeholders of the African ICT sector;
- Identify Canadian initiatives in Africa;

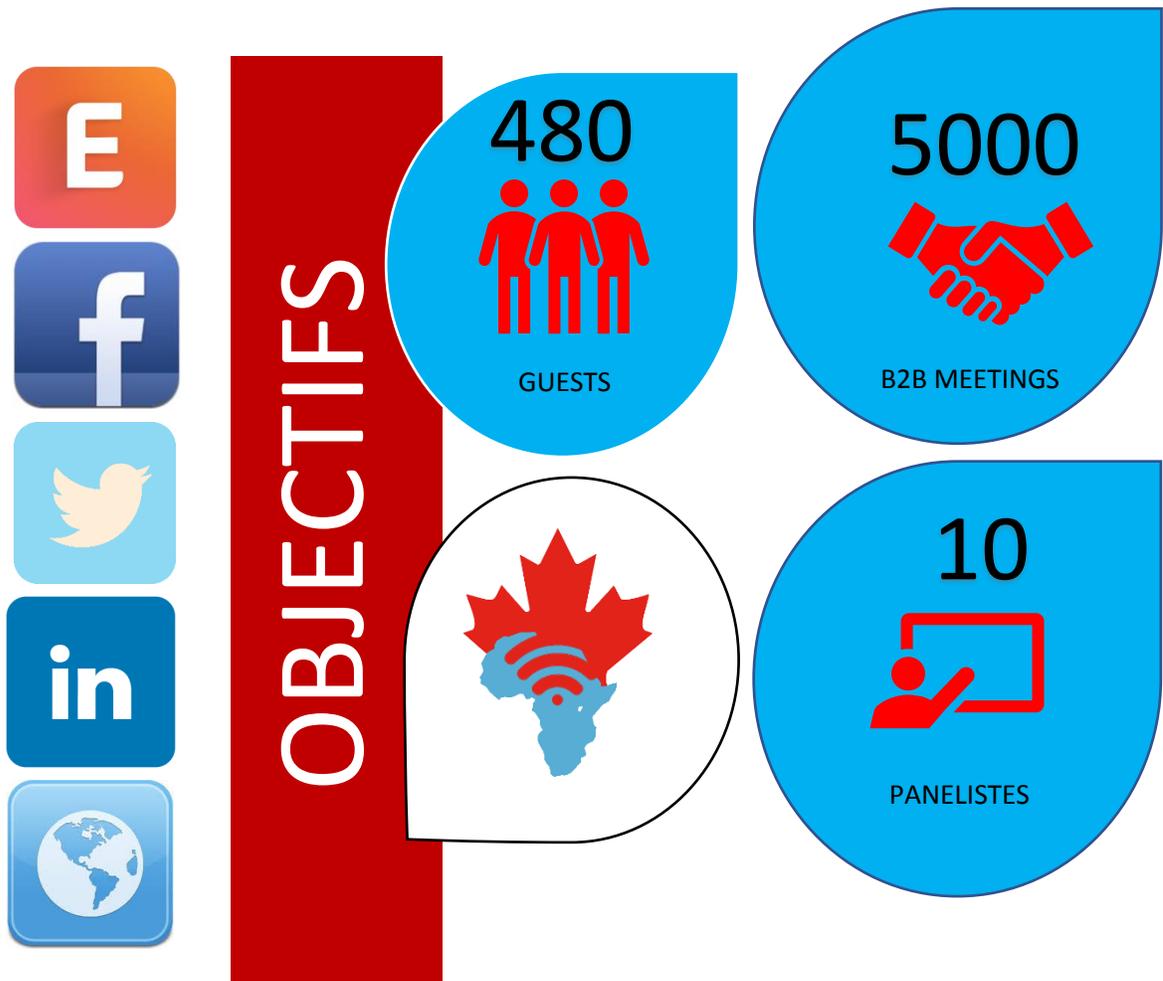
- Identify strategic partnerships between Canada and Africa;
- To understand, and learn from, challenges in African ICT sectors;
- Identify the main topics to be addressed during SITIC Africa;
- Co-design participatory approaches for SITIC Africa;
- Explore potential partnerships for SITIC Africa.

### SITIC AFRICA 2018 : The Aftermath

Following SITIC AFRICA 2018, many institutional and financial partners, in Tunisia, Africa and Canada, took interest to collaborative and partnerships models designed by Consultation Contacts Monde. Many of them have already agreed to participate to the next step of this journey: [The forum on African digital potential - SITIC Africa-Canada 2018](#).

### The next phase

October is a significant month! All African delegation met at SITIC – Africa in Tunisia unanimously agreed to once again participate to its logical continuation that is Sitic Africa-Canada 2018 to be held at L'Omni Mont-Royal from October 15 to 16 2018. **Join us !**



# SITIC AFRICA – CANADA

Salon international des  
technologies de l'information  
et de la communication

OPPORTUNITÉS + RECRUTEMENT



Élargissez  
votre réseau  
international

15-16  
OCT 2018

HOTEL OMNI - MONTRÉAL

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