



Tunisia

Priority Areas



Country Profile

2023

**Blockchain and Digital
Transformation in Africa.**

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Note: The information presented here highlights crucial focus areas for the country, especially in the context of the emerging industries of Fintech, DeFi (Decentralized Finance), NFTs (Non-Fungible Tokens), and cryptocurrencies. The information presented sheds light on several developments and pioneering enterprises that are fueling the country's digital progress in the blockchain domain. However, it is important to note that this is not an exhaustive list; rather, it provides a glimpse into the country's direction and ability to achieve key milestones in the blockchain sector.

Fintech

Digital Banking and Mobile Payments

Monétique Tunisie: Tunisia's national payment system supports mobile banking and electronic payments. It permits bank-to-merchant payments.

Attijari Mobile: One of Tunisia's largest banks, Attijari Bank, offers mobile banking services through its app. This app lets users manage their accounts and finances on their phones.

Banque de l'Habitat Mobile: The bank's app allows users check their accounts, transfer funds, and pay bills from their phones.

Banque Nationale Agricole (BNA) Mobile: BNA's mobile banking app allows you check balances, transfer funds, and pay bills.

Orange Money: Orange Money, a Tunisian telecommunications company, enables users pay bills, transfer money, and make financial transactions on their phones.

Mobicash: Mobicash enables users pay bills, send money, and make transactions on their phones.

E-Dinar Smart: The Tunisian Central Bank introduced "E-Dinar Smart" to promote digital payments and eliminate cash transactions. It supports QR codes, mobile payments, and contactless payments.

STB Mobile: Société Tunisienne de Banque (STB) offers a smartphone app for account management, money transfers, and other banking functions.

Poste Mobile: La Poste Tunisienne offers Poste Mobile, a mobile banking service that allows customers check their accounts, transfer money, and pay bills.

E-commerce and Online Marketplaces

Jumia Tunisia: Jumia, a popular African e-commerce site, operates in Tunisia. It sells electronics, apparel, beauty, and more.

Tunisianet: This e-commerce site sells electronics, gadgets, household appliances, and fashion.

MyTEK: MyTEK supplies gadgets, computers, and accessories online.

Scoop Tunisia: Scoop Tunisia is a deal-of-the-day website that gives discounts on numerous items and services.

Biat Net E-commerce: Banque Internationale Arabe de

	<p>Tunisie (BIAT) offers online shopping for products and services.</p> <p>Dabchy: Dabchy is an online marketplace for secondhand fashion and clothes.</p>
<p>Blockchain Technology and Cryptocurrency</p>	<p>in The Central Bank of Tunisia and the Central Bank of France conducted the sixth Central Bank Digital Currency (CBDC) trial with LiquidShare's consortium. This consortium focused on two use cases: blockchain delivery vs payment for listed and non-listed stocks, and Banque de France CBDC token destruction¹. The experiment validated securities lifecycle operations and required smart contracts to transfer CBDC tokens and securities simultaneously. The platform improved transparency, timeliness, and cost savings for the Tunisian diaspora in Europe. The successful experimentation proposed central bank-commercial bank cross-border payments. The coalition included major financial and market actors.</p>
<p>Robo-Advisory and Investment Platforms</p>	<p>Tunisia's Robo-Advisors market is forecast to grow rapidly, reaching US\$165 million in 2023 and US\$402 million by 2027 at a CAGR of 24.84%. By 2027, 95,220 users are expected, with an average investment under custody per user of US\$2,000 in 2023. US\$1,172,000 million in assets under management in 2023 tops worldwide trends².</p>
<p>Financial Education and Literacy Initiatives</p>	<p>Enda: Financial education is crucial due to Tunisia's economic problems after the 2011 revolution. The 2015 terrorist attacks and economic slowdown highlighted the need for better financial management and literacy. Enda, a leading microfinance institution, implemented financial education to fulfill this demand³. Enda educated clients on budgeting, savings, debt control, and investing through creative methods like video animations, text messaging, and user-friendly forms. Clients saved more, made better financial decisions, and shared their newly acquired expertise with family. This achievement highlights the necessity of incorporating key stakeholders, establishing a sustainable business case, and providing compelling content to improve financial behaviors and well-being in Tunisia.</p> <p>Digital financial literacy (DFL) programs: These initiatives in AFI member nations like Tunisia involve many institutions. Central banks, financial service providers, mobile network carriers, industry associations, fintech technology providers, NGOs, ministries, etc. Several governments have</p>

¹ Unlock News Desk. "Central Bank of Tunisia Tests CBDC Pilot with Central Bank of France." UNLOCK Blockchain, July 14, 2021. <https://www.unlock-bc.com/news/2021-07-14/central-bank-of-tunisia-tests-cbdc-pilot-with-central-bank-of-france/>.

² Statista, "Robo-Advisors - Tunisia | Statista Market Forecast," Statista, 2023, <https://www.statista.com/outlook/dmo/fintech/digital-investment/robo-advisors/tunisia>.

³Swiss Capacity Building Facility (SCBF), "Financial Education by Enda in Tunisia," 2017, https://scbf.ch/wp-content/uploads/2020/06/FEW-07-ENDA-Tunisia-final-report_final-02.05.2018-1.pdf.

implemented safety, security, consumer rights, and restitution methods to address DFS-related consumer protection threats⁴. National non-regulatory and policy efforts to promote DFL include public awareness campaigns, assistance for government departments and non-governmental players, and prioritizing of specific demographic groups including women, youth, MSMEs, rural areas, and others. These programs aim to improve digital financial literacy and engage various groups in AFI member nations, including Tunisia.

⁴ AFI, "DIGITAL FINANCIAL LITERACY GUIDELINE NOTE 2," 2021, https://www.afi-global.org/wp-content/uploads/2021/05/AFI_Guideline45_Digi_Finance_Literacy_aw5.pdf.

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