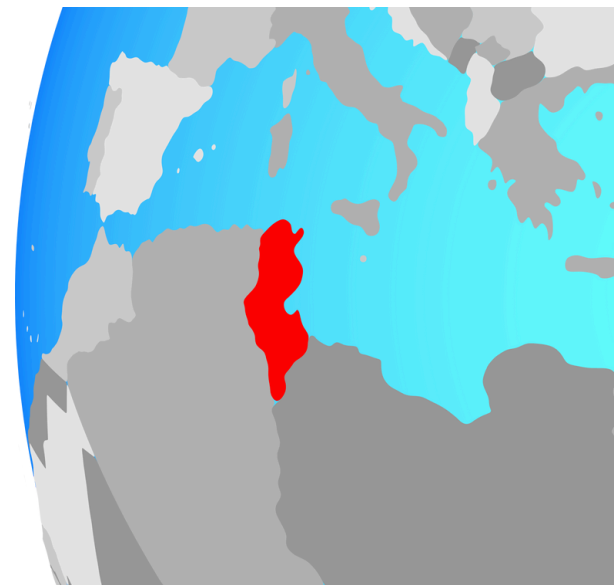




THE RISING CHALLENGES OF IT DEVELOPMENT AND COSTS

Outsourcing IT in Tunisia

Outsourcing IT in Tunisia:
A Strategic Advantage for Businesses



INTRODUCTION

In today's fast-paced digital economy, businesses face increasing pressure to innovate while controlling costs.

The demand for skilled IT professionals is soaring, leading to high salaries and talent shortages in many Western countries.

Companies struggle to scale their IT operations efficiently while maintaining quality, security, and compliance.

Additionally, the complexity of managing in-house IT teams often leads to inefficiencies, long development cycles, and escalating operational expenses.

KEY CHALLENGES FOR INDUSTRIES



The cost of quality skills is very high in the European market, and most experts are freelancers who do not have the right framework and must manage their own business.



Difficulty in hiring and retaining top tech talent



Delays in project delivery due to skill shortages and lack of supervision.



Need for operational support and multilingual teams

THE EMERGENCE OF THE TUNISIAN IT HUB

Tunisia is emerging as a premier destination for IT outsourcing, offering a combination of a highly skilled workforce, cost-effective services, and strategic geographical positioning. With strong government support and a rapidly developing IT infrastructure, Tunisia presents a competitive advantage over other Maghreb and Arab nations. This whitepaper explores the key factors driving Tunisia's growth as an outsourcing hub and provides statistical insights into its IT sector.

TUNISIA HAS BECOME A LEADING IT OUTSOURCING HUB DUE TO ITS:

Highly Skilled Workforce: A growing pool of IT engineers, developers, and cybersecurity experts trained in top universities.

Cost Efficiency: Competitive pricing compared to European and North American markets.

Multilingual Talent: Professionals fluent in French, English, and Arabic, ensuring seamless communication.

Proximity to Europe: A strategic location with minimal time zone differences, making collaboration easier.

Government Support: Favorable tax incentives and business-friendly policies for foreign companies.

STATISTICS & ACTIVITIES

TUNISIA'S IT WORKFORCE



Highly Skilled Talent

- Tunisia ranks 2nd globally in the percentage of graduates in science and engineering disciplines, with 37.9% of university graduates in STEM fields (Source: Managers.tn, 2023).
- Annually, Tunisia produces over 8,000 IT graduates from top universities such as École Nationale des Sciences de l'Informatique (ENSI), Sup'Com, and ESPRIT.
- High-quality technical education has led to a significant increase in IT certifications, including Microsoft, AWS, and Cisco accreditations.



Competitive Salaries and Cost Efficiency

- The average monthly salary for a software engineer in Tunisia is approximately \$600–\$1,500, significantly lower than in France (\$4,500) or the United States (\$8,000) (Source: Glassdoor, 2024).
- Companies outsourcing IT operations to Tunisia can reduce costs by 40-60% compared to Europe while maintaining high-quality standards.



Multilingual Talent for Global Communication

- Tunisian professionals are proficient in French, English, and Arabic, making them ideal for serving European, African, and Middle Eastern markets.
- 95% of IT professionals in Tunisia have fluent French skills, and over 80% speak English at a business level (Source: Statista, 2023).

GROWING IT OUTSOURCING MARKET & INDUSTRY STATISTICS



Booming IT and Tech Industry

- The IT services sector in Tunisia contributes 8% of the country's GDP and is expected to reach \$2 billion by 2025.
- Tunisia has over 1,800 IT companies, with strong specialization in software development, AI, cloud computing, and cybersecurity.
- Major global companies, including IBM, Microsoft, Capgemini, and Atos, have already established operations in Tunisia.

STATISTICS & ACTIVITIES

Industry	Percentage of IT Outsourcing
Software Development	40%
Business Process Outsourcing	25%
Cybersecurity & Cloud Solutions	15%
Fintech & Banking IT Services	10%
AI & Data Analytics	10%

TOP OUTSOURCING INDUSTRIES IN TUNISIA

Software Development ranks 1st !

STRATEGIC ADVANTAGES FOR EUROPEAN BUSINESSES



Proximity to Europe & Time Zone Compatibility

- Short flight times: Paris to Tunis in 2h 15m, Rome in 1h 20m, and Berlin in 2h 50m.
- Operates in Central European Time (CET), ensuring seamless collaboration with European companies.



Government Incentives and Business-Friendly Policies

- 100% foreign ownership of IT companies is allowed.
- 10-year tax exemption for foreign IT companies investing in Tunisia.
- Simplified visa policies for foreign tech professionals and digital nomads

Country	IT Talent Availability	Cost Efficiency	Gov. Incentives	Proximity to Europe
Tunisia	★★★★★ (Highly skilled)	★★★★★ (Highly skilled)	★★★★★ (Strong incentives)	★★★★★ (CET)
Morocco	★★★★	★★★★	★★★★	★★★★
Egypt	★★★★	★★★★	★★★★	★
UAE	★★★★★	★	★★★★★	★★

TUNISIA VS. OTHER MAGHREB AND ARAB IT HUBS

Tunisia stands out in the Maghreb region due to its highly skilled workforce, cost competitiveness, and proximity to Europe, making it an ideal outsourcing destination.

STATISTICS & ACTIVITIES

FUTURE OUTLOOK: WHY TUNISIA IS THE FUTURE OF IT OUTSOURCING

→ 
Investment in Tech and Innovation

- \$150M+ in venture capital invested in Tunisian startups in 2024.
- Government focus on AI, blockchain, and IoT to modernize industries.

→ 
Talent Retention and Digital Infrastructure Development

- Expansion of tech hubs such as Tunis Digital City and Smart Tunisia Initiative to foster a thriving IT ecosystem.
- Faster broadband and 5G infrastructure development to improve remote work capabilities.

HOW TO GET STARTED ?

PARTNERING WITH ALTAIRA GROUP FOR YOUR IT OUTSOURCING NEEDS IS SIMPLE:

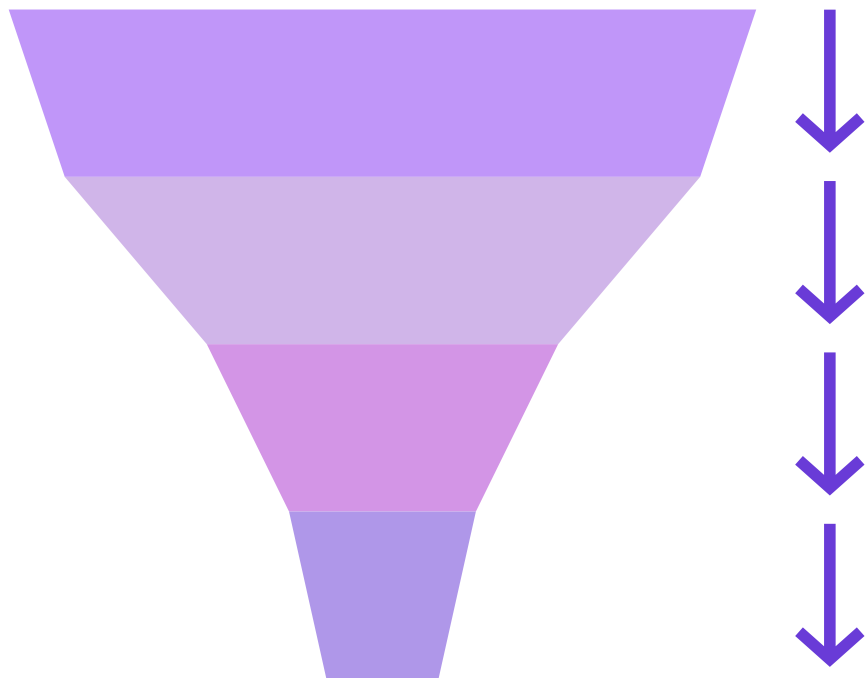
- **Consultation**: Assess your IT requirements and outsourcing potential.
- **Customized Strategy**: Develop a tailored outsourcing plan based on your business goals.
- **Team Assembly**: Select skilled IT professionals from Altaira Group's talent pool.
- **Seamless Integration**: Onboard and integrate the outsourced team with your existing processes.
- **Ongoing Support**: Continuous collaboration, monitoring, and optimization of IT operation

Consultation →

Customized Strategy →

Team Assembly →

Ongoing Support →



CONCLUSION

UNLOCK YOUR IT POTENTIAL WITH ALTAIRA GROUP



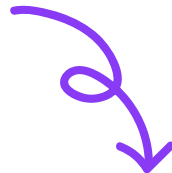
Investment in Tech and Innovation

- Outsourcing IT to Tunisia through Altaira Group is a game-changing strategy for businesses looking to optimize costs, scale efficiently, and access world-class tech expertise.
- By leveraging Tunisia's skilled workforce, cost advantages, and strategic location, businesses can achieve sustainable growth and a competitive edge in the global market.



Talent Retention and Digital Infrastructure Development

- Tunisia offers a unique blend of technical expertise, cost-efficiency, and strategic location that makes it an ideal outsourcing hub for European and global businesses. With growing government support, a skilled workforce, and competitive pricing, Tunisia is set to become a top IT outsourcing destination in the Maghreb and beyond.



KEY TAKEAWAYS:

- **37.9% STEM graduates - One of the highest in the world**
- **Up to 60% cost savings compared to Europe**
- **Multilingual workforce fluent in French, English, and Arabic**
- **Same time zone as Europe (CET) for seamless collaboration**
- **Government incentives & business-friendly policies**

OUR ENGAGEMENT

ALTAIRAGROUP: A COMMITMENT TO TUNISIA'S GROWTH & PROSPERITY

At Altaira Group, we are not just an outsourcing company, we are a responsible partner in Tunisia's development. Our vision goes beyond business; we actively contribute to economic, social, and technological progress in Tunisia, ensuring that IT outsourcing is a win-win for both international clients and the Tunisian workforce.

ELEVATING TUNISIAN IT PROFESSIONALS

→ Better Compensation & Career Growth

- ✓ We believe in fair and competitive salaries, ensuring that Tunisian IT engineers are paid above market standards to retain top talent.
- ✓ We provide clear career progression with opportunities to grow into management and international roles.

→ Developing Tunisia's Education & Skills

- ✓ We partner with Tunisian universities and coding schools to bridge the gap between academic learning and real-world IT challenges.
- ✓ We design training programs aligned with European and international standards, preparing Tunisian professionals for global opportunities.

→ Continuous Training & Certification

- ✓ We invest in upskilling our employees, offering international certifications in cloud computing, cybersecurity, AI, and software development.
- ✓ Our employees have access to mentorship programs led by experienced engineers from France and other European countries.

INVESTING IN TUNISIA'S FUTURE

→ Infrastructure & Digital Growth

- ✓ We Invest in state-of-the-art IT Infrastructure to create a world-class working environment for Tunisian engineers.
- ✓ We promote remote work solutions and co-working hubs, allowing more Tunisians outside major cities to access IT jobs.

→ Economic Development & Local Engagement

- ✓ We actively collaborate with local businesses, ensuring that our economic impact benefits Tunisian entrepreneurs and SMEs.
- ✓ We participate in city development projects, helping struggling communities access technology, internet, and employment opportunities

→ Social Responsibility & Community Development

- ✓ We support associations and NGOs working to develop cities in financial difficulty, creating opportunities for underprivileged youth.
- ✓ We fund scholarship for students from disadvantaged backgrounds to ensure equal access to high-quality IT education

Connect with Us Today



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