

Paris, 6 March 2018

DJAZAGRO supports Algerian potential

Don't miss the next edition of DJAZAGRO, the trade fair for agri-food production, to be held from 9 to 12 April 2018 at the SAFEX Exhibition Centre, Algiers, Algeria, on the backdrop of a changing economic environment.

Over the past few months, the Algerian government has introduced new measures to control imports, and also encourage the development of national production. Algeria has thus implemented a system to regulate foreign trade, mainly in the form of a list of 900 products which have been temporarily banned from import January 2018 (food and non-food).

However, the food sector remains a priority for the development of Algerian production. This cannot happen without the support of international companies, their expertise and their products.

This year more than ever before, the exhibition DJAZAGRO will be therefore be an essential event, and our exhibitors and visitors are already gearing up for it. More than 700 Algerian and international companies will be presenting their products and solutions this April, and more than 21,000 visitors are expected to attend (to date, 6,000 professionals have already applied for their visitor pass).

To help to facilitate exchange during the show and provide support to companies wishing to become established in Algeria, DJAZAGRO and its partners have planned several special events for exhibitors and visitors:

- the Bakery of the Future, an actual operational industrial bakery will once again be installed in the central hall thanks to the support of our partners Diane Industries, Eurofours, JAC, Panem and VMI.
- The El Djazaïr Excellence Award - TEEDJ, a competition for food artisans, will be in full swing throughout the four days of the show in the central hall.
- The Algerian Chamber of Commerce and Industry will hold "invest and export business meetings" on Tuesday 10 April, a series of talks and presentations on different themes including Algerian investment regulations, financial and contractual security, and export taxes and customs formalities.
- On Wednesday 11th April, exhibitors will give accounts of their success stories on the Algerian market in the dairy, meat or bakery sectors.

This year, DJAZAGRO has decided to highlight the new solutions of its exhibitors through a platform accessible directly from its website www.djazagro.com. Exhibitors can upload all useful information on the new products and/or headline products to be presented at the show, and visitors can consult the platform to prepare their visit. This is a truly added-value service provided by the exhibition to showcase the latest technological breakthroughs made by our exhibitors.

DJAZAGRO AT A GLANCE

- From 9 to 12 April 2018, SAFEX Exhibition Centre, Algiers, Algeria, Halls A, C, G and Central Building
- 700 exhibitors from 32 countries in 5 sectors: Process, Packaging & Conditioning, Bakery-Pastry, Food Products & Beverages, Ingredients, and Food Service
- More than 21,000 professionals expected to attend
- The exhibition is organised in partnership with the Algerian Chamber of Commerce and Industry and with Promosalons.

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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