



TUNISIAN REPUBLIC

Ministry of Communication Technologies and Digital Economy

1st Edition

of the National Mobile Application Development Program



m-dev Tunisia

“Hello World”

<IT's technology from the other side/>



In partnership with



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

CIFODE'COM
Certifié ISO 9001 : 2000



GENERAL CONTEXT

National Strategic Plan Digital Tunisia 2020

Transform Tunisia into an **international benchmark** for **digital development**

Make **“digital”** a **vector of development**, while creating a **favorable environment**

Regional development

Capacity building

Employability

GLOBAL OBJECTIVES



1 Better matching of supply in the labor market

Provide beneficiaries with practical training, not provided in engineering schools of to better meet labor market requirements.

2 Entrepreneurship Promotion

Allowing young Tunisians, through the acquisition of international standard expertise in mobile application development, develop their own projects and / or to meet the needs of businesses in the area.

3 Reducing unemployment in the regions

Indirectly, young people can create their own jobs, recruit others; but also be recruited by IT companies with needs in the field.

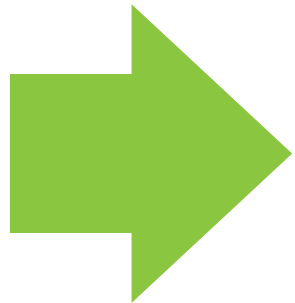




4 Outsourcing IT services

The global explosion of the mobile application development market could necessitate turning to low-cost local Tunisian expertise trained according to international standards

5 Create a Tunisian HUB of expertise in mobile application development

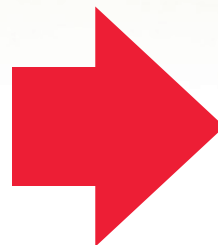


CREATE AN ARMY OF DEVELOPERS



SPECIFIC OBJECTIVES

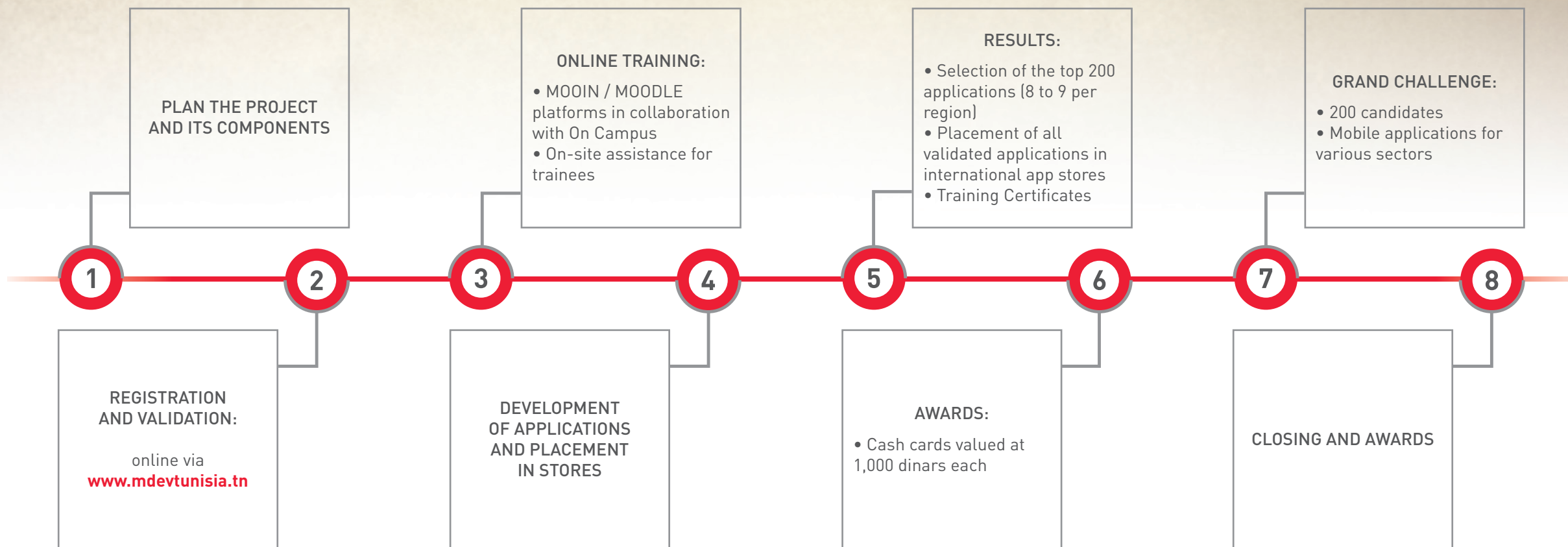
Train 8,000 youth in mobile application development



Ensure 1,000 mobile applications are placed in international app stores



COMPONENTS



CHALLENGE



1 WILLING THE CREATION OF A NEW PATH OF SUCCESS

- National scope of the initiative: targeting the interior regions
- Reduce unemployment among ICT graduates
- Stimulating entrepreneurship

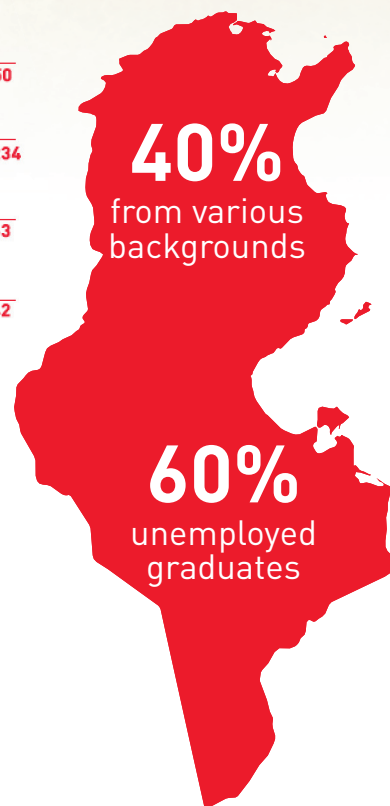
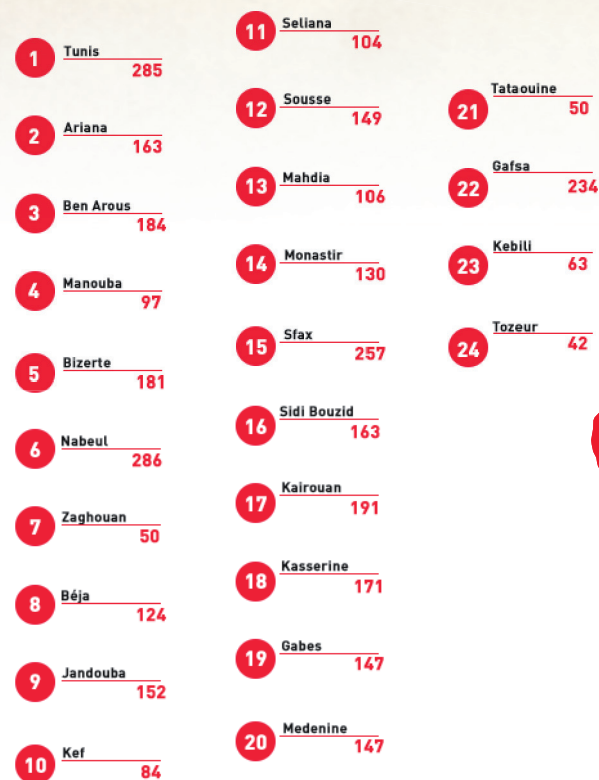
2 Position TUNISIAN EXPERTISE in MOBILE APP DEVELOPMENT on THE INTERNATIONAL STAGE, and doing more in the long term; make Tunisia a HUB in the region for its expertise in mobile app development



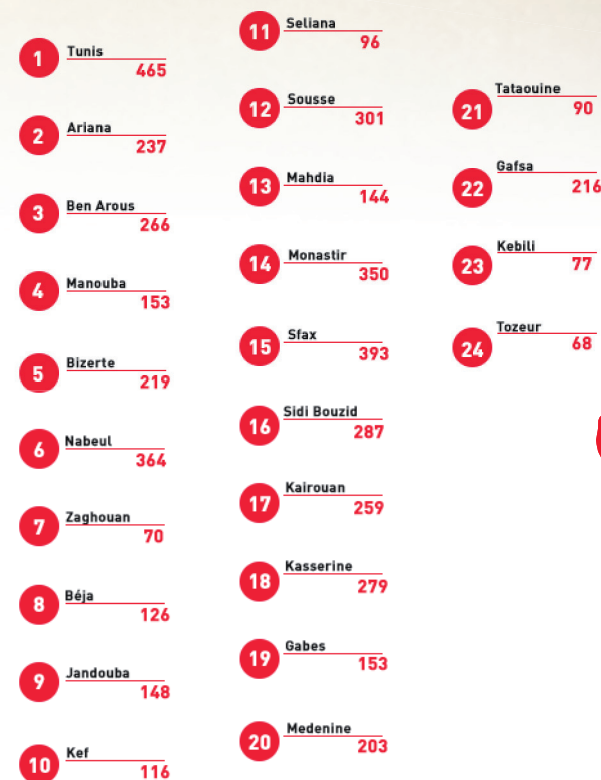
CANDIDATE SELECTION



Distribution of the 3560 selected female candidates



Distribution of the 4940 selected male candidates



PARTNERS



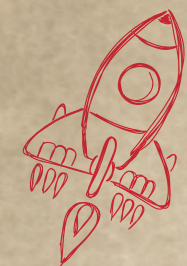
SPECIAL INITIATIVE FOR ECONOMIC
STABILIZATION AND YOUTH EMPLOYMENT



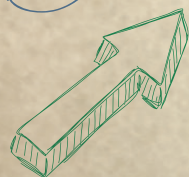
HTML5/CSS3



Mobile
Apps



Programing



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