

The Tunisian Consortium GET'IT: a tool for growth of innovative SMEs

GET'IT, Tunisia's first information technology consortium, has become a well-known and respected reference in the information technology sector beyond the Tunisian borders. In a few years from its establishment, GET'IT has acquired a reputation of professionalism, wide-ranging capacities, qualified human resources and an extended service offer.

Before joining forces in the consortium, member companies were already offering sophisticated services and solutions, but were lacking a broad enough range of products and services to achieve visibility on international markets. Starting in 2005, UNIDO and the Tunisian Ministry of Industry supported six companies to set up the export consortium. Since then, its size and activities have grown considerably.

Nowadays, 11 SMEs are part of the consortium that employs altogether over 500 qualified persons. In the sector of information technologies, where the concept of networking is very widespread, new companies have rapidly joined the consortium. GET'IT members enrich the consortium's offer with complementary and diversified solutions and all of the former contribute to reinforce the image of Tunisia as a near shore platform for technological services.



Among the actions carried out by GET'IT, special mention must be made of the promotion of the consortium's corporate image, the joint elaboration of a website www.getit-tunisia.com and the participation in a substantial number of fairs, commercial missions, business meetings and specialized forums.

Thanks to GET'IT's activities different technological service contracts have been signed, subcontracting and representation arrangements for foreign companies have been established and sale agents have been recruited in France, Italy and Germany.

Member companies have registered an increase of their exports and global business volume that significantly outpaces the average of the sector as a whole. Alone in the first semester of 2007, GET'IT gained 1 million US dollars from export activities.

However, members emphasize that benefits obtained thanks to the consortium go beyond economic profit. Intangible resources such as knowledge of new international markets, better understanding of potential clients' needs and requirements, increase of contacts and, to put it briefly, the development of relational capital have dramatically improved. Overall GET'IT enhanced corporate image is driving the export dynamic and contributes to improving Tunisia's image as a near shore provider of sophisticated technological services.

