

Dear Madam/Sir,

We would like to inform you about the next mission to Tunisia of **Mr Daniel Calleja, Director-General of DG Enterprise and Industry**, European Commission.

Following European Commission Vice-President Antonio Tajani's Mission for Growth to Tunisia on 28 November 2012, Mr Calleja will lead a **technical follow-up mission for growth to Tunis on 28-29 November 2013**. He will be accompanied by a European business delegation of around 30 entrepreneurs for senior-level discussions with Tunisian authorities, entrepreneurs and business leaders on how to deepen our industrial cooperation. The objectives of this visit will be:

- (1) to promote sustainable and inclusive growth in the European Union and Tunisia;
- (2) to help our SMEs operate internationally by tapping business opportunities in Tunisia;
- (3) to promote our industry by participating in business matchmaking events with Tunisian entrepreneurs in the following sectors: green tech, agro-food, renewable and conventional energy, environment, urban services, ICT, creative industries, tourism and mining.

Our services are also organising an event on innovation and clusters to coincide with the visit: *Euromed@Change Business Roadshow Tunis* which will take place in Tunis from 27 to 29 November. This is part of *EuroMed@Change*, a project initiated and funded by the European Parliament for the benefit of Tunisia and other Mediterranean neighbour countries.

Within the framework of this project, we will also organise intercultural and business briefings, matchmaking meetings and encourage SMEs to explore partnerships and business opportunities, particularly in the sectors highlighted above. More information is available on <http://www.b2match.eu/euromed/pages/tunis>.

We would be grateful if you would inform the members of your organisation about the event and encourage them to participate. Entrepreneurs who are interested in participating in the senior-level meetings with Director-General Calleja are invited to express their interest when they register on the website <http://www.b2match.eu/euromed/participants/new>. The deadline for submitting applications is Thursday, 24 October 2013. Priority will be given to ensuring i) the presence of SMEs from as many EU Member States as possible, ii) SMEs represented at senior level, iii) active in the targeted sectors and iv) available to participate in the B2B meetings.

Contact persons for the organisation of the mission to Tunisia are:
Mr Inigo Urresti (inigo.urresti@ec.europa.eu — Tel. +32.2. 299.76.20)
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They are at your disposal to answer any queries you may have.

We look forward to pursuing this challenging venture with you.

Yours sincerely,

Missions for Growth Team



European Commission

DG Enterprise and Industry

website: http://ec.europa.eu/enterprise/initiatives/mission-growth/missions-for-growth/daniel-calleja/africa/tunisia/index_en.htm

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