



TUNISIA AT



FRUIT
LOGISTICA

**FRUIT
LOGIS
TICA** 2023

08 -10 FEBRUARY BERLIN

Hall B
C-11



Agricultural
Investment
Promotion
Agency

Together, for successful projects

TUNISIA IN FIGURES

Geographic data

Area: 163,610 Km²

Location: North Africa, 140 km from Italy, 1300 km of coastline on the Mediterranean

Climate: Mediterranean, 12°C in winter and 29°C in summer

Time: GMT + 1

Capital: Tunis (2.5 million inhabitants including suburbs)

Main cities: Sfax, Sousse, Bizerte, Nabeul, Gabès, Kairouan, Jendouba, Béja

Langages

Official: Arabic

Working languages: French, English, Italian

Population

Population (2020): 11.708 million inhabitants

Growth rate (2020): 1.1%

Working population (2020): 47.3% of the total population

Life expectancy (2020): 74.9 years

The currency

Tunisian dinar (TND): 1 TND = 1000 millimes

Exchange rate (Average year 2021):

1 TND = 0.343 USD

1 TND = 0.308 Euro

1 TND = 39.64 JPY



ECONOMIC INDICATORS OF AGRICULTURE IN TUNISIA

The sector participates

8,5% GDP

18% workforce

500 000 farmers

10% investments in the economy

10% of the value of exports

Main agricultural sectors

Cereal growing, market gardening, olive growing, citrus growing and fishing.

Main exported products

Olive oil, dates, citrus fruits, vegetables, seafood

Total agricultural area

More than 10 M. ha : 5,2 M. ha cultivated area, 4,8 M. ha nature trails and permanent grasslands, 1,6 M. ha forests

THE FRUIT SECTOR

Fruit trees cover more than 2 million hectares of land in Tunisia. The most important part is in the center of the country. Olive trees are planted throughout the country, while grapes and citrus fruits are mainly located in the north. Dates, almond and fig trees are grown in the south.

CITRUS

There are around 500,000 citrus trees on over 28,500 hectares. The average annual production is about 416,000 T. Maltese of Tunisia is the most important variety; it represents 57% of total production and more than 90% of citrus exports. The annual exported quantity is around 26,000T. The main varieties produced in Tunisia are: Maltese, mandarin, Clementine, grapefruit, orange, Thomson, Valencia orange, lemon and bergamot.

DATES

The total exploited area is approximately 58,000 hectares. The annual production of dates is about 365,000 T of which 120,000T are exported.



APRICOTS

The total area is 9,200 hectares producing an average of 37,000 T per year. Tunisian apricots are exported from the end of April and the campaign continues until the beginning of June.

POMEGRANATE

In Tunisia, pomegranates are produced from September to December and are characterized by variety diversity, with more than 15 varieties, an average sugar rate of 150 g/litre and a juice percentage between 75% and 80%. This fruit is known especially in the region of Gabes. The production is estimated at 100,000 T per year.

PEACHES

With an area of 17,200 hectares, the production of peaches has increased to reach an average of 147,000 T /year.

TABLE GRAPES

The average annual production of table grapes is approximately 145,000 T on 11,500 hectares.



THE VEGETABLE SECTOR

In Tunisia, the vegetable sector covers an area of 147,000 ha. Average production is around 4.1 million tones. This production is characterized by the diversity of species, the main ones are: Tomato, Potato, onion, pepper, artichoke... These products are intended for supplying the local market, for processing and for export. France, Italy, Libya and the Netherlands are among the most important export destinations.

Tunisia has a number of specificities that encourage partnership and investment in the vegetable sector. It has a strategic geographical location due to its proximity to some African and European countries. It has a Mediterranean climate allowing early production, soil and water that give our products a high taste quality.

POTATOES: 23 miles 350 ha , 433 miles tones.

In Tunisia, potato production comes from 4 crops seasons: late season, extra-primer, primer and season. Potato exports come mainly from early and off-season crops. Tunisia benefits from privileged access to the European market for a quota of 20,000 T of potatoes with exemption from customs duties. The gap between the allocated quota and the level of current exports leaves a great opportunity for the development of production intended for the European market.



TOMATOES 22 miles ha, 1.3 million tones

22 000 hectares are planted every year .Annual average production reaches 1,3 million tons .Production increase should result from yield improvement, through better techniques and plant production .Sunny weather that characterizes harvest period in Tunisia allows natural drying of tomatoes which quality is well appreciated.

Tunisian exports of fresh tomatoes are mainly from geothermal crops which are characterized by a specific taste quality due in particular to the mineral composition of the water and the microclimate of southern Tunisia.

ARTICHOKES 2623 ha , 27 miles tones

Tunisian production of artichokes is estimated at around 27 000 tons and cultivated on 2623 ha.

Under a mild Mediterranean climate and on well-drained, fertile and rich soil, the regions of the lower valley of the Medjerda, are well known for the production of very good quality fresh artichokes during the period which is spread over 8 months.

Possibilities of improving yields are real and constitute opportunities to be taken up by partners in possession of advanced technologies of intensive cropping.



SALADS 69 miles tones

The production of the lettuce is spread over the whole year thanks to a wide range of varieties used (frisé chicory, escarole chicory, batavia, iceberg, butter lettuce, romaine, etc.). It is a new species that is being developed for export.

Agricultural Investment Promotion Agency (APIA)

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FACTS & FIGURES

Established in 1982, the Agence de Promotion des Investissements Agricoles (APIA) is a Tunisian public institution run by the Ministry of Agriculture that was created to promote private investment in the fields of agriculture, fisheries, and related services.

Based on its dedicated expertise, APIA supports its members in successfully implementing their respective projects. In this context, APIA offers diverse services such as obtaining financial and tax benefits, assisting promoters in the compilation of investment and managerial records, matching Tunisian operators with potential foreign counterparts, and the participation in trade fairs and exhibitions in Tunisia and abroad.

MISSION & VISION

APIA's vision is to improve the competitive advantages of the sector and to strengthen the industry's positive image in the world market. APIA very much welcomes the opportunity to introduce German and European importers to profitable new trade opportunities with Tunisian suppliers at the Tunisian Country Pavilion at Fruitlogistica 2023.



Together, for **successful** projects

CONTACT

ADDRESS :

62, rue Alain Savary 1003 Tunis Cité
El Khadra Tunisia

PHONE: +216 71 771 300

EMAIL : prom.agri@apia.com.tn

WEBSITE : www.apia.com.tn

CONTACT: Mr. Rachid Belanes

POSITION OF CONTACT PERSON

Central Director of Promotion

PHONE: +216 95 614 453

EMAIL: belanes.rchid@apia.com.tn

Groupement Interprofessionnel des Légumes

The Vegetables Interprofessional Group (V.I.G) was created on August 10th, 1973. The members of V.I.G are organizations and individuals having the quality of agricultural producers, packers, processors or exporters of agricultural products.

The Vegetables Interprofessional Group (V.I.G) is in charge of Vegetables exports promotion, Vegetables quality improvement, local market regulation...

Fresh vegetables in Tunisia

Tunisia have a Mediterranean climate with mild and sunny winter, mild spring and rainy autumn. The country is the birthplace of many vegetable species naturally grown.

The specific conditions of Tunisia offer vegetables with exceptional quality and unique taste. The main products are Tomatoes, Potatoes, Artichoke, Pumpkins, Salads ...



CONTACT

ADRESS : 37 Avenue Taieb Mhiri,
1002 Tunis Belvédère B.P.178 -
Tunisia

PHONE : +216 71 793 056

EMAIL : gil@gil.com.tn

WEBSITE : www.gil.com.tn

CONTACT : MR. Malek BEN SALHA

POSITION OF CONTACT PERSON :
General Manager

PHONE: +216 99 141 500



GROUPEMENT INTERPROFESSIONNEL DES FRUITS GIFRUIT



Company Presentation

Interprofessional Group of fruit is a structure of the state which acting in promoting the fruits supply chains in Tunisia, it helps operators in fruits fields in all their activities from harvest to post harvest (selling, exporting and valorizing)

Specialist In

Promotion of fruits supply chains

Product Range

MAIN PRODUCT : Fruits

ADDITIONAL PRODUCT: Fruit derivatives

Key Customers

Tunisia local market
and external fruit markets .

International Certifications

Global –Gap
Bio
IGs (AOC-IP)



CONTACT

ADRESS : 2 Badii Ezzamen Street.
Mahrajene city, 1082 Tunis- Tunisia

PHONE : +216 71 787 721

EMAIL : gifruit@gifruit.nat.tn

WEB SITE : <http://www.gifruits.com/>

CONTACT : MR. Helmi KALAI

POSITION OF CONTACT PERSON :
Managing director

EMAIL : gifruit@gifruit.nat.tn

GIDATTES

Company Presentation

The Interprofessional Groupement of Dates is a public institution provided of a moral personality and financial independence. Those physical and moral entities, which are involved in farming or processing industry or exporters in the date sector, are entitled to subscribe in the groupement and to benefit from its services.

The main missions are :

- Assures a link between the different steps of the supply chain.
- Facilitates the co-operation between professionals and public administration in order to define the objectives of the fresh date chain.
- Contributes to balance the market by employing different mechanism in collaboration and co-ordination with professional and public administration organizations.
- Contributes to the improvement of product quality and marketing and assists professionals to integrate scientific and technology evolution.
- Assures the promotion of exports in collaboration and coordination with professional and public administration organization.
- Collects, analyzes and classifies information, sets up data bases related to dates and date derivatives on the national and international situation and the forecasts.

Specialist In

Dates and date derivatives



GIDATTES
Groupement interprofessionnel Des Dattes

CONTACT

ADDRESS : Road Nefta, Echorfa, Tozeur, Tunisia
60, Road Alain Savary, 1002. Tunis, Tunisia

PHONE : +216 76 452 108
+216 71 807 314

EMAIL : Samir.bsliman@gmail.com

WEB SITE : www.GIDattes.com

CONTACT : MR. SAMIR BEN SLIMAN

POSITION OF CONTACT PERSON :
General Director

EMAIL : Samir.bsliman@gmail.com

AFRIMEX TRADING

● Company Presentation

is a Tunisian active company specialized in processing, packing and exporting date's fruit products.

With a great know-how in export, we are operating on many countries such as Germany (Market share 15%), Italy (Market share 15%), The Netherland, The United Kingdom, Russia, Denmark, Norway, Sweden, Austria, Slovakia, Poland, Bosnia and HerzegoniaSwitzerland, France, Canada, Brazil, UAE, India, Indonesia and many other regions.

With a 5,000 sqm, our plant facility (ECODATTES) meets the most stringent requirements in terms of food standards. Equipped with all new processing machines for sorting, treatment and packaging and a big capacity of cold rooms storage for the preservation of the product's quality. With our products, we place a high status on price & quality. We operate with the highest standards regarding our employees, the environment, our customers and the final consumers.

The guidelines and policies, statements and standards we respect, define what we expect of ourselves, and our business partners, as we operate with integrity throughout all the chain production.

● Specialist In

DATES PROCESSING & EXPORT

● Company Size

+220

● Product Range

MAIN PRODUCT : DEGLET NOUR DATES
REGULAR + ORGANIC

ADDITIONAL PRODUCT : DATE'S PASTE //
PITTED DATES // STUFFED DATES

● Key Customers

Edeka GmbH, Lidl GmbH, Noberasco...

● Domestic/Export Split (in %)

100% EXPORT

● Brand/Private Split (in %)

40% BRAND

60% PRIVATE

● International Certifications

IFS // BRC // GLOBAL GAP // ORGANIC //
HALAL



CONTACT

ADDRESS : Av NEPTUNE, BUILD. PERCEE VERTE,
JARDINS DE CARTHAGE, 1090 TUNIS
ROUTE DE TOZEUR, 2260 DEGUACHE -
TOZEUR

PHONE : +216 96 615 510

EMAIL : info@afrimex.net

WEB SITE : www.afrimex.net
www.ecodattes.com

CONTACT : Mr. NASRI ABDELHAMID

POSITION OF CONTACT PERSON :
General Manager

EMAIL : a.nasri@afrimex.net

BRA INTERNATIONAL PACKER AND EXPORTER OF DATES

Company presentation:

BRA INTERNATIONAL PACKER AND EXPORTER OF DATES is a tunisian company specializing in warehousing ,packaging and export of the tunisian dates Deglet Nour.

The group has improved the execution methods by adopting the best performers of the human resources, equipment and modern storage to meet the diverse needs of the markets and international standards

BRA INTERNATIONAL PACKER AND EXPORTER OF DATES is a family owned company established in 2004, nestled between wheat fields and olive groves in our ancestral land in Aousja, in the province of Bizerte, Tunisia. The immerging need for diversified products had inspire us to create cold storages of the upmost performance. Since than we have worked towards improving our execution methods, carefully selecting sustainable producers, transporting, packaging and storing using leading-edge techniques of international standards. We aspire to bring to the world the best quality of fresh products Tunisia has to offer. Including the jewel of our production, the world famous Tunisian Dates DEGLET NOUR.

Specialist In:

PACKING AND EXPORT OF DATES

Compagny size :

PME

Product Range :

DATES DEGLET NOUR

Key Customers :

DATES DEGLET NOUR
TUNISIAN DATES
BRANCHED DATES



Domestic/Export Split (in %)

EXPORT 100%

Brand/Private Split (in %)

50%

International Certifications:

IFS. BRC. KOSHER . HALEL .
ISO22000 . BIO



CONTACT

ADRESS : GOLDEN TOWER OFFICE 3 -5
CENTRE URBAIN NORD TUNIS
TUNISIA

PHONE : +00216 29622065

EMAIL : bra.int.trade@gmail.com

WEB SITE : WWW.BRADATES.COM

CONTACT : MRS MANEL BRA

POSITION OF CONTACT PERSON :
SALES & EXPORT MANAGER

EMAIL : bra.int.trade@gmail.com

ROSE DE SABLE

Company Presentation

Rose de Sable is a grower, processor and exporter of "Deglet Nour Dates". The company was founded in January 2007 by the Belaifa family, from the region of Nefta in the south of Tunisia. Being implemented in Nefta near the farms, Rose de Sable has a very close collaboration with farmers, providing them with expertise and controlling their crops and their dates production throughout the year

The company has launched the certification process since 2008, it is certified according to the international food safety and organic agriculture standards: BRCGS, IFS, FSSC 22000, Organic (NOP, CE, JAS, BIOSUISSE) GLOBAL GAP, Fair Trade (Max Havelaar and FairTSA) and Kosher.

Specialist In :

Growing, processing and exportation of Deglet Nour Dates and Dates Derivatives

Compagny size :

400 employees

Product Range

- Organic and conventional Deglet Nour Dates (branched, pitted, unpitted).
- Dates derivatives (diced dates, chopped dates, date paste, date powder, date sugar, etc.).

Key Customers :

Europe, America, Asia

Domestic/Export Split (in %)

Export split: EU : 90% ; Other than EU : 10%

Brand/Private Split (in %)

- Castilia Dates
- Neptus Dates

USPs :

- Having a very developed quality system
- Supporting clean and green farming
- Supporting fair trade practices

International Certifications

IFS* (98,3%), BRCGS Grade A+, FSSC 22000, Global GAP, Kosher, Organic (EU, NOP, JAS Organic, Biosuisse Organic), Fair Trade (Max Havelaar, Fair TSA)



CONTACT

ADDRESS : *Factory* : Zone industrielle - Route de Hezoua- 2240 Nefta Tunisia
Office : Appt B03, Résidence Regency, Les Berges du Lac II, 1053, Tunis, Tunisie

PHONE : +216 71 191 561

EMAIL : info@neptus-dattes.com

WEB SITE : www.rosedesable.tn

CONTACT : MME. Meriem Ben Dlala

POSITION OF CONTACT PERSON :
Project Manager

EMAIL :
meriem.bendlala@neptus-dattes.com

SOTUDEX

Company Presentation

SOTUDEX is a wholly exporting company of Tunisian dates: Deglet Nour Branched, Standard and Processed; besides Common dates such as: Allig Kouat, Allig and Kenta exported under its brands: Salammbô, la Perle du Sahara, and La Reine du Desset

Our renewed factory is located in the Industrial Zone of Borj El Amri Mornaguia, it is equipped with high standard machines for sorting, processing, and packing, under HACCP control system ISO22000: 2018 and ISO 9001: 2015BRC : issue 8 ; IFS: V7 all around the year. We producing more than 3,000 tons per year of dates, destined for several countries in the world. Our policy has as main objectives : quality improvement, product innovation, and customer satisfaction

Specialist In

Tunisian dates

Compagny Size

150

Product Range

Dates Deglet nour : natural with branch -natural loose- processed

Dates: Allig; khouatt allig; kenta: processed

Key Customers

Wholesaler & distributor for Europe and Asia

Domestic/Export Split (in %)

Export 100%

Brand/Private Split (in %)

Brand 80% / Private 20%

International Certifications

ISO 22000:2018; ISO 9001:2015;

BRC : issue 8 ; IFS: V7



CONTACT

ADRESS : IMMEUBLE AMG LES BERGES DU
LAC

PHONE : +216 71 656 575
+491 73 2476 732

EMAIL : sotudex.dattes@gnet.tn
info@orientfruits-import.de

WEB SITE : www.sotudex.com

CONTACT : MRS NAZIHA DRIDI

POSITION OF CONTACT PERSON :
EXPORT Manager

EMAIL : Sotudex.dattes@gnet.tn

HORCHANI DATTES

Company Presentation

Horchani Dattes, the first private grower of dates in Tunisia, is indeed a real pioneer in the field of exporting and one of its prime leaders since 1930's. And so it happens that every year, in October, 3000 tons of sweet and pleasantly aromatic dates, exquisite fruits of modern ecological cultivations are collected by Horchani Dattes.

Today, Horchani Dattes exports to more than 50 countries in all five continents. As a company,

Specialist In

GROWING, PACKER AND EXPORTER OF TUNISIAN DATES ORGANIC AND CONVENTIONAL

Compagny Size

500 employees

Product Range

MAIN PRODUCT : DATES (Deglet Nour, Allig, Khouat Allig, kenta) organic and conventional ; DATES DERIVATIVES (Date Paste, Chopped/Diced dates, Date powder, Date Syrup)

ADDITIONAL PRODUCT : Dates snack (Coconut Dates Rolls, hazelnuts date Pops, Choconut date pops, sesame date pops)

Key Customers

Dates producer, Dates packer, Dates exporter

Domestic/Export Split (in %)

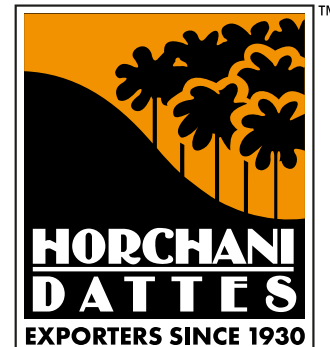
100% export

Brand/Private Split (in %)

70% own brand
30% private label

International Certifications

BRC, IFS, ISO22000, ISO9001, KOSHER, HALAL, GLOBAL GAP, ORGANIC (TN, CE, NOP, BIOSUISSE), SMETA, SEDEX Member



CONTACT

ADDRESS : 02 PLACE MENDES FRANCE
MUTUELLEVILLE 1082 TUNIS

PHONE : +216 70 557 500

EMAIL : commercial@horchani-dattes.com
samir.horchani@horchani-dattes.com

WEB SITE : www.horchani-dattes.com

CONTACT : Mr. SAMIR HORCHANI

POSITION OF CONTACT PERSON :
GENERAL MANAGER

EMAIL : commercial@horchani-dattes.com





SIAT
2024

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International Agricultural Investment and Technology Fair

02 **30** October
November

Kram Exhibition Center
TUNIS - TUNISIA



Agricultural
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Promotion
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APIA

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CONTACTS

TUNISIAN EMBASSY IN BERLIN

Adress: lindenallee 16
14050 berlin Germany
Phone : 0049(0)3036410710
Email: at.berlin@diplomatie.gov.tn

FIPA KÖLN

Adress: Hohenstaufenring 44-46 50674 Köln Geramany
Phone: 0049 2212403346 – 0049 2212403347
Email: fipa.cologne@investintunisia.de

GERMAN TUNISIAN CHAMBER OF INDUSTRY AND COMMERCE

Adress : Immeuble Le Dôme- Rue du Lac Léman
1053 Les Berges du Lac- Tunis –Tunisia
Phone : +216 71 965 280
Email : info@ahktunis.org

