

Paris, 20 April 2018

DJAZAGRO: A DYNAMIC EXHIBITION, IN TUNE WITH THE AGRI-FOOD INDUSTRY

The 16th edition of DJAZAGRO, the Trade Fair for Agri-Food production, lowered its curtain on 12 April 2018. Over the space of four days, the exhibition welcomed 740 exhibiting companies from 34 countries and recorded 20,500 entries, including 8% from outside Algeria. Once again, the show was a crossroads for exchange and meetings between the suppliers of machines, equipment and solutions on the one hand and Algerian manufacturers and investors on the other.

An Algerian exhibitor contingent up by 10%

The number of Algerian firms exhibiting at the show rose by 10% this year, confirming the event's crucial role in supporting and developing Algerian production. Visitor numbers also increased by 2%. All of our exhibitors emphasised the quality of these visitors, with strong representation from all profiles from bakery and pastry professionals to manufacturers of machines, equipment and food products, importers, exporters and distributors of these products. This increased attendance also reflects the wealth, diversity and quality of the exhibition's offering, across all sectors of the food industry.

An exhibition supported by many institutional bodies

On Monday 9 April, DJAZAGRO was officially inaugurated by Mr. Abdelkader BOUAZGHI, Ministry of Agriculture, Rural Development and Fisheries and by Mr. Djellab SAID, Minister of Trade. This inauguration was followed by an official tour of the show by the two ministers.

With more than 500 foreign exhibitors from 34 different countries, DJAZAGRO is a truly international event. Accordingly, Tuesday 10 April saw a visit from Mr. Xavier Driencourt, the French Ambassador in Algeria, who came to meet his country's exhibitors. Similar visits were made by the Dutch and Tunisian ambassadors. The CEIMI (Mitidja Entrepreneurs and Manufacturers Club), which had signed a partnership agreement with Adepta at DJAZAGRO 2017, returned to visit the show in 2018 with the objective of setting up new partnerships between French and Algerian firms.

A trade show designed for exchange, networking and knowledge transfer

For the second time at DJAZAGRO, the Algerian Chamber of Commerce and Industry (CACI) organised six workshops for exhibitors and visitors dedicated to investment and export in Algeria. Their aim was to offer tangible solutions and answer the questions of manufacturers and investors, to encourage them to study the perspectives for productive investment in the agri-food sector. Chaired by speakers from CACI and other bodies such as ANDI and the Algerian Customs, these workshops once again attracted more than 150 attendees from among visitors and exhibitors alike.

The Bakery of the Future area, an actual operational industrial bakery, set up using the equipment of French exhibitors, was run by a French baker on every day of the show. The exhibition audience drew inspiration from the demonstration of know-how and the production of recipes using local ingredients.

The Algerian-French Chamber of Commerce and Industry also took advantage of the show to organise a networking reception for French visitors and exhibitors to discuss investment options in order to approach the Algerian market with the benefit of the best experience sharing. This networking event, focussing clearly on the future and highly appreciated by all attendees, brought together more than 80 people.

Make a date in 2019 for the 17th edition of DJAZAGRO!

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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.

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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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