

Paris, 1<sup>st</sup> March 2016,

## **EXCLUSIVE NOT-TO-BE-MISSED EVENTS FROM APRIL 18<sup>TH</sup> TO 21<sup>ST</sup>, 2016 AT DJAZAGRO!**

In 13 years, DJAZAGRO has grown to become today the place to be in Algeria for agro-food professional and food artisans.

Thanks to a global offer from raw materials to finished products including bakery-pastry, food service, processes, packing and packaging, DJAZAGRO is willing to become the place to be on the African continent.

To fulfill its ambitions, DJAZAGRO renews its events every year, to offer you new rendez-vous, some of which already are unmissables.

### **The Bakery of the Future:**

The Bakery of the Future was a great success in 2015. The visitors were able to look at a fully operational bread-baking oven within the exhibition, and to taste baguettes, special breads and pastries live made from local products. This automated Bakery is back in 2016, Hall 3 Bakery-Pastry area and the official sponsor is a syndicate: **EKIP** (Syndicat des Equipementiers du Goût). Under its aegis, 6 companies will lend one of their equipment for the 4 days of the exhibition : **Diane Industries, Eurofours, JAC, PANEM, SOREMA and VMI.**

### **Djazair Excellence by DJAZAGRO :**

In the food service area, hall 3, the food artisans are not forgotten and they will even have the opportunity to attend a brand new competition, unique in Algeria !

Indeed, the competition Djazair Excellence by DJAZAGRO, organised for the first time in Algeria, will feature Chefs and Young Talents on the exhibition, for the finales of two events :

### **ALGERIAN SCHOOLS' CUP**

This competition is open to all schools and colleges approved by the **Algerian ministry of training and vocational education.**

The winning team will benefit from a training thanks to our partner Valrhona.

### **CHEFS' AWARD**

The Professional contest is open to all Algerians working in Algeria or abroad. There are two categories:

- **Kitchen Chef:** this category is open to professionals from the hotel and restaurant sector: cookery teachers, chefs, food artisans and restaurant owners, etc.

- **Pastry Chef:** this category is for professionals from the bakery, pastry and cake sector, hotels and restaurants, pastry teachers, pastry chefs, party and cake artisans, etc.

The ambition of Djazair Excellence is to offer a unique space for culinary expression, creativity and knowledge-sharing, but also provide an opportunity to pay tribute to the wealth of Algerian



gastronomic heritage. The competition also aims to build connections between the secular Algerian culinary history and modern gourmet creativity.

450 sqm of the exhibition will be dedicated to this promising adventure, and a prestigious judging panel will be present for this 1st edition:

- **Algerian chefs** with a strong international background,
- The **vice president of the Académie Culinaire de France**,
- **Chefs with Michelin star distinctions**,
- **MOF** (Meilleurs ouvriers de France),

Both organizers, the agency Vmedia and DJAZAGRO thank their partners for their support: **Cevital, Aigle, Varlhona and De Buyer.**

### **The Export Talk:**

On the conference side, ALGEX, ANEXAL, CACI and CAGEX invite you to attend the **“Export Talk”, Al-Maachi room, on Tuesday 19<sup>th</sup> April 2016 at 10:00 am.** Hosted by Mr Riad Beladi, from International Supermarket News magazine, the following themes will be covered :

- Public measure to support exportations by **ALGEX**
- Export of agro-food products by **ANEXAL**
- the involvement of the CACI in Promoting the Exportations, excluding Hydrocarbons by **CACI**
- the credit insurance for export by **CAGEX**

To end this conference, Mr Riad Beladi will talk about international export, and strategies to ensure a good market penetration in Europe.

All details about this events are available on DJAZAGRO website, events section.

**For our 14<sup>th</sup> edition, DJAZAGRO expects  
around 21,000 professional visitors and 700 exhibitors.**

**Registrations are open on our website,  
ask for your free badge with the code PROMOCP2.**

Follow all the latest exhibition news on social media, #DJAZAGRO :



**[www.djazagro.com](http://www.djazagro.com)**

### **Press contacts:**

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## 2016 edition

**Exhibition name:** DJAZAGRO (14<sup>th</sup> edition): The Crossroads of Food Industries

**Dates:** Monday 18<sup>th</sup> April to Thursday 21<sup>st</sup> April 2016

**Location:** Algiers

Halls 1, 2, 3 and 4 of the Safex Exhibition Centre

**Sectors represented at the exhibition:**

- Equipment and machines for processing and packaging food
- Fragrances and Ingredients
- Bakery, Pastry-making
- Finished food products and beverages
- Catering

**Special details:** Trade and professional visitors only

**Expected number of exhibitors:** 700 exhibitors

**Number of exhibitors 2015:** 637 exhibitors, 43% first time.

76% international representing 78% of the exhibition's total surface area.

31 countries: ALGERIA, ARGENTINA, AUSTRIA, BELGIUM, CHINA, DENMARK, EGYPT, FRANCE, GERMANY, GREECE, HONG KONG, HUNGARY, INDIA, ITALY, LUXEMBOURG, MALAYSIA, MOROCCO, NETHERLANDS, PAKISTAN, POLAND, PORTUGAL, SAUDI ARABIA, SOUTH AFRICA, SPAIN, SWEDEN, SWITZERLAND, TUNISIA, TURKEY, UNITED ARAB EMIRATES, USA, VIETNAM

**Exhibition surface area:** 18,000 sq. m.

**Expected number of visitors:** 21,000 professional visitors

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