



**Djazagro**  
le salon professionnel  
de la production agroalimentaire



## Djazagro 2023

A memorable anniversary for the headline tradeshow for the North African agri-food industry, supporting economic vitality.



The 20th anniversary edition of Djazagro, the major tradeshow for the agri-food industry in North Africa, brought the curtain down on 8 June. Over the space of four days, this event attracted the attention of 23,000 agri-food industry professionals, confirming Djazagro's status as the essential gathering for industry figures in Algeria. The 600 exhibitors in attendance, 75% of which came from outside Algeria, hailed from 28 different countries, thus offering a global perspective on the latest trends and innovation in the industry.

Thanks to a substantial international contingent and the attendance of many top buyers with purchasing power in excess of €1 million, productive exchanges between exhibitors and professionals, and high-quality special events, this anniversary edition was another opportunity for fruitful meetings, thus demonstrating the vitality and dynamism of the Algerian market.

The show was inaugurated on Monday 5 June by Mr. Mohamed Abdelhafid Henni, Minister of Agriculture and Rural Development, Mr. Francesco Lollobrigida, Italian Minister of Agriculture and Food Sovereignty, Ms. Elisabeth Wolbers, German Ambassador to Algeria, Ms. Christine Moser, Austrian Ambassador to Algeria, and Mr. Gaurav Ahluwalia, Indian Ambassador to Algeria.



Chantal de Lamotte, Exhibition Director, declared: "Since it was founded in 2003, Djazagro has become an iconic tradeshow for the agri-food sector, each year attracting thousands of professionals. Celebrating this anniversary was an important time. It was an opportunity to reinvent ourselves, stand out and innovate with a number of initiatives. Djazagro has marked these last 20 years by becoming a pillar of the North African agri-food industry, and its history is only just beginning!"

"We are very satisfied; we saw plenty of visitors, created a lot of opportunities. We observed the healthy state of the Algerian market and substantial development potential for us." Silésia (France) - Mr. Jean-François Richard.

"We couldn't have hoped for better: we had a lot of demand and enjoyed a lot of visibility for a small company like ours." Actondata (Algeria) - M. Racim Boudjakdji.

"3U Vision SRL is very satisfied, we made a lot of contacts from the opening day. Djazagro is one of the best shows in North Africa which meets the needs of all the sectors, with European and North African professionals." 3U Vision SRL (Italy) - Mr. Hamid Dari.

"High quality participants, a truly professional tradeshow. The exhibition represents complementary sectors, with a growing international contingent." JAC (France) - Mr. Thierry Bruschet.





Over the years, Djazagro has evolved with its times by laying on exciting special events such as the Agora des Experts, the Djaz’Innov competition, or the Djazagro Bakery, to offer its visitors a unique experience.

## Agora des Experts

The Agora des Experts constituted an exceptional opportunity to look into the future of the agri-food industry. This conference programme organised by Nutrimarketing covered the following cutting-edge topics which drew a highly interested audience:

1. Quality, particularly with regard to the laws governing the HACCP concept in Algeria. Since the pandemic, consumers have been very sensitive to food safety issues: workshops, suppliers, warehousing, distribution and logistics: Algerian expertise is growing, and skills are on the rise.
2. Training for professionals via colleges and vocational training, in particular with a dedicated round table.
3. Environmental issues and protecting the planet are major concerns in Algeria. Geostrategic challenges require innovative Agritech responses tailored to the country’s needs. 2023 is a year of change towards a structural reorganisation of the agri-food sector.

These themes were studied in depth on the Agora des Experts, thus providing a clear-sighted vision and an outlook for the future of the agri-food industry in Algeria.

## The Djaz’Innov competition

The Djaz’Innov competition is an initiative organised for the second year running to honour the most innovative equipment, products and services.

Following the jury's review of the entries, 8 products were shortlisted as nominees. The members of the jury met on Monday 5 June to deliberate and select the winners, who received their prizes during the Djazagro anniversary evening.





**Djaz'Innov 2023, results of the 2<sup>nd</sup> edition:**  
**GOLD medal:**  
**Company: 3U Vision SRL**  
**Product: Optica 3D**  
**Country: Italy**

Product description : Colour and shape sorting of a wide range of products: cereals, pulses, coffee, seeds, dried fruit. This new technology helps analyse the product precisely and at 360 degrees, even in the non-visible spectrum. We ensure food safety that increasingly meets the requirements of European regulations and the Algerian market.

**SILVER medal (tied):**  
**Company: AIT Ingrédients**  
**Product: Egg Replacer**  
**Country: France**



Product description: The EGG REPLACER range of improvers is made up of solutions for partially or totally replacing eggs in brioche products. Its use gives products a better hydration capacity. AIT Ingrédients, a leading specialist in functional ingredients, is offering a solution for substituting all or part of the eggs used in yellow brioche-type dough. The aim is twofold: to reduce the cost of eggs (which have experienced high inflation), and/or to meet increasingly high demand for products without animal products (vegan). It also gives products a better hydration capacity, bringing economic benefits. These solutions are easy

to implement on production lines, with no need for heavy investment. "Our improvers enable bakery manufacturers to make significant economic gains as a result of the supply problems encountered by all industrial egg users. Our improvers enable us to guarantee both the same characteristics & during manufacture and the same organoleptic qualities in their finished products."



### SILVER medal (tied):

Company: Bunge Loders Croklaan

Product : Betapol Biologique (BIO) OPO

Country: Malaysia



Product description: OPO is the most common fat in breast milk. Vegetable-based OPO is the most clinically tested ingredient in infant formula. But certified organic OPO has been lacking on the market. In 2021 we developed Betapol Organic OPO, the first certified organic infant formula in the EU and the UK.

Breastfeeding gives babies the best possible start in life. When breastfeeding is not an option, mothers strive to find the best nutritional alternative by choosing a product that is as close as possible to breast milk. Breast milk contains only 3 to 4% fat, which accounts for 50% of a baby's energy intake. The composition of the fat in breast milk is unique, so mimicking this composition is essential to developing infant formulas that are as close as possible to breast milk. OPO is the most common fat in breast milk. Vegetable-based OPO is the most clinically tested ingredient in infant formula. But certified organic OPO has been lacking on the market. In 2021 we developed Betapol Organic OPO, the first certified organic infant formula in the EU and the UK.

### BRONZE medal

Company: Agrofilm Packaging

Product : Aseptic packaging, Made In Algeria

Country: Algeria



Product description: This type of packaging is designed for milk and juice, as it is aseptic and ensures that foodstuffs can be kept at room temperature for up to a year, while retaining their nutritional and taste quality.

The first aseptic packaging for beverages and liquids with a multi-layer material developed in Algeria: no fewer than 7 layers of paper/aluminium/polyethylene to provide long-lasting aseptic protection at room

temperature for milk or juices, while preserving their nutritional and taste quality.

Agrofilm Packaging offers professionals pre-cut flat packs for use on the line, or ready-to-fill assembled packs, with quantities adapted to the needs of the Algerian market (for large or small production runs).



### Judges' favourite

Company: Actondata  
Product: ICOPONE 30  
Country: Algeria

A technology for developing vertical farms tailored to the Algerian environment and conditions: either urban vertical farms to feed the cities, or co-construction of housing and greenhouses for the inhabitants, or intensive agricultural production. These modules fit into an environment where water is controlled and respected. This is the first process to have been developed by academics and engineers who have been working on it for seven years.

### Judges' special award

Company: JAC  
Country: France



JAC was distinguished for its innovations over the years in the bakery sector. JAC, a specialist in processes and technologies for the bakery industry, is present at Djazagro and has contributed to increasing the bakery skills of Algerian professionals, thanks to tools and technologies geared to the demands of the field.

The 3 latest innovations presented at Djazagro are :

2023: Tradi Levain: to make your own personalised sourdough, using less yeast.

2022: a divider-former for cutting dough pieces using a hand operated crank (without electricity).

2021: a small RollForm shaper: more suitable for smaller bakeries.







## The Djazagro Bakery

The Djazagro Bakery was an authentic industrial bakery in operation. Visitors had the opportunity to watch crisp baguettes, speciality breads and mouth-watering delicatessen products being made. All these delights were made using state-of-the-art materials and equipment from the show's partners and with carefully selected ingredients from local raw materials, from freshly ground flour and artisan yeast to delicious chocolate. It was an exciting discovery for visitors, who were able to admire the expertise behind each product. The baker Christophe Cliet-Marel officiated in the bakery.

Save the date for the 20th edition of  
Djazagro from 22 to 25 April 2024  
at SAFEX Exhibition Centre - Algiers  
(Algeria)



## Djazagro at a glance

The leading agri-food tradeshow in Algeria, Djazagro 2023 is the ideal opportunity to meet leading figures in the Maghreb and sub-Saharan markets.

- 600 exhibitors from 28 countries (Algeria (1)\*, Austria, Belgium, Chile, China (3)\*, Denmark, Egypt, France (4)\*, Germany, Greece, India, Italy (2)\*, Japan, Korea, Malaysia, Mauritius, Netherlands, Philippines, Portugal, Russia, Saudi Arabia, Sweden, Switzerland, Tunisia, Turkey (5)\*, United Arab Emirates, United Kingdom, Uzbekistan.

\*Top 5 exhibiting countries

- 6 sectors: Processes for the food industry, Food filling and packaging, Raw materials, ingredients and additives, Food and beverages, Bakery and pastry, Industrial refrigeration and catering.
- Attendance of 23,000 professionals.
- The exhibition is organised in association with Promosalons.

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### About Comexposium

The Comexposium Group is one of the leading event organisers worldwide, creating events that bring communities together to discover and explore businesses, passions and interests.

Comexposium organises more than 150 professional and general public events, covering more than 10 sectors of activity (agriculture/food, retail/digital, fashion/accessories, leisure...).

The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year in 22 countries.

Creating experiences and encounters between individuals, Comexposium enables throughout its events (SIAL, All4Pack, Paris Retail Week, One to One Monaco & Biarritz, Foire de Paris, Rétromobile, etc.) and its associated content its communities to be connected all year round through an effective and targeted omni-channel approach.

### About Promosalons

Promosalons, founded in 1967, is an associative network exclusively dedicated to the international promotion of French exhibitions. With 55 offices covering 120 countries, its mission is to develop the attendance of international visitors and exhibitors of its French exhibition clients.