



Conseil Communication et Web
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2CW Conseil Communication et Web

2CW is a consulting company providing businesses and public institutions with specialized advisory services to facilitate business expansion, define and implement development strategies, technology transfer, with a view toward innovation and valorisation.

2CW has developed competences that allowed it to realise and to participate to several studies as strategic studies, sector studies, feasibility studies...

2CW objectives are to assure global projects approach. Using our highly recognized competences in those areas, we provide enterprises with specific guidelines in their strategic choices in order to improve their performances.

2CW highly qualified technical and managerial staff has acquired a high level of know how, particularly in the control of market and technology evolution. This allows us to provide our clients with the best advices and valuable recommendations.

2CW is mainly specialized in Information Technologies and e-services, consulting and support of technological and innovative enterprises, science parks and incubators.



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Information technologies and online services

The information and communication technologies constitute the backbone and principal tool for the increasing development of societies and enterprises.

2CW consultants have helped public institutions as well as private businesses in establishing the right policies in information technology, in e-commerce, in e-gouvernement, in Internet development strategy etc...

Because of their technological expertise and their knowledge of the various professional activities, 2CW consultants have the ability to address and resolve information and computer systems problems encountered by the Enterprises.

Services
 2CW services are offered to small businesses as well as government managed development organisations:

- E-services
- Outsourcing
- Information systems
- ICT enabled services.

Major References

- Contributed in : Strategic sectorial study of tunisian ICT sector. (Tunisia - World Bank)
- Study on "the outsourcing perception by tunisian enterprises". (Tunisia)
- "e-government" study of export development project (PDE2). (Tunisia - World Bank)
- Study dealing with the use of existing "Postal commercial network as a distribution network for government services. (World Bank - Tunisia)



Technological parks and business incubators



Technological parks and business incubators are widely used with a view toward knowledge and technology transfer between universities, Research & Development institutes, enterprises and their markets.

2CW is the first Tunisian consulting company to have worked on technological parks and business incubators.

Services
 2CW services respond to technological parks and incubators expectations starting from feasibility studies to operational assistance and implementation.

- Technological parks feasibility studies
- Technological parks animation
- Technological transfer
- Research results valorization
- Advising and assisting technological projects promoters

Major references

- Participation to the feasibility study of Sfax technological park. (Tunisia - USAID)
- Participation to the feasibility study of Sidi Abdellah technological park. (Algeria - World Bank)
- Selection criteria definition for enterprises eligible to get established at Elgazala technological park. (Tunisia)
- Participation to project : "Assisting in the launching up of enterprise incubators". (Tunisia - European Union)



Advising and close support to technological enterprises

The network of relationship established by 2CW, the various studies accomplished as well as our double managerial and technical competencies have led 2CW to become one of the best advisor in the field of strategic, managerial and technical intelligence, including assistance and close support for technological enterprises.

Services
 2CW consultants' level of know how has the capacity to address and resolve any issue or problem encountered by technological enterprises.

- Strategic counseling and management upgrading
- Business plan
- Research and market study, export and local marketing plan
- Partnership and financial seeking
- Close support for projects to be implanted

Major references

- Participation with a Canadian expert in establishing an export unit in a Tunisian SME[ST2]
- A study " The guideline of the Tunisian software industry" (Huawei / China)
- Assistance to the organization of m@de IT (Made in Tunisia) : Meeting between public decision makers and private SMEs