



## Khabbab HADHRI

**Date of Birth** :22.12.1979 (44 years old)

**Marital status:** Married

**E-mail** :[khabbab.hadhri@tunisia.gov.tn](mailto:khabbab.hadhri@tunisia.gov.tn)  
[hadhrikhabbab@gmail.com](mailto:hadhrikhabbab@gmail.com)

**Mobile** : (+216) 55112689 / (+216) 98110379

**Address** : Ghana Avenue – 1002 Tunis - Tunisia

**LinkedIn:** <https://www.linkedin.com/in/khabbabhadhri/>

### PROFESSIONAL EXPERIENCE :

#### **PUBLIC EXPERIENCE:**

**2016 - Today:** *General Engineer - Director of Development of Electronic Commerce and the Immaterial Economy department - Ministry of Trade and Export Development.*

**2011:** Chief Engineer - Deputy Director in the Development of Electronic Commerce and the Immaterial Economy department at the Ministry of Trade and Crafts.

**2006:** Principal Engineer - Head of e-commerce development in the Development of Electronic Commerce and the Immaterial Economy department at the Ministry of Trade.

#### **CONSULTING EXPERIENCE**

**From Aug/2023, to Feb/2024: INDIVIDUAL CONTRACTOR - United Nations Economic Commission for Africa (ECA)**

The goal of this assignment is to construct two comprehensive datasets focused on digital trade regulatory integration within a selected African country (Tunisia).

- The first dataset is designed to pinpoint restrictions affecting digitally traded services, aligning with the OECD Digital Services Trade Restrictiveness Index (STRI).
- The second dataset is intended to identify measures related to Regional Digital Trade Integration (RDTI).
- Produce a concise 4- to 5-page summary detailing the digital trade regulatory integration profile of the chosen country (Tunisia).

#### **TEACHING EXPERIENCE:**

**2013:** Expert teacher - Higher School of Digital Economy.

Courses Taught (Search Engine Optimization).

**2011:** Expert teacher - Higher School of Economics and Commercial Sciences of Tunis

Courses Taught (Digital Services)

## STUDIES AND DEGREES :

**2009-2010:** Master's degree in International e-Services - University of Carthage- National Institute of Applied Sciences and Technology Tunis Tunisia.

**2006-2007:** Master's degree in e-commerce and international purchases - University of Manouba - Higher School of Digital Economy of Manouba Tunisia.

**2001-2004:** National Computer Sciences Engineering Diploma - University of Tunis El Manar - Faculty of Sciences of Tunis.

**1999-2001:** First-level university degree Preparatory Cycles to Engineering Studies - Monastir Preparatory Engineering Institute (IPEIM)- University of Monastir .

**1999:** High School diploma (technical section).

## MAIN DUTIES & ACTIVITIES:

### ➤ **E-COMMERCE AND DIGITAL ECONOMY DEVELOPMENT:**

- Spreading the culture of e-business in enterprises.
- Assist and coach SMEs and entrepreneurs in setting up e-business projects.
- Focus on e-commerce legislation to improve the business environment
- Improving consumer confidence in e-commerce sites and online services (e-commerce Trustmark initiative).
- Collecting e-commerce indicators and conducting studies and surveys on consumer behaviour in the e-commerce market (e-commerce barometer).
- Monitor international trends and best practices.
- Strengthen international cooperation and technical assistance for assessment and diagnosis of the e-commerce environment.

### ➤ **INTERNATIONAL COOPERATION PROJECT MANAGER:**

#### ▪ **United Nations Conference on Trade and Development (UNCTAD)**

- National Focal Point with UNCTAD "eTrade Ready Tunisia +" Tunisia E-commerce readiness assessment 2021.
- In charge of the Implementation of eT Ready Action Plan and coordination with national stakeholders.
- Member of the UNCTAD Intergovernmental Group of Experts (IGE) on e-commerce and the digital economy [second session 18-20 April 2018, and third session 3-5 April 2019].
- Member of UNCTAD Working Group on Measuring E-commerce and the Digital Economy.

### ▪ Commercial Law Development Program (CLDP)

- Focal point for e-commerce projects.
- Organization of seminars and training programs on e-commerce.

### ▪ International Trade Center (ITC)

- Technical and logistic manager of Ecomconnect Hub Tunisia launched between ITC and the Ministry of Trade and export development.
- The national focal point of the VMP project “Developing SME exports through virtual marketplaces” 2014-2016 – World Bank - International Trade Centre.

### ▪ Bilateral and multilateral negotiations on Digital Trade

- Focal point and negotiating member for the African Continental Free Trade Area (AfCFTA) Digital Trade Protocol, participating in the AfCFTA Committee on Digital Trade.
- Head of the National Digital Trade Committee for the preparation of Tunisia's position on the moratorium on electronic transmissions on the sidelines of the The WTO's 13th Ministerial Conference (MC13).
- Focal point and negotiating member of the Deep and Comprehensive Free Trade Agreement (DCFTA) with TN-EU "Digital Trade".

### ➤ **MEMBER OF THE BOARD OF DIRECTORS:**

- The Office des State Lands 2020- Today.
- The National Agency for Electronic Certification - 2013-2019.

### ➤ **NATIONAL COMMITTEES:**

- Member of the National Committee for the Facilitation of Exports through the Postal Network "Pilot Project EASY EXPORT" Ministry of Communications Technologies/UPU.
- Member representing the Ministry of Trade and Export Development on the Ministerial Commission for the Control of Public Procurement at the Ministry of ICT.
- Member of the National Strategic Plan "Digital Tunisia 2020/2025".
- Member of the technical committee of the project "Development of digital payments in Tunisia" of the Central Bank of Tunisia - December 2018 - EY-World Bank.
- Member of the National Committee for Electronic Administration (Coordinator of the Electronic Administration Programme at the Ministry of Trade).
- Member of internal technical competition commissions of public administrations.

## COURSES AND TRAININGS

- **Certificate of completion - Introduction to Digital Trade Regulations**
  - Date: 10/16/2023 - 12/15/2023
  - Organisation: European University Institute (EUI)
- **Analysis of African Markets Using The African Trade Observatory**
  - Date: September 2023
  - Organisation: International Trade Centre
- **International Trade in Services Statistics 2023 (SCIS)**
  - Date: 09/11/2023 - 11/01/2023
  - Organisation: UNSD, UNCTAD, WTO, TrainForTrade ([SITS/DL/FR2311/038](#))
- **International Merchandise Trade Statistics 2023 (IMTS)**
  - Date: 04/24/2023 - 06/07/2023
  - Organisation: UNSD, UNCTAD, WTO, TrainForTrade ([IMTS/DL/FR2306/077](#))
- **Links between trade and gender focused on e-commerce from a gender and development perspective**
  - Date: 05/15/2023 - 06/18/2023
  - Organisation: UNCTAD ([v6ldfOTWtD](#))
- **Introduction à la Blockchain pour le Commerce**
  - Date: 03/14/2023
  - Organisation: International Trade Centre SME Trade Academy ([AI3OwD9Foi](#))
- **How to Export with the AfCFTA**
  - Date: 02/13/2023
  - Organisation: Afrexim Bank Academy ([NOgf8HFDFH](#))
- **MOOC Genre & Développement**
  - Date: 01/23/2023
  - Organisation: Campus French Development Agency (AFD) ([5079771070KH](#))
- **Digital Marketing Analytics for Today's World**
  - Date: 08/08/2022 - 09/02/2022
  - Organisation: Indian Technical and Economic Cooperation (Amity Institute of Training & Development)
- **Seminar on the development of cross-border e-commerce**
  - Date: 03/17/2022 - 03/30/2022
  - Organisation: Ministry of Commerce, People's Republic of China
- **Designing a Smart Specialisation Strategy**
  - Date: 01/05/2020
  - Organisation: École polytechnique fédérale de Lausanne (EPFL)
- **Introduction to Blockchain for Trade**
  - Date: 06/07/2021
  - Organisation: International Trade Centre SME Trade Academy ([8CBvDzuroj](#))

- **E-Commerce for SMEs: An Introduction for Policymakers**
  - Date: 01/18/2018
  - Organisation: International Trade Centre SME Trade Academy (🌐3nE5WICf01)
- **L'intelligence économique**
  - Date: 06/06/2018
  - Organisation: International Trade Center SME Trade Academy (🌐wmN573O6Fs)
- **Setting up an Export Marketing Strategy**
  - Date: 08/23/2018
  - Organisation: International Trade Centre SME Trade Academy (🌐6YH9yTqf6T)
- **Using Virtual Marketplaces for your E-commerce Initiative**
  - Date: 09/13/2018
  - Organisation: International Trade Centre SME Trade Academy (🌐w0a80slgZa)
- **Introduction to International Transport and Logistics**
  - Date: 11/12/2018
  - Organisation: International Trade Centre SME Trade Academy (🌐GeEu5jL5Hq)
- **Creating Quality E-commerce Content**
  - Date: 03/25/2019
  - Organisation: International Trade Centre SME Trade Academy (🌐3C6ppXTvSu)
- **Introduction to the WTO Trade Facilitation Agreement**
  - Date: 10/03/2019
  - Organisation: International Trade Centre SME Trade Academy (🌐CR7fvcWgNY)
- **E-Commerce for your B2B Business**
  - Date: 08/07/2020
  - Organisation: International Trade Centre SME Trade Academy (🌐Yb8LEebPIV)

## LANGUAGES :

	Reading	Writing	Speaking
<b>Arab</b>	Very well	Very well	Very well
<b>French</b>	Very well	Very well	Very well
<b>English</b>	Very well	Good	Good

## PUBLICATIONS

- Author of the book "electronic commerce in Tunisia" (2007) ISBN: 6131529924-978
- Several appearances in the Tunisian press and audio-visual media to communicate on subjects related to the development of e-commerce.