

Under the aegis of the Ministry of Industry and in partnership with the National Federation of Food Industries
belonging to the Tunisian Union of Industry, Trade and Handicrafts (UTICA)



THE INTERNATIONAL FOOD AND AGRI-FOOD INDUSTRY EXHIBITION

EXPO AND FORUMS

16-17-18
NOVEMBER 2023
Expo Center Médina
Yasmine Hammamet - Tunisia



www.agrobusiness-medafrica.com

Institutional Partners



Ministère de l'Industrie,
de l'Énergie et des Mines



Ministère des Affaires
Étrangères



Ministère de l'Agriculture,
des Ressources Hydrauliques
et de la Pêche Maritime



Ministère du Commerce
et de l'Industrie



AGENCE DE PROMOTION
DE L'INDUSTRIE ET DE L'INNOVATION



الجمعية التونسية للصناعة والتجارة
Confédération des Organismes de Tunisie



Chambre de Commerce et d'Industrie de Tunisie



International
Trade
Centre



AGROBUSINESS MEDAFRICA 2023

INTERNATIONAL BUSINESS PLATFORM IN AGRI-FOOD, DEVELOPMENT LEVER FOR AFRICA

TRIANGULAR COOPERATION LEVER FOR AGRI-FOOD DEVELOPMENT IN AFRICA

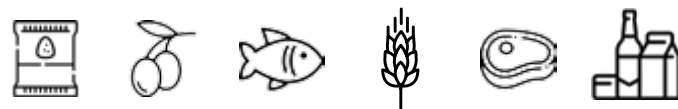
The United Nations bodies encourage North-South, South-South and triangular cooperation for the development of Agrifood.

According to the UN website, to address the interrelated issues of poverty and hunger, South-South and triangular cooperation in agriculture can play a key role. It can be used to galvanize economic activity, create jobs, improve incomes, stimulate innovation and foster self-reliance and entrepreneurship in developing countries, all essential ingredients for overcome hunger in a sustainable way.

As such, Tunisia, which has both the Mediterranean and African dimensions, could usefully play an intermediary role between European countries and Africa. It would be a question of playing the catalyst for the appropriation of Agri-food Technology, the investment and the creation of African Starts Up in Agri-food and the

development of international partnership with the aim of contributing to food self-sufficiency in Africa, in the Mediterranean and in the world.

The triangular cooperation between Developed Countries - Tunisia - Africa could provide strong backing to support the African national effort by boosting this agri-food transformation to create more wealth and more jobs.



PRESENTATION OF AGROBUSINESS MEDAFRICA 2023

The first **AGROBUSINESS MEDAFRICA 2023** exhibition is a physical platform for meetings between Tunisian and Foreign economic operators in the agri-food sector, for the development of a win-win partnership in a logic of Tunisian, African and international food self-sufficiency.

It comprises 3 important parts:

1st Part :

The hard core of the show will be the presentation and promotion of the Tunisian offer of agri-food products highlighting the partnership and export potential.

Startups and **Innovation** will also be at the gravity center of this exhibition.

The International Offer should mainly concern foreign operators who can consider Tunisia as an export platform in partnership with local businessmen.

Exhibitors will be recruited from operators working in the agri-food sector environment:

>> Companies belonging to the 8 major families of agri-food products and therefore of activities: meat, milk, sugar, prepared food products, cereal-based products, oils, various food products, beverages and alcohols.

>>> Support and assistance structures for the agri-food sector:



2nd Part :

The organization of targeted and pre-established **B2B** meetings between Tunisian and foreign operators.



3rd Part :

The organization of International Forums and workshops on current topics relating to the agri-food sector :

International Forums (3) will be organized throughout the 3 days of the Show in partnership with the Tunisian Authorities and the International Organizations concerned by the agri-food sector, by the Mediterranean and by Africa such as the FAO, the European Union, ADB... :

>> **First Forum :**
SELF-SUFFICIENCY AND FOOD SECURITY IN AFRICA

>> **Second Forum :**
The International Partnership as a lever for the development of the agrifood sector in Tunisia and around the world

>> **Third Forum :**
UPGRADE, QUALITY NORMS AND INTERNATIONAL STANDARDS IN THE AGRI-FOOD SECTOR

Workshops will also be scheduled in cooperation with the Show's partners.

OFFER

In its 1st edition, **AGROBUSINESS MEDAFRICA 2023** presents an offer from the Tunisian Agrifood Industry with some Mediterranean and African success stories with the aim of fostering international partnership as a driver for the development of this industry.

Important delegations of business people from the Mediterranean, Africa but also from North America, Asia and Middle Eastern countries will visit AGROBUSINESS MEDAFRICA 2023 to initiate a constructive dialogue between, Tunisian and foreign businessmen in a logic of investment and win-win partnership.



AGROBUSINESS MEDAFRICA 2023 : KEY FIGURES



3500
PROFESSIONAL
VISITORS



3 EXHIBITION
HALLS



250
EXHIBITORS



3 GREAT
FORUMS



B2B
MEETINGS



AN EXHIBITION
SPACE RESERVED
FOR STARTUPS



17
COUNTRIES

WHY EXHIBIT?

- Optimize your visibility and notoriety
- Expose your new products and services
- Develop your network in Tunisia and Africa
- Generate business meetings between exhibitors and highly qualified buyers
- Maximize business opportunities between exhibitors and buyers to communicate face to face and on site
- Participate in forums and attend conferences and round tables led by internationally renowned experts
- Better exploit for Starts Up and SMEs business opportunities in the African market and increase their exports
- Become better informed about the various support and monitoring programs

EXHIBITORS



Oil and fatty
substances industry



Cereals industry
and derivatives



Fruit and vegetable
industry



Milk industry and
derivatives



Sugar industry
and derivatives



Beverage industry



Fish industry



Meat industry



Cold storage



Food control and
safety laboratories

WHO ORGANIZES?

The International Food Industry Exhibition, AGROBUSINESS MEDAFRICA 2023 is organized, under the aegis of the Ministry of Industry, Mines and Energy, by the PAIX company of the Poulina Group in partnership with the National Federation of UTICA's Food Industry and in collaboration with all the local organizations involved in the promotion and development of the food industry in Tunisia.



A CONGRESS CENTER AT THE GATES OF THE MEDITERRANEAN

Société la PAIX in Yasmine Hammamet, appears as your new business destination. It brings together in a single place, with an historical character, all the components of successful professional meetings.

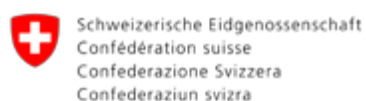
Easy to access, benefiting from infrastructure mixing the colors of the Mediterranean and modernity, our congress and exhibition center is the perfect place which combines the functions of a meeting centre, symposiums, forums, reception, congress hall or banquet for both professional and private audiences.



ALSO INTERNATIONAL PARTNERSHIPS ARE SOLICITED.
WE CITE :

Internationaux :

- The Commission of the European Union in Tunisia
- The African Development Bank
- FAO
- US AID
- JETRO JAPAN
- The African Union
- The World Bank
- German Cooperation, GIZ
- French Cooperation, AFD
- Swiss Cooperation
- Korea International Cooperation Agency (KOICA)



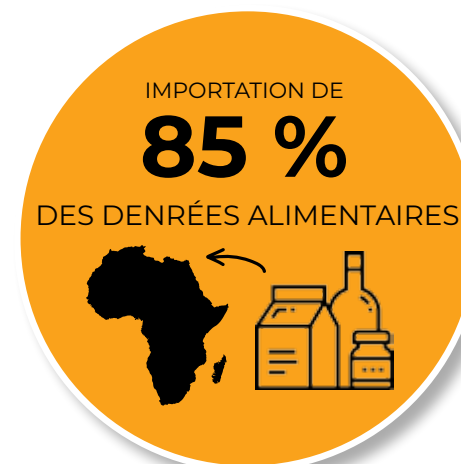
AGROBUSINESS MEDAFRICA EXPO 2023 PROGRAM



Wednesday November 15, 2023

Arrival of Foreign Delegations

7:00 p.m. – 9:00 p.m. : Welcome cocktail in honor of the Foreign Delegations offered by The Tunisian National Tourist Office, the ONTT



Thursday, November 16, 2023

10 a.m. – 6 p.m. : Opening hours of the AGROBUSINESS MEDAFRICA EXPO 2023 exhibition

10:30 a.m. – 11:30 a.m. : Official inauguration of **AGROBUSINESS MEDAFRICA EXPO 2023**

11:30 a.m. – 1:00 p.m. : Official opening ceremony of **AGROBUSINESS MEDAFRICA EXPO 2023**

3:00 – 5:30 p.m. : INTERNATIONAL FORUM : **SELF-SUFFICIENCY AND FOOD SECURITY IN AFRICA**



Friday, November 17, 2023

10 a.m. – 6 p.m. : Opening hours of the AGROBUSINESS MEDAFRICA EXPO 2023 exhibition

10:00 a.m. – 12:30 p.m. : INTERNATIONAL FORUM : **INTERNATIONAL PARTNERSHIP DEVELOPMENT LEVER FOR THE AGRI-FOOD SECTOR IN TUNISIA AND AROUND THE WORLD**

10 a.m. – 1 p.m. : B2B meetings

3:30 p.m. – 6:00 p.m. : Continuation of B2B Meetings

7:30 p.m. – 9:30 p.m. : Cocktail reception in honor of Exhibitors and Foreign Delegations



Saturday, November 18, 2023

10 a.m. – 6 p.m. : Opening hours of the AGROBUSINESS MEDAFRICA EXPO 2023 exhibition

10:00 a.m. – 12:30 p.m. : INTERNATIONAL FORUM : **UPGRADING, QUALITY AND INTERNATIONAL STANDARDS IN THE AGRI-FOOD SECTOR**

10 a.m. – 1 p.m. : Continuation and end of the B2B Meetings

Several workshops on Agri-food themes are also scheduled on the sidelines of the AGROBUSINESS MEDAFRICA EXPO 2023 exhibition.



AGROBUSINESS

MEDAFRICA EXPO

Exhibition committee

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