



Press Release - April 2010

DJAZAGRO 2011 **11-14 APRIL 2011** **THE FOOD INDUSTRY MEETING FOR THE WHOLE PROFESSION** **IN ALGERIA**

DJAZAGRO, the international food industry exhibition, closed its doors on this April 14th in **confirming its position as THE trade event « not to be missed » in Algeria** by any professional concerned by the food industry, the bakery, pastry and food service and by the food products & beverages.

A successful 2011' edition !

- **Over 300 direct exhibitors with 80% of Internationals**
- **20 participating countries**
- **12,000 m² of exhibition space**
- **10,700 trade visitors,**
- **with the score of 45.2 % of the visitors coming from the « wilayas »=major cities of the Algerian provinces that represented the most important attendance proportion (an increase of +9 % vs 2010).**

The exhibitors (70%) have one more time highly appreciated the **good business climate** of the show that has been generated by the high-quality attendance of professionals who were seeking new products and equipments, and were presenting more concrete intentions of purchases (66% of them).

An international exhibition !

20 directly represented countries: Algeria, Austria, Belgium, China, Denmark, France, Germany, Italy, Jordan, Morocco, the Netherlands, Poland, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Tunisia, Turkey, United Kingdom, with an enlarged participation of Algerian manufacturers.

The **international exhibitors covered nearly 68 % of the overall exhibition surface.**

The **foreign ones (out of France) represented over 42 % of the exhibitors scores on around 39 % of the exhibition surface.**

This 2011' edition marked one more time **the increasing interest from the foreign companies** in the Algerian food industry market.

An approved sectorisation !

The **French Pavilion**, organised by the French Association **ADEPTA**, gathered together around 100 French companies by **activity branches**. This refined and estimated division in sectors highly contributed to highlight each company furthermore and to present a **complete offer** to the visitors.

A more and more dynamic exhibition !

Numerous **demonstrations** on stands strengthened among others the image of the show DJAZAGRO as **"the "food industry" place to be"**.

An intensive promotion !

The media coverage in various Algerian and international supports and the promotional campaign in all the Algerian « wilayas » engendered numerous articles and echos in the local and national press and thus an extended mediatization of the show in Algeria. The 9% increase of the visitors from the provinces showed it.

NEW for 2012 ...

Intensification of the **INTERNATIONAL** presence and,

Extension to a **NEW SECTOR** devoted to agricultural equipments and machines : **"DJAZAGRI !"**.

The NEXT Edition of DJAZAGRO is planned for mid-APRIL 2012 !
10th Edition !

_Contact : Tel 0033 1 7677 1464