



MOFA/ECO/2023/35112

MOFA/ECO/2023/35112 : الرقم

2023/08/04 : التاريخ

السادة / أصحاب السعادة والكرام المحترمين

الموضوع : دعوة للمشاركة في معرض الصناعات الغذائية AGROBUSINESS MEDAFRICA EXPO - تونس

السلام عليكم ورحمة الله وبركاته ،،،

تهدي وزارة الخارجية أطيب تحياتها ، متمنين لكم دوام التوفيق والنجاح. يسرنا أن نحيل لكم الدعوة الموجهة إلى الشركات والجهات الخاصة بقطاع الصناعات الغذائية في دولة الإمارات للمشاركة في معرض الصناعات الغذائية AGROBUSINESS MEDAFRICA EXPO في دورته الأولى بمدينة ياسمين الحمامات بتونس خلال الفترة 16-18 نوفمبر 2023. للفضل بالاستلام والإفادة برغبتكم بالمشاركة لطفاً،،،

وتفضلوا بقبول وافر الاحترام والتقدير ،،،

راشد عبدالله الطنيجي

نائب مدير إدارة الشؤون الاقتصادية والتجارية



نسخة إلى :

- سفارة الدولة - تونس

المرفقات :

- Brochure__AgroBusiness_1

- الدعوة3

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)



AGROBUSINESS MEDAFRICA EXPO

THE INTERNATIONAL FOOD AND AGRI-FOOD INDUSTRY EXHIBITION EXPO AND FORUMS



16-17-18 NOVEMBER 2023

Expo Center Médina
Yasmine Hammamet - Tunisia

medina
Events

medina
Mediterranean

www.agrobusiness-medafrica.com

Institutional Partners



Ministère de L'Industrie,
de l'Energie et des Mines



Ministère des Affaires
Etrangères



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



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



FIPA
INVEST IN TUNISIA



TUNISIA EXPORT



غرفة التجارة و الصناعة لـ تونس
Chambre de Commerce et d'Industrie de Tunisie



PÔLE DE COMPÉTITIVITÉ
DE BIZERTE



GROUPEMENT
DES INDUSTRIERS
DE CONSEILS
AGRICULTAIRE

AGROBUSINESS MEDAFRICA 2023

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

TRIANGULAR COOPERATION LEVER FOR AGRI-FOOD DEVELOPMENT IN AFRICA

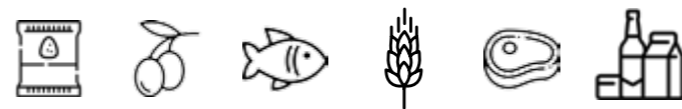
The United Nations bodies encourage North-South, South-South and triangular cooperation for the development of Agrifood.

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.

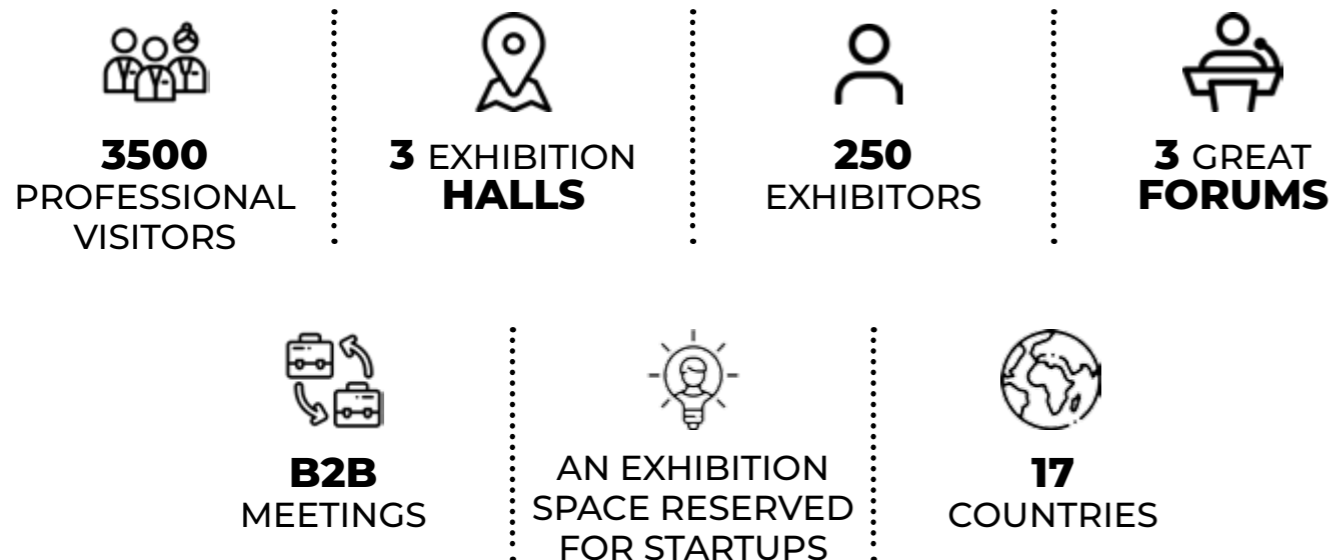
OFFER

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.



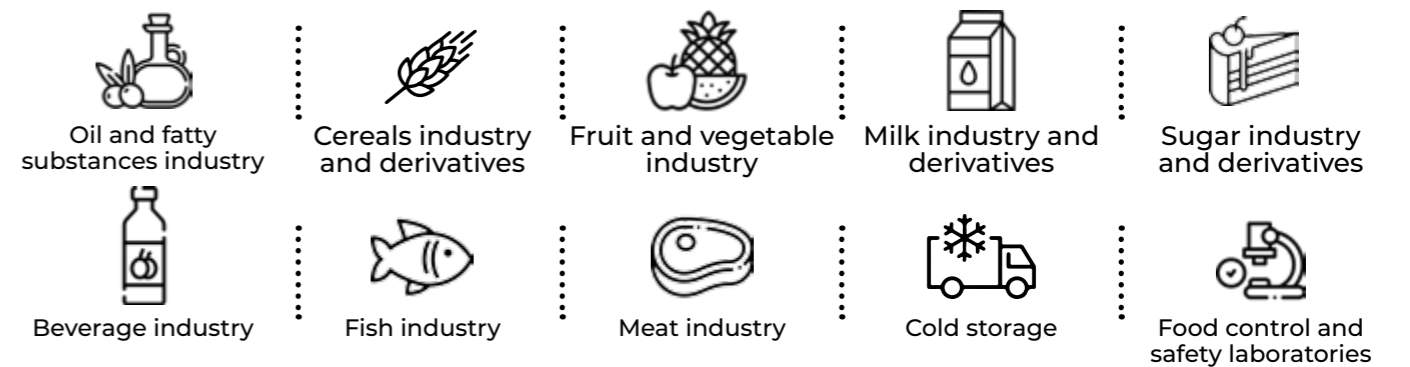
AGROBUSINESS MEDAFRICA 2023 : KEY FIGURES



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



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.

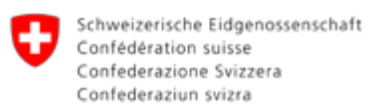
Easy to access, benefiting from infrastructure mixing the colors of the Mediterranean and modernity, our congress and exhibition center is the perfect place which combines the functions of a meeting centre, symposiums, forums, reception, congress hall or banquet for both professional and private audiences.



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)



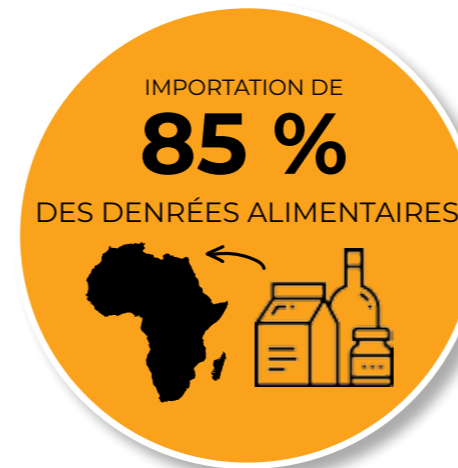
AGROBUSINESS MEDAFRICA EXPO 2023 PROGRAM



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

Gsm : (+216) 99 102 175 - 50 395 463

Fax : (+216) 72 240 353

E-mail : hamdi.souissi@agrobusiness-medafrica.com

www.agrobusiness-medafrica.com

Subject: 1st edition of the International Agribusiness Exhibition, AGROBUSINESS MEDAFRIQUE EXPO from November 16 to 18, 2023 in the Medina, Yasmine Hammamet TUNISIA

Attached: AGROBUSINESS MEDAFRIQUE EXPO 2023 Electronic booklet

Dear Madam, Dear Sir,

I have the honor to inform you that Société La Médina of Poulina Group, in cooperation with the National Federation of Agrifood within UTICA and with the support of the Tunisian Government, is organizing the 1st edition of the International Agrifood Exhibition, AGROBUSINESS MEDAFRIQUE EXPO 2023 which will take place from November 16 to 18, 2023 in the Medina, Yasmine Hammamet, Tunisia.

Under the auspices of the Ministry of Industry, Mines and Energy, this Exhibition aims to be a physical and virtual 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. The Mediterranean and African dimensions are strategic for Tunisia and we plan to target African and Mediterranean professional visitors among the international professional visitors who are all welcome in Tunisia on the occasion of this important event which has 3 components:

1st Component: The hard core of the Exhibition will be the presentation of the Tunisian offer of Agri-food products highlighting the partnership and export potential.

Starts Up and Innovation will also be at the center of gravity of this Exhibition.

In this component, the International Offer should be concerned especially for foreign operators who can consider Tunisia as an export platform in an innovative partnership with local businessmen.

2nd Component: The organization of targeted and pre-established B2B meetings between Tunisian and foreign operators. B2B meetings will be reserved exclusively for exhibitors and international professional visitors. Manufacturers and central purchasing bodies will be targeted mainly at the European Union and African level.

In addition to participation in the Exhibition, international visitors will be offered company visits.

3rd Part: The organization of International Forums and workshops on current topics relating to the Agri-food sector:

3 International Forums will be organized throughout the 3 days of the Exhibition in partnership with the Tunisian Authorities and the International Organizations concerned with the agri-food sector, with the Mediterranean and with Africa such as the African Union, the FAO, the European Union, the African Development Bank...

- First Forum: Self-sufficiency and Food Security in Africa
- Second Forum: The International Partnership as a lever for the development of the Agri-food sector in Tunisia and in the world
- Third Forum: Upgrading and international standards in the Agri-food sector

In this context, I invite you, Madam, Sir, to schedule a visit to this exhibition to discover the potential of Tunisian Agri-food products, participate in B2B meetings with Tunisian industrialists and Mediterranean professional visitors in particular.

We are offering a one-day event specially dedicated to the partnership between the UAE and Tunisia.

You could also participate in the International Forums scheduled for this occasion, knowing that we are expecting large foreign delegations, particularly from the European Union, Africa, North America, Arab Countries and Asia.

Best regards

HOTEL BELSAÏRE & MALASSO
Yasmine Hammamet
+216 72 244/855
DIRECTION COMMERCIALE
DC 01

Sté LA PAIX
MF : 0035743YAM000
ADR : GP 1 KM 12 EZZAHRA 2034
DEP FINANCIER
FS-03