



April 2024

**Since 2003, the gateway of choice
to agri-food innovation in North Africa**

Djazagro, Algeria's leading food industry event, takes its name from the word "DJAZAIR", **which** corresponds to the name of the country in Algerian Arabic, and the word "agro", a suffix symbolising the food industry.

After celebrating its twentieth anniversary last year, Djazagro is gearing up for a 2024 edition that will maintain the dynamism of its expertise, and showcase industrial trends, products and services at the cutting edge of innovation.

All sectors of the food industry are represented, from the process phase to packaging, hygiene and food products.

Djazagro brings together **650 exhibitors** from **28 countries** and welcomes around **23,000** trade **visitors**, while providing extensive media coverage thanks to the presence of more than 300 journalists who report on the highlights of the show.

"A key moment for the North African agri-food industry, Djazagro is an essential event not to be missed. It's where partnerships are forged, where business relationships are built, where visitors and exhibitors learn from each other, and where a fast-growing economic system can flourish.

Chantal de Lamotte, Djazagro Exhibition Director

For four days, these major players in the market will have the opportunity to meet, exchange ideas, take part in conferences, get informed and benefit from enriching training courses.

Visitors - particularly professionals from 50 Algerian wilayas - are not mistaken: more than three out of four of them say that their projects have been completed following their visit to the show.

"Over the years, Djazagro has built up a unique network of partners on a global scale. The many exhibitors from all over the world confirm their commitment to Algerian counterparts, who have considerably strengthened their influence on the international scene".

Nabil Bey-Boumezrag, Managing Director of Promosalons Algeria

The Algerian agri-food market is booming

Algeria, the largest country bordering the Mediterranean and the largest in Africa, will have a population of 45.3 million in 2022. The country is the fourth largest economy on the African continent, with a GDP of 195 billion dollars, equivalent to 4,315 dollars per capita. In addition, Algeria has forecast growth of 2.9% in 2022.

In the Algerian economy, the agri-food sector, estimated to be worth 14 billion dollars by 2022, represents the country's 2nd largest industry after hydrocarbons, and offers particularly significant development prospects in terms of innovation.

Agriculture contributes 15% of GDP and employs around 20% of the working population, with 2.7 million workers. In 2022, more than half of Algeria's 8.59 million hectares of usable agricultural land will be given over to field crops, particularly cereals. These crops dominate in the semi-arid zones of the high plains of the Tellian mountains, the sub-arid zones of the high plateaux, and the humid and sub-humid zones of the coastal and sub-coastal regions. Algeria also attaches great importance to promoting Saharan agriculture, a crucial lever for its economic and social growth. Under the current five-year programme, the emphasis is on expanding arable land and introducing experimental crops such as maize, soya and sugar beet.

With 25% of national investment projects, the agri-food industry contributes up to 50% of industrial GDP, and is recording average annual growth of +7%. The 47,200 companies that make up the Algerian food industry generate sales of 12 billion dollars in the food market (excluding beverages) and 2 billion dollars in the soft drinks market. The cereals sector is the main branch of the Algerian food industry, with products such as couscous, semolina, flour and pasta. Milk, water and beverages also play a major role in the sector, while oils, fats and sugar are also of significant importance.

Sources: Business France - French Algerian Chambers of Commerce and Industry - BPI France - PwC Algeria



Djaz'Innov: The competition is back for its third edition, with the aim of unearthing nuggets likely to contribute to the growth of the Algerian agri-food market.

Selected and assessed by a **panel of high-level experts**, the most innovative proposals from exhibitors, whether in terms of equipment, products, techniques or services in the agri-food sector, are rewarded with a number of exceptional prizes.

"Our solution is based on the principle of correcting the shortcomings of the old AgriTech system, i.e. multi-hood greenhouses, and presents extremely interesting aspects in terms of energy consumption and human costs. We had a lot of exposure at Djazagro and we're very proud to have won the Djaz'Innov 2023 Coup de Cœur prize.

ITSE Actondata (Algeria)



The Experts' Agora: Throughout the show, a number of conferences, organised in partnership with **Agroligne** and **Nutrimarketing**, will provide the ideal opportunity to discover the latest trends and news in the agri-food sector, presented by leading experts.

Among the themes on the programme are the development of local products for processing, the future of agricultural and agri-food exports, the African market for organic products, and innovations in packaging, quality and safety.

Unique industrial itineraries and a host of exciting initiatives and events await professionals at 2024!

"Our participation is always a real success! We were able to meet up with our loyal customers and make new contacts in the growing Algerian market. Djazagro is like Algeria: it's a very friendly show, and at the same time it's very professional and very efficient.

Company FIT (France)



Some exhibitors already registered for 2024*:

BARRY CALLEBAUT COCOA AG (CH) - CAOTECH BV (NL) - CONCEPT EMBALLAGE (DZ)
FLUX France (FR) - FRANCO PACK (FR) - GRANDE RAFFINERIE ORANAISE DU SUCRE (DZ) - JEAN NIEL (FR) - JOKTAL (DZ) - KRONES AG (DE) - LABOREF (DZ)- NADATEK (DZ)- POLYMA SARL (DZ) - SALAH PLAST (DZ) - SOLLICH KG (DE) - SUNPACK EURL (DZ) - V. MANE ET FILS (FR) - VETROMECCANICA SRL (IT)

To date, 6 countries will be represented in the form of national pavilions: Austria, China, France, India, Italy, Tunisia and Turkey.

*on 27 March 2024

From Monday 22 to Thursday 25 April 2024

From 10am to 6pm (except Thursday 5pm)

Safex Exhibition Centre in Algiers-Algeria

www.djazagro.com

#Djazagro

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About Comexposium

The Comexposium Group is a world leader in the organisation of events and the animation of communities around their business and their passions. Comexposium organises over 150 events for professionals and the general public, covering more than 10 sectors of activity (agriculture/food, retail/digital, fashion/accessories, leisure, etc.). The group brings together 48,000 exhibitors and 3.5 million visitors, 365 days a year. Through its events (SIAL, All4Pack, Paris Retail Week, One to One E-Commerce, Foire de Paris, Rétromobile, etc.), Comexposium enables its communities to stay connected all year round via effective and targeted omnichannel levers.
www.comexposium.com

About Promosalons

Created in 1967, Promosalons is a network of associations dedicated exclusively to the international promotion of French trade shows. With 55 offices in 120 countries, its aim is to maximise the number of international visitors and exhibitors at its French trade shows .