

تحت الرعاية السامية لرئيس الجمهورية، السيد عبد المجيد تبون
Under the high patronage of the President of the Republic, Mr. Abdelmadjid Tebboune

وزارة التجارة وترقية الصادرات | Ministry of Trade and Export Promotion
الشركة الجزائرية للمعارض والتصدير | Algerian Company for Exhibitions and Export



معرض الجزائر الدولي

ALGIERS
INTERNATIONAL
FAIR **19-24**
2023 JUNE



قصر المعارض الصنوبر البحري- الجزائر
EXHIBITION CENTER

ALGERIA, A LONG-TERM ECONOMIC PERSPECTIVE:



Algeria is one of the economic giants of the African continent, the 4th economy in Africa. Located at the crossroads of three worlds, Mediterranean, Arab and African, Algeria occupies a strategic geographical position that it wants to take today advantages to diversify its economy and promote its exports.

Today Algeria is becoming an essential pole in terms of foreign investment. Whether in the agriculture, industry or construction sector, the country offers invaluable opportunities to any company wishing to invest and invest in Algerian.

Through its quality infrastructures, its know-how in various fields and its competent and qualified workforce, Algeria opens its doors to you to develop your activity.

FIA, Major event and excellent barometer of the national economy:

- » Evidence of the interest of Algeria's Economic partner countries and the International Business Community for the Algerian market.
- » A strong moment for the promotion of national production ;
- » Multisectoriel exhibitions, all segments of the industry are present ;
- » FIA still a privileged meeting place for foreign and Algerian economic operators to promote their products and technological innovation ;
- » An effective platform for professional networking and long-term partnerships ;
- » An opportunity to discover cultural and tourist characteristics of algeria and other countries.



FACTS'N FIGURES

FIA 2022 :



698
Exhibitors

187 foreign companies
511 Algerian companies



exhibition
7 Pavilions

24.800 m²
Net exhibition space

22.330 m²
National exhibitors

2.467 m²
Foreign exhibitors

400 000
Visitors

40 000
Professional Visitors

WHY YOU SHOULD **EXHIBIT** WITH US ?

- » Discover the different investment potentialities of the Algerian market
- » Enhance cooperation with other region and countries
- » Make your company or brand known to as main industry professionals as possible
- » Identify new clients (consumers, suppliers, distributors);
- » Launch the latest industrial and technological innovation;
- » Conclude partnership relationships
- » Keep your updated of the latest industry information, Conferences and special activities, regulations and development trends in Algeria.



THE ALGIERS INTERNATIONAL FAIR REGROUP A WIDE VARIETY OF ACTIVITY SECTORS :

ALL SECTORS PRESENT



Agriculture



Food
& Beverage



Chemical
industry



Petrochemical
Industry



Electrical
industry



Electronics
& Appliances



Manufacturing
Industry



Public Works



Mechanical industry,
Iron and steel
industry
various industry



Services



Building
and building
materials



REVIEW OF EXHIBITORS

in 2022

90%

Plan to participate in
the **next edition**

75%

Regular **exhibitors**

70%

Are satisfied for the
quality of **visitors**

VISITORS

PROFILE :



- » Distributors / agents / Wholesaler and retail trade
- » Import & Export trader
- » Manufacturer
- » Transportation and logistics services
- » Government Organization / Association
- » Advertising and services
- » E-commerce
- » Media
- » Others



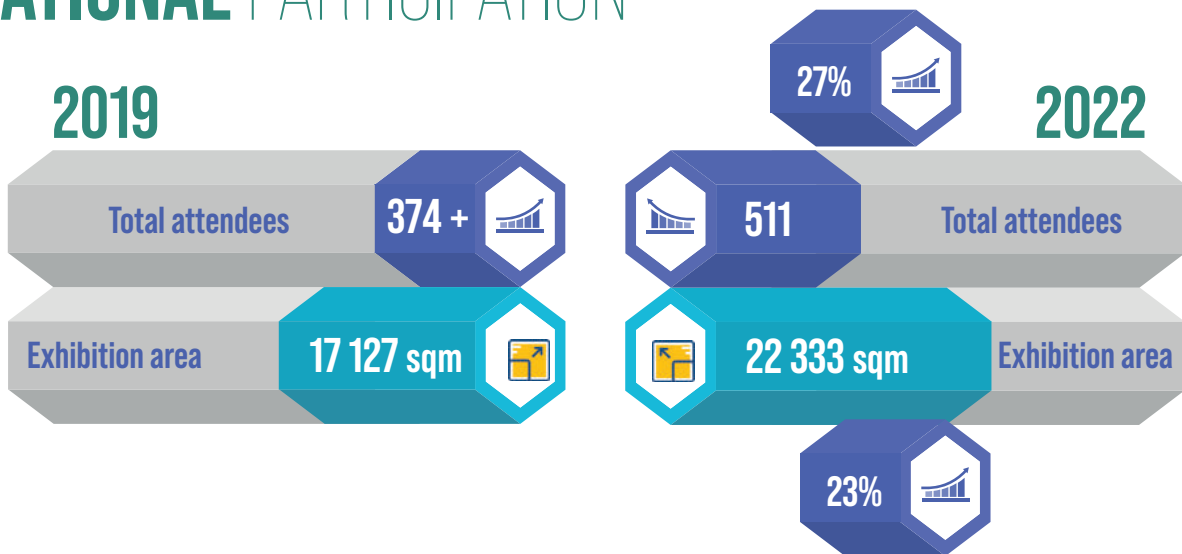
A TARGETED AND AMBITIOUS COMMUNICATION

- » Urban displays : 100 display Billboards advertising in Algiers and other departements.
- » Specialized and professional press : more than 40 publications- 100 titles published
- » Radio and TV Spot Campaigns : more than 100
- » Precise and personalized targeting digital campaign
Web site : more than 1.000.000 visitors
- » Facebook : more than 100k followers



COMPARISON 2019 / 2022

NATIONAL PARTICIPATION



FOREIGN PARTICIPATION

INTERNATIONAL PARTICIPATION	FIA 2019	FIA 2022	
NATIONS	15	21	+ 25%
NUMBER OF FIRMS	128	187	+ 32%
EXHIBITION AREA	1873sqm	2467sqm	+ 24%



THE ORGANIZER



SAFEX

SAFEX is a public company under the supervision of the Ministry of Trade and Export Promotion. Leader of the organization of national and international exhibitions in Algeria. safex is located at the exhibition center, algiers.

more than 40 fairs and exhibitions are organized each year, which attracted more than 1 500 000 visitors.

- Safex is known for organizing major events in Algeria as:
 - Algerian production fair since 1984
 - SITP : public works international exhibition
 - Batimatec : international building exhibition.

EXHIBITION CENTER IN FIGURES

Palais des expositions is the main exhibition center in Algeria.

It is located approximately 15 km east of the center of the capital and 10 km from Algiers airport.

It is located near the various hotels, the main shopping centers; accessible by all transport means : tramway, bus, taxi

- » Over 60 000 sqm of total exhibition space ;
- » 40,000 sqm indoor area and more than 25,000 sqm outdoor area ;
- » 10 halls with wifi, air conditioning , surveillance camera ;
- » 03 conference room with a total capacity of 1000 seats ;
- » Parking lot capacity of 8000 cars.



registration on :
www.registration.safex.dz



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