



DJAZAGRO
THE TRADE SHOW FOR AGRI-FOOD
PRODUCTION
10-13 APRIL 2017
SAFEX Exhibition Park - Algiers • Algeria



Paris, 21st December 2016

A distinctly international 15th edition

The next edition of DJAZAGRO, the trade fair for agri-food production, will be held from 10 to 13 April 2017 at the SAFEX Exhibition Centre – Algiers – Algeria.

Expansion in 2017

In the wake of its successful 2016 show, DJAZAGRO continues to expand with the opening of a new hall for its 15th anniversary.

An industry reference trade show for a fast-developing market

According to a 2013 report by the World Bank, the African agri-food market was worth 310 billion dollars and could grow to 1,000 billion dollars by 2030.

Today, Africa imports half of all the rice it eats, amounting to 3.5 billion dollars per year. Consequently, by investing in the agri-food industry, African countries will gain access to regional and world markets, increase the availability of food within their own borders and increase their exports.

The African market holds incredible potential, with a population of approximately 170 million and annual average growth of 8% since 1999. Furthermore, according to International Monetary Fund statistics, annual per capita income has risen from \$310 to \$1725 in the past fifteen years.

The objective of many African countries is to develop their local production to increase their self-sufficiency in staple foods, such is the case in Algeria with its National Farming and Rural Development Plan (PNDAR). As a result, requirements for agricultural and food processing equipment are also increasing. This growth is reflected at DJAZAGRO through the 26% increase between 2015 and 2016 in exhibitor numbers in the **Processing, Packing and Canning** sector.

With the strong growth of the African middle class, professionally-made bread, which was previously seen as a luxury good, is fast gaining market appeal, which explains the increasing space occupied by the **Bakery and Pastry** sector at the show.

Concomitantly with this new African middle class, eating habits are also changing on the continent. Africa is starting to see “standardised” food offerings, with the arrival of fast food brands, to give but one example. “Urban” Africans who work all day long are changing their dietary patterns and eating meals away outside the home (pizzerias, bars, sandwich bars, etc.), generating substantial growth in the **catering** sector.

In parallel, demand is rising for **food and drink** products, going as far as the quest for increasingly innovative **ingredients** to cater to the new demands of fast-evolving consumer patterns.



Visitors from all over Africa

8% of visitors to DJAZAGRO in 2016 came from outside Algeria and from 30 different countries. Around fifteen African countries displayed an interest in the exhibition: Burkina Faso, Burundi, Congo, Egypt, Ghana, Ivory Coast, Mali, Mauritania, Morocco, Niger, Nigeria, Rwanda, Senegal, Togo and Tunisia.

DJAZAGRO has teamed up with the powerful Promosalons network in Africa to extend the show's influence beyond the Algerian borders, with the aim of attracting delegations of buyers and officials from North and sub-Saharan Africa.

DJAZAGRO AT A GLANCE

- **10 - 13 April 2017, SAFEX Exhibition Centre – Algiers – Algeria, Halls 1, 2, 3 and 4**
- **700 exhibitors from 30 countries in 5 sectors: Processing, Packing & Canning, Bakery, Pastry; Food and Drink; Ingredients; Catering.**
- **More than 22,000 professionals including 10% from outside Algeria**

About Comexposium

The **COMEXPOSIUM** Group, one of the world leaders in event organisation, is involved in **over 170 consumer and trade events**, covering **11 different sectors of activity** such as food, agriculture, fashion, digital, security, construction, high-tech, optics and transport. COMEXPOSIUM hosts **45,000 exhibitors** and more than **3 million visitors** in **26 countries around the world**.

COMEXPOSIUM is developing globally and is present in around thirty countries: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, United Arab Emirates, United Kingdom, United States.

About Promosalons

PROMOSALONS, founded in 1967, is an associative network exclusively dedicated to the **international promotion** of French exhibition. With **55 offices covering 120 countries**, its mission is to develop the **attendance of international visitors and exhibitors** of its French exhibition clients.

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