

A new era for industry and trade

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WIDED BOUCHAMAOU is a prominent businesswoman in Tunisia, and was appointed President of UTICA following the 2011 Tunisian Revolution. She is also President the Tunisian Chambers of Commerce and the Tunisian American Chambers of Commerce.

While Tunisia is struggling to complete its democratic transition – a difficult and complex stage following a successful revolution made by the people of Tunisia on the 14th of January 2011 by breaking the shackles of tyranny and rejecting all kinds of injustice – UTICA is currently working to begin a new phase in its mission of serving the national economy and advocating company interests.

Established in 1947, the Tunisian Union of Industry, Trade and Handicrafts (UTICA) is the employer's organisation representing companies in the Tunisian industrial, commercial, service and craftsmanship sectors. It is organised regionally through unions in all provinces of Tunisia as well as sectorally through its professional associations. UTICA is the employers' representative appointed by its members to lobby government for their interests. It ensures the defense of their occupational, economic and social interests, co-ordinates their activities for them, continuously explores new opportunities for advancement and promotion, and responds to their requests and concerns on a diverse range of issues. The UK equivalent of our organisation is most probably the

Confederation of British Industry (CBI).

UTICA, which believed in the revolution of young people, is making considerable efforts to contribute to its success and the achievement of its objectives. At the forefront of these objectives is ensuring a decent job for every citizen and enhancing living conditions for all, free from discrimination, inequality or marginalisation.

UTICA was aware of the importance of the change experienced by Tunisia since January 14th has unequivocally supported the goals of the revolution from the start without sparing any effort. Our organisation has continued to serve its members despite harsh conditions and heavy pressures on national organisations such as ours.

Today, UTICA is entering a new era and will do what it takes to make it a success. There is no other alternative but to strengthen the economy by defending the interests of the business community, considering that the company is the main source of wealth and job creation. That is how UTICA can contribute to achieving the goals of the Tunisian revolution in an atmosphere of transparency and good governance. **E**



Wided Bouchamaoui is one of many women that have succeeded in business or politics in Tunisia