



Paris, 25 April 2017

DJAZAGRO : THE ESSENTIAL TRADE SHOW FOR BUSINESS AND DIALOGUE

The 15th edition of DJAZAGRO, the trade fair for agri-food production, closed to the public on 13 April 2017. Over 4 days, the show hosted 740 companies from 32 countries and recorded 20,174 entries, 8% of which from outside Algeria.

A multitude of qualified meetings, new business opportunities

Under the auspices of the Algerian food economy diversification policy, professionals from the food and food processing industry came together at DJAZAGRO in Algiers. And while this 15th show recorded a very slight decrease in visitor attendance, the quality of visitors continued to rise, offering exhibitors efficient and promising exchanges and appointments. It was also the occasion for Algerian exhibitors to meet their clients and develop their commercial activities with their partners.

A show for international dialogue and exchange

In a highly conducive business environment in evidence throughout the exhibition's aisles, this 2017 edition of DJAZAGRO offered proof of the Algerian market's openness to new production methods and tools and further international openness, to develop into other countries. The show welcomed a wider diversity of visitor countries, with visitors coming from 45 countries including 16 in Africa.

A trade show receiving strong official support

On Tuesday 11 April, DJAZAGRO was officially inaugurated by Mr. Abdesselam CHELGHOUIM, the Algerian Minister of Agriculture, Rural Development and Fisheries, and Mr. Abdesslem BOUCHOUAREB, the Algerian Minister for Industry and Mining. This inauguration was followed by an official visit by the two ministers.

In parallel, the French Ambassador to Algeria, Mr. Bernard Emié, paid a visit to the French companies exhibiting. During his time at the show, he witnessed the official signature of a partnership between Adepta (Association of specialist French firms manufacturing equipment and production units for food processing in France and abroad, and partner of DJAZAGRO since its creation) and the CEIMI (Mitifja Entrepreneur and Industrial Firm Club). This multi-year agreement will promote economic and commercial ties between Algerian and French firms.

The exhibition also received the visits of the Italian and Turkish ambassadors, the Polish Trade Commission and the Argentinian Minister for Food.

Events contributing know-how and oriented towards technology transfer

For the first time at DJAZAGRO, the Algerian Chamber of Commerce and Industry (CACI) offered visitors and exhibitors 6 workshops dedicated to exporting. The objective of these were to initiate and encourage economic operators to export, and to examine existing and future capital investment perspectives in the food processing sector. Presented by speakers from CACI and other bodies such as ACE or the customs, these workshops drew more than 150 participants.

Press contacts:

Communications officer:
Margaux Lemarchand –

margaux.lemarchand@comexposium.com

Promosalons Algeria:
Halima Bourouis –

communication.dz@promosalons.com



DJAZAGRO
THE TRADE SHOW FOR AGRI-FOOD
PRODUCTION



The Bakery of the Future area, a genuine bakery kitchen in operation, assembled with the equipment of French exhibitors, was presented every day by a French baker. The Algerian audience was able to source inspiration from these demonstrations of know-how and the production of recipes made from local products.

For the second year running, the INFSP Imama Tlemcen won the El Djazaïr Excellence Award – TEEDJ. This competition for food preparation professionals, organised for the second time by Vmédia Communication, also saw the wins of Hafidh Lounas in the category Best Chef and Billel Ouanes in the Best Pastry / Chocolate Chef category.

**The next edition of Djazagro will be held
from Monday 9 to Thursday 12 April 2018
at the Algiers Palais des Expositions - SAFEX.**

About Comexposium

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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.

www.djazagro.com

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