

Tarak Chérif becomes the new President of ANIMA Investment Network

Marseille, 3 March 2021 - The ANIMA network has unanimously elected its new President: Tarak Chérif, President of the Confederation of Citizen Enterprises of Tunisia (CONNECT), becomes the 6th President of ANIMA Investment Network.

At the end of the [ANIMA Investment Network](#) Board of Directors meeting held on 25 February 2021, [CONNECT](#) was chosen to assume the Presidency of the network. Tarak Chérif thus succeeds Abdelkader Betari, representing the Agence de l'Oriental (Morocco).

Tarak Chérif confirmed his ambition to strengthen ANIMA's position as one of the most important cooperation networks for investment promotion and business development between Europe, the Middle East and Africa, and to rely on the strength of its 70 member organisations present in 18 countries, and more than 400 mobilisable experts.

"I hope that we can work together on the issues that concern us and for which ANIMA must play a major role: The economic recovery and competitiveness of our economies, the attractiveness of our territories, climate and sustainable development issues, dialogue and cooperation between the organisations and companies of our Mediterranean countries" said Tarak Chérif.

Born on 7 August 1955 in Sfax, Tarak Chérif is a renowned Tunisian businessman who has headed the Tunisian group Alliance One since 1981. He also founded in 2011 the Confederation des Entreprises Citoyennes de Tunisie (CONNECT), an employers' trade union organisation that brings together private and public, Tunisian and foreign companies operating in different sectors of the Tunisian economy. He still holds the presidency to this day. He holds a master's degree in law from the University of Paris-Sud, a degree in management from the Institut supérieur de gestion de Paris and a degree in international politics from the Institut des hautes études internationales.

Tarak Chérif is also Honorary Consul of the Republic of Turkey in Tunisia since May 2011. More recently, in April 2018, he was elected Vice-President of the Arab Businessmen's Federation for the period until 2022. Tarak Chérif has also received decorations in several countries.



✉ Press contact

Lauriane Ammouche, Communication manager – lauriane.ammouche@anima.coop

0033 4 96 11 67 68

About ANIMA Investment Network

ANIMA Investment Network is a platform for economic cooperation between Europe, the Middle East and Africa. It engineers and implements initiatives to develop investment and business ecosystems favouring an attractive, sustainable, and inclusive economy. Organised as a network, ANIMA brings together 70 member organisations in 20 countries and more than 400 experts and partners who can be mobilised, coordinated by a team based in Marseille, France. It associates government and regional investment promotion and economic development agencies, entrepreneurs' associations, innovation clusters, international investors and research institutes. ANIMA offers expertise in economic development and cooperation, investment promotion and impact management, territorial marketing, development of innovation and mobilisation of expatriate talent resources.

www.anima.coop