



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



Paris, April 4<sup>th</sup>, 2017

## A productive, profitable and useful trade show for its visitors

On the eve of its 15<sup>th</sup> anniversary, the trade show DJAZAGRO aims to be productive, profitable and ever more useful to its exhibitors and visitors, with the stated ambition and major objective of being the essential event for trade professionals in the agri-food industry in the Maghreb region and Africa more generally.

DJAZAGRO will once again be an opportunity for professionals to exchange and examine investment prospects in this priority field for the Algerian government, which aspires to become self-sufficient in food and cast its net wider to export to the wider African market.

Over the space of four days, the trade show DJAZAGRO will be the perfect setting for all participants, exhibitors and visitors alike, to engage in dialogue around this strategic sector for the future development of Algeria. 740 exhibitors will be in attendance to present their equipment, goods and services and enable each visitor to get fitted out, reinforce their productive investment and develop their economic autonomy.

DZAZAGRO is an all-encompassing event which covers all the fields related to the food industry, from both practical and regulatory perspectives.

Visitors and exhibitors will be able to take advantage of three key events this year:

- ✓ **The Bakery of the Future** will feature for the third successive year, following the acclaim it has received ever since its launch.

The sponsor of the event, **EKIP** (Trade association for equipment manufacturers for Taste) and its members **Eurofours, Diane Industries, JAC, Panem et VMI** invite you visit **Hall 3, Bakery Sector** to meet our baker!

Our baker, who has benefited from the contributions of all of the exhibitors who have provided their equipment in order to recreate **an industrial baking facility which will operate every day of the show**, invites you to come and taste Viennese pastries, baguettes and special breads made solely from **local products**.

Our Baker will also be happy to answer your questions and explain how to operate this industrial baking facility easily, without external assistance and in total independence.

✓ **Trophée d'Excellence El Djazaïr – TEEDJ**

In 2016 DJAZAGRO hosted the **first ever competition for food preparation professionals in Algeria**. In the wake of this success, the competition is back again this year with a new name but still organised by the agency **Vmedia Communication**.

The selection heats for pastry chefs and cooks took place at the beginning of March and four finalists in each category will do battle for the award.

The category Best Pastry / Chocolate Chef has the following four finalists:

- Billel Ouanes
- Bousaad Hadji
- Khelifati Assim
- Mhamed Meslem

The category Best Cook has the following four finalists:

- Feliachi Nouredine
- Hamiteche Younes
- Lounas Hafidh
- Mezouari Faycal

In the amateur field, 36 Algerian colleges approved by the **Vocational Training Ministry** came together in semi-final stage and eight of them will compete in the finals at DJAZAGRO:

- ECOMODE (TIZI OUZOU)
- CFPA ASSABT (SKIKDA)
- CFPA AIN SALAH 2 (TAMANRASSET)
- INSFP IMAMA (TLEMCEM)
- CFPA BORDJ MENAIEL 2
- CFPA SAIM SAID (TIARET)
- CFPA SEDDIKIA 2 (ORAN)
- INFSP EL KERMA (BOUMERDES)

To encourage and applaud all of these talents in cookery and pastry making, you can visit **Hall 3, Catering Sector**, on every day of the show.

✓ **Export Business Meetings by Algerian CCI**

**On Tuesday 11 April, in hall 3**, the Algerian Chamber of Commerce and Industry (CACI) will offer our visitors and exhibitors a series of **workshops devoted to the subject of export**, with a view to initiating, motivating and encouraging economic operators in this industry to export. Speakers will explain to visitors the decisions taken by the Algerian government, which, owing to the complex international economic environment, has initiated a strategy to assist and support all economic players wishing to develop on other markets or **invest in Algeria**.

**WORKSHOP 1 – 10:15 – 11:15**

International trade environment, export strategy, approach to how to enter into export  
Talk given by M. Smaïl LALMAS, Chairman of ACE

**WORKSHOP 2 – 11:30 – 12:30**

Financial and contractual protection  
Talk given by M.DJOUMAGH El Hadi – Export Adviser

**WORKSHOP 3 - 12:45 – 13:45**

Logistics environment and documentary chain for export  
Talk given by M. SIDI Said, Export Adviser

**WORKSHOP 4 - 14:00 – 15:00**

Export Customs for incoming goods  
Talk given by M. HABSA Adel

**WORKSHOP 5 - 15:15 – 16:15**

Algerian regulations on investment  
Talk given by Mme HERAOUA Sihem – Deputy Director, National Investment Development Agency

**WORKSHOP 6 - 16:30 – 17:30**

Export taxes and customs  
Talk given by M. HABSA Adel – Deputy Director, Algerian Customs Authority

# EXHIBITION DETAILS

**DJAZAGRO**, holding its **15<sup>th</sup> edition in Algiers**, (1<sup>st</sup> edition in April 2003), is a trade show specialising in the **food industry**.

**Dates and opening hours:** Monday 10 April to Wednesday 12 April 2017 from 10:00 – 18:00.  
Thursday 13 April from 10:00 – 17:00.

**Venue:** Algiers - Halls 1, 2, 3 and 4 (ground floor and upper floor) of SAFEX exhibition centre

**DJAZAGRO is made up of five sectors for manufacturer exhibitors**

- Food processing, packaging, canning machines
- Flavourings and ingredients
- Bakery, Pastry,
- Catering
- Food and drink (finished goods)



*Food processing, packaging and  
canning*  
**49%**



*Food and drink*  
**21%**



*Flavourings and ingredients*  
**10%**



*Bakery, Pastry*  
**10%**



*Catering (equipment)*  
**10%**

**Specific characteristic:** Exhibiting at the show is open exclusively to manufacturers.

The show is open exclusively to food professionals.

**Number of exhibitors:** 740

82% international exhibitors, representing 70% of the stand space

**31 countries:** ALGERIA, AUSTRIA, BELGIUM, CHILE, CHINA, CZECH REPUBLIC, FRANCE, GERMANY, GREECE, HUNGARY, INDIA, ITALY, JORDAN, LEBANON, LIBYA, LITHUANIA, LUXEMBOURG, MOROCCO, NETHERLANDS, POLAND, PORTUGAL, RUSSIA, SOUTH AFRICA, SPAIN, SWEDEN, SWITZERLAND, THAILAND, TUNISIA, TURKEY, UKRAINE, UNITED ARAB EMIRATES, UNITED KINGDOM

**Top 5 exhibiting countries (excluding Algeria):**

France / Italy / Turkey / China / Germany

**Surface area of the show:** 21,000 sqm of exhibition space

**Expected attendance:** 22,000 trade visitors

**The show is EXCLUSIVELY open to trade visitors** who must report to the reception staff at the show entrance with either an exhibition invitation or proof of professional status.

## 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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**COMEXPOSIUM**

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