



Embassy of India Tunis, Tunisia

PRESS RELEASE

Make in India Presentation in Sousse, eastern Tunisia – 17 October 2014



The Embassy organized a presentation of the Make in India initiative of the Government of India in Sousse on the east coast of Tunisia. Sousse, due to its important position in the economic production of Tunisia and thanks to its being an important touristic area, is popularly called the pearl of the Sahil.

The presentation in Sousse was held at the town hall under the aegis of His Excellency, Mr. Mohamed Mokni, the Mayor of Sousse. There was a large audience present of around a hundred representatives of the business community including Mr. Ali Ben Yahia, the President, and the members of the Executive Council of UTICA Sousse, as also Mr. Nejib Mellouli, the President of the Chamber of Commerce of the Sahil along with businessmen from diverse sectors. A 30-minute audio visual presentation on the Make in India event, consisting of the address of His Excellency, Mr. Narendra Modi, Prime Minister of India on the occasion of the launch of this initiative in India followed by a documentary on the investment-friendly business environment of India was screened. Thereafter, Ambassador of India Mrs. Nagma M. Mallick, in her remarks, highlighted the important measures already taken by the new government to improve the business climate and to open important new sectors for foreign investment. She also provided details of some of the large infrastructure projects identified by the government of India for foreign investment, including the 5 industrial corridors currently

being developed in India. A lively question-answer session followed in which the members of the audience raised specific questions on the Make in India initiative and also suggested innovative ways of deepening the India-Tunisia economic cooperation.

The presentation was followed by a very attractive exposition of art and craft works by the creative women entrepreneurs of Sousse, also held in the beautiful precincts of the town hall. Mrs. Chiraz Tebra Kifeji, the President of the Regional Chamber of Women Entrepreneurs, Sousse had organized the exposition which was deeply appreciated by all the visitors to the presentation.

For further details on the Make in India initiative, please consult: www.makeinindia.com.

27th October 2014
Tunis, Tunisia