



February 2025

DJAZAGRO: where agri-food innovation in North Africa reveals itself, always in phase with the most strategic market dynamics

Since its creation in 2003, Djazagro has established itself as a major meeting place for national and international players in Algeria's agri-food sector, making it a key driver of development and business opportunities in North Africa.

At the crossroads of cultures and industries, Djazagro is an identity in itself, born from the fusion of "**Djazaïr**", which embodies Algeria in all its teeming diversity, and "**agro**", reflecting a sector in perpetual evolution. This meeting symbolises the combination of a strong territorial base and an openness to the world, where local know-how intertwines with global innovations to shape the future of the agri-food industry in North Africa.

In 2025, the event will bring together **600 exhibitors** from **28 countries** and welcome around **23,000 trade visitors**, local and international buyers. Djazagro provides extensive media coverage, with more than 300 journalists reporting on key moments at the show.

The show focuses on adding value to food products, while bringing together all segments of the food industry - from production processes to packaging - with a particular focus on innovative packaging solutions and health standards guaranteeing the safety of food products.

For its 2025 edition, Djazagro promises to be more dynamic than ever, highlighting the main emerging trends in the industry, as well as technological innovations and new business opportunities.

"In a rapidly changing Algerian agri-food market, Djazagro has established itself as the mainstay of the entire value chain, from production to packaging. Always true to its role as a catalyst for opportunities, this show is constantly opening up to new prospects by merging innovation and traditional know-how, and strengthening the strategic partnerships that are helping the entire region's industry to grow".

Chantal De Lamotte, Djazagro Exhibition Director

For four days, Djazagro becomes a major strategic hub where lasting connections are forged and concrete opportunities are built. Between business meetings, exchanges of expertise and inspiring conferences, the show offers a framework conducive to the emergence of innovative solutions.

More than 75% of the trade visitors, from nearly 48 Algerian wilayas, found the impetus they needed to bring their projects to fruition in this space of transformation, where creative ideas and long-term visions come together

"Djazagro is much more than just an event: Promosalons is pleased to promote a platform of excellence where expertise and ambitions converge, transforming each meeting into a strategic opportunity. In 2025, we are reaffirming Algeria's position as a driving force for innovation in the food industry, consolidating a unique synergy between tradition and modernity across the entire value chain."

Nabil Bey-Boumezrag, Managing Director of Promosalons Algeria

The voice of our exhibitors

"The La Belle group is a leader in the food industry in Algeria. We specialise in oil and sugar refining and the packaging of dried vegetables, among other things. We are regulars at Djazagro, and we never miss this opportunity to diversify, to present ourselves and to confirm our presence within the national system."



Yomn Dabbah, La Belle Algerie



"We are specialists in processes, packaging and logistics. We've been present at Djazagro for around ten years, so we can guarantee our partners our technical support and after-sales services. We're meeting them here, at the heart of the dynamic Algerian and North African market. It's the perfect opportunity to confirm our presence at on a daily basis."

Bertrand Chargé, Sales Business Development,
Krones AG (Germany)

The key initiatives at Djazagro



The Agora des Experts: a place for reflection and exchange.

A real crossroads of ideas, the Agora des Experts offers a dynamic programme of conferences, round tables and debates led by renowned specialists. In partnership with **Agroligne**, the benchmark media for food information in Africa and internationally, and **Nutrimarketing**, a consultancy specialising in food trends and nutritional innovations, this space highlights the key issues facing the food sector

The four days of Djazagro will offer perspectives on strategic themes such as exporting to Africa, the challenges facing the Algerian agri-food sector, organic production, waste recycling and the technical requirements of production for processing. Interactive workshops will introduce participants to specific areas, such as the sensory evaluation of olive oils and cheese tasting. Discussions will also cover the control of the hygienic environment in the agri-food industry, the external development strategy of companies in the sector, nutrition and Algerian food databases.

"Thanks to its considerable potential, Algeria has the means to make its mark on international agri-food markets. Modernising infrastructure, raising quality standards and diversifying supply will be essential levers. By following the example of Tunisia, Egypt and South Korea, our country can accelerate its integration into global value chains, while guaranteeing sustainable food security and strong economic development.

Dr. Kahina MELLAB, Teacher - Researcher, CREAD (Algeria)
who will lead the conference "From production to export:
the algerian agri-food sector and the challenges of development".
7 April 2025 - 12.30 to 13.15 - Experts' Agora



Djaz'Innov 2025: innovation takes centre stage. A showcase for emerging trends, Djaz'Innov rewards the boldest initiatives capable of stimulating growth in the Algerian agri-food market. Whether they involve innovative products, services, equipment or techniques, each entry is rigorously assessed by a panel of industry experts.

The most outstanding solutions are rewarded with gold, silver and bronze medals, as well as a "Coup de cœur" award from the jury. The winning innovations can be discovered not only on exhibitors' stands, but also in a dedicated area at the heart of the show, designed to inspire and spark new opportunities.

Exhibitors have until 17 March 2025 to submit their entries for the competition.

Djaz'Innov 2024 Gold Medal

"We believe that the professionals in the agri-food sector are here, which is why we have been participating in Djazagro for over ten years.



© General Emballage

In 2024, we won the gold medal at the Djaz'Innov competition for a packaging solution: a corrugated and waxed cardboard box, circular and biodegradable by nature, for the comfortable and practical transport of roast chicken.

Mohamed Bessa, *Communications Director, General Emballage SPA (Algeria)*

One of the 2024 Jury's "Coup de Coeur" awards

"Algeria is a very important market for our company, and we are always delighted to meet up with our Algerian partners.



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The innovation we presented in 2024 is an ultra-clean machine: we don't use welding, there are no welded parts. We use structural welding, which is a new technology that has enabled us to offer customers a machine that is hygienic and very easy to maintain.

Flavio Rocchi, *PROMEC MELEGARI (Italy)*



Djaz'Pack: a 360° look at the world of packaging. Launched for the first time in 2024, Djaz'Pack is an exhibition dedicated to highlighting the latest advances in packaging. This space offers a comprehensive view of trends in the sector, which are also a source of inspiration in other industrial fields: from innovative paper and cardboard to new-generation plastics, recycled and reusable packaging, biopolymers and biomaterials, as well as solutions in glass, wood, metal and bio sourced materials...

A genuine lever for transformation in the agri-food industry, packaging is evolving under the impetus of new materials, innovative applications and constantly changing standards adapted to different markets. In 2025, the Djaz'Pack initiative will continue to benefit from the collaboration of ALLFORPACK EMBALLAGE PARIS and the Ecole Supérieure des Sciences de l'Aliment et des Industries Agroalimentaires (ESSAIA), thus affirming its role as a benchmark for sustainable and intelligent packaging in North Africa.

"Making the most of natural resources and agri-food co-products for sustainable innovation in packaging and food: a key issue for the future".

Dr. Imene CHENTIR, Senior Lecturer at the Ecole Supérieure des Sciences de l'Aliment et des Industries Agroalimentaires, ESSAIA (Algeria)
who will lead the workshop on recycled packaging
April 9 - 1 to 1:45 p.m. - Agora des Experts

Djazagro 2025 will feature unique industry trails and a host of exciting initiatives for professionals involved at every stage of the agri-food value chain.

They are already scheduled for 2025*:

MULTIVAC NORTH AFRICA (TN) - MAHDI FOOD INTERNATIONAL SARL (DZ) - AGROFILM PACKAGING (DZ) - EURL SIMETUD (DZ) - KHS GMBH (DE) - SIPA (IT) - SUNPACK EURL (DZ) - IMA SPA (IT) - SPA GENERAL EMBALLAGE (DZ) - DOMINO SAS (FR) - SACCHITAL SPA (IT) - ROBOPAC (IT) - KRONES AG (DE) - FAVA S.P.A. (IT) - AMEC (ES) - DONALDSON (FR) - POLARIS AUTOMAZIONI SRL (IT) - GENERAL INOX (DZ) - ROBOT COUPE (FR) - ANGEL YEAST CO. LTD (CN) - GRANDE RAFFINERIE ORANAISE DU SUCRE (DZ) - JEAN NIEL SA (FR) - NACTIS FLAVOURS (FR) - PRODALIMENTA (FR) - BUNGE LODERS CROKLAAN (MY) - BARRY CALLEBAUT COCOA (MY) BARRY CALLEBAUT COCOA AG (CH) - FIMCOBASE (EG) - CHOCODADA (DZ) - DULCESOL MAGHREB (DZ) - GROUPE INDUSTRIEL GOUMIDI - GIG SPA (DZ) - SEMOULERIE AMOUR SARL (DZ) - SIRINE INDUSTRIE EURL (DZ) - FRUIT TECH NATURAL, S.A. (ES) - AGRI FOOD TRADING SARL (DZ) - MEFSO (SA) - DMN (FR) - NICCOLAI TRAFILE (IT) - AL WATANIA (SA) - SIDEL (FR)

* on 17 February 2025

The agri-food market in Algeria: prospects and opportunities

Algeria, the largest Mediterranean country and Africa's leading territorial power, has a dynamic economy with **a GDP of 239.9 billion dollars** and **growth of 4.1%** in 2023, positioning it as the continent's third largest economy. Its **agri-food sector**, valued at **14 billion dollars in 2022**, is the second industrial pillar after hydrocarbons and plays a key role in economic diversification.

With 8.59 million hectares of useful agricultural area, more than half of which is devoted to field crops, **agriculture accounts for 15% of GDP and employs 2.7 million workers** (20% of the working population). Strategic sectors include cereals, fodder, industrial tomatoes, seed potatoes, fruit trees, olives and wine. Local production covers 55% of milk requirements, 45% of beef requirements and ensures virtual self-sufficiency in white meat, sheepmeat, citrus fruit, vegetables and potatoes.

The extension of irrigated areas and **the development of Saharan agriculture** are strategic priorities. A \$420 million project in Timimoun, in partnership with Italy's Bonifiche Ferraresi (BF), involves growing cereals on 36,000 hectares and building a pasta factory for export, thereby boosting local processing.

The agri-food industry (AFI), more than 90% of which is privately owned, is a major economic driver, contributing **more than 50% of** non-hydrocarbon **industrial GDP**. With 47,200 companies, it generates sales of 12 billion dollars for food and 2 billion for non-alcoholic beverages. The increased integration of agricultural production into processing units means that local resources can be exploited to the full, and high value-added products (juices, preserves, jams, dehydrated products) can be promoted.

The fast-growing **packaging industry** includes **more than 75,000 companies**, 200 of which specialise in cardboard packaging, a material prized for its recyclability. Adapted to national and international standards, this sector guarantees quality products for the local market and for export.

Algeria is thus speeding up its transition to a high-performance agro-industrial model based on innovation, sustainability and food sovereignty, while strengthening its competitiveness and export potential.

Sources: World Bank - CREAD - Business France - BPI France - PwC Algeria - Algerian Investment Promotion Agency -



From Monday 7 to Thursday 10 April 2025

From 10 AM to 6 PM (except Thursday, 5 PM)

Safex Exhibition Centre in Algiers-Algeria

www.djazagro.com

#Djazagro

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Press accreditation

To apply for press accreditation, go to:

<https://badge.djazagro.com/en/home.htm>

You will be asked to upload your proof dated 2024 or 2025 (press card, magazine bear, letter of assignment from the media, recent article signed in the media in question, business card) in PDF or JPEG format. Your badge will be valid for the 4 days of the show.

The press service at the show

The Djazagro Press Office, located in the Central Pavilion, will be open to journalists on presentation of a Press badge, obtained in advance from www.djazagro.com or at the show (Reception - Pavilion G) on presentation of proof of identity (press card, letter of assignment, etc.).

The Djazagro team will be on hand to give you the exhibition press kit and you organise your visit by identifying the highlights you won't want to miss.

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, ALLFORPACK EMBALLAGE PARIS, 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 covering 120 countries, its aim is to maximise the number of international visitors and exhibitors at its French trade shows.

