



TUNISIA AT



**FRUIT
LOGIS
TICA** 2020
5|7 FEBRUARY BERLIN

Hall 1.1
B-08



Together, for **successful** projects

Agricultural Investment Promotion Agency (APIA)

Hall 1.1| B-08

Facts & Figures

Established in 1982, the Agricultural Investment Promotion Agency (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 2020.



Together, for **successful** projects

CONTACT

ADDRESS :

62, rue Alain Savary 1003 Tunis
Cit  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
department

PHONE: +216 95 614 453

EMAIL: belanes.rchid@apia.com.tn

The Vegetables Interprofessional Group

Facts & Figures

- Find new Markets for fresh vegetables.
- Vegetables exports promotion.
- Promote Tunisian vegetable sector.
- Explore new markets.
- Establish relation with foreign investors.

Products

MAIN PRODUCT

Fresh vegetables (Tomato, salad, Artichoke, Pepper...)



CONTACT

ADDRESS:

37, avenue Taïb M'hiri ,1002 Tunis –
Belvédère TUNISIA

PHONE : +216 71 843 887

EMAIL : gil@gil.com.tn

WEBSITE : www.gil.com.tn

CONTACT PERSON:

MR Chammakhi Kacem

POSITION OF CONTACT PERSON:

General Manager

EMAIL OF CONTACT PERSON:

chamakhi@gmail.com

The Fruits Interprofessional Group

The Interprofessional Groupement of fruit is a public institution which the main tasks are:

- Facilitate coordination between professionals and the administration in order to define the objectives of different sectors (dates, citrus and fruits).
- Contribute to the improvement of product quality and marketing and assists professionals to integrate scientific and technology evolution.
- Support the promotion of Tunisian fruit exports in collaboration and coordination with professional and public administration organizations.
- Collects, analyzes and classifies information, set up data bases related to the fresh produce on the national and international situation and the forecasts.



CONTACT

ADDRESS :

2, rue Badaï Ezzamen – Cité El Mahrajène 1082 Tunis - Tunisie

Phone : +216 71 787 721

EMAIL: gifruit@gifruit.nat.tn

WEBSITE : www.gifruit.nat.tn

CONTACT :

Mr. Mohamed Ali Jendoubi

POSITION OF CONTACT PERSON :

General Manager

EMAIL :

mohamedalijandoubi@gmail.com

AFRIMEX

Facts & Figures

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

With a great know-how in export, we are operating on many countries such as The Russian Federation, Germany, The Netherland, The United Kingdom, Denmark, Norway, Sweden, Poland, Switzerland, France, Canada and many other regions.

With a 5,000 sqm, our plant facility 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.

Mission & Vision

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.

Products

MAIN PRODUCT

Natural dates, processed dates, pitted dates

ADDITIONAL PRODUCT

Sundrieds tomatoes

International Certifications

ISO 22000, IFS, BRC



CONTACT

ADDRESS :

Rue Neptune, Imm. Percée Verte,
Office B2-4 1090 Jardins de
Carthage - Tunis

PHONE : +216 96 615 510

EMAIL : a.nasri@afrimex.net

WEBSITE : www.afrimex.net

CONTACT PERSON :

NASRI ABDELHAMID

POSITION OF CONTACT PERSON:

C.E.O

EMAIL OF CONTACT PERSON:

a.nasri@afrimex.net

AGRO M.E.K

Facts & Figures

Agro Mek is the largest pomegranate producer in Africa. It owns about 750 hectares of own production and manages to cover the entire period from mid-September to mid-February with this production.

Mission & Vision

Agro M.E.K. is a company, born in Tunisia, specializing mainly in the production and marketing of pomegranate. It differs from any other company operating in the « Pomegranate » sector for some very important reasons:

- 1) Is a completely innovative company.
- 2) It closed the entire supply chain, starting with production and ending with marketing, diversifying by sectors (GDO, Ho.Re.Ca, Industry).
- 3) Has a pomegranate cultivation of 750 Ha already in production.
- 4) Is already in possession of the best quality certifications such as ISO 9001.
- 5) It has controlled atmosphere storage systems that allow products to be maintained for up to 5 months from harvest.
- 6) Has its own calibration plant where it selects and packages the products.
- 7) It can export its products all over the world.

Furthermore Agro M.E.K. During the year it also markets other very interesting products such as: melons, potatoes, artichokes, watermelons and dates.

Products

MAIN PRODUCT

Pomegranates

ADDITIONAL PRODUCT

Potatoes, artichokes, watermelons, melons, dates

International Certifications

ISO 90012015



CONTACT

ADDRESS:

Aprt n°4 rue Telemcen
3100 Kairouan - Tunisia

PHONE : +216 29 620 624
+39 3282478950

EMAIL :

agromektunisie@gmail.com

CONTACT PERSON :

Faten Khemili

POSITION OF CONTACT PERSON:

Assistant

EMAIL OF CONTACT PERSON:

agromektunisie@gmail.com

HORCHANI DATTES

Facts & Figures

HORCHANI DATTES is a leader in processing, packing & exporting of Tunisian Dates DegletNour. The company was created in 1930 by the HORCHANI family. Since its inception, it has set an objective of becoming a leader in the Tunisian dates-export sector. The company's successful history comes from a commitment to satisfy customer's needs with a willingness to change and adapt. Today, our Company is leader in processing and exporting high-quality fresh and dried dates.

Our various brands are PALM'FRUTT, SULTAN, EDEN & NOUR

Mission & Vision

- Build relationships and develop new markets;
- Find potential future clients;
- Raise awareness of our brand;
- Present our products face to face;

Products

MAIN PRODUCT

Pitted dates, whole dates, chopped dates, dates powder, dates paste, dates rolls.

ADDITIONAL PRODUCT

Sun dried tomatoes, Olive oil.

International Certifications

IFS, BRC, KOSHER, ISO9001, ISO22000 BIOLOGIQUE CE-NOP-BIO SUISSE – GLOBAL GAP



CONTACT

ADDRESS :

11 bis, R. Labid 1002 TUNIS
BELVEDERE TUNIS

PHONE : +216 71 238 283

EMAIL :

Samir.horchani@horchani-dattes.com

WEBSITE :

www.horchani-dattes.com

CONTACT PERSON :

HELA BRIKI

POSITION OF CONTACT PERSON:

Quality R&D Manager

EMAIL OF CONTACT PERSON:

Hela.ferchichi@horchani.com

Jektis Agro

Facts & Figures

Jektis Agro is a company based in the business Park of Zarzis republic of Tunisia. The company is specialized in the packaging and export of dates and dates derivatives of Deglet Nour variety.

Mission & Vision

In order to ensure the durability and prosperity of its activities, Jektis Agro is committed to a high quality approach according to the technical standards food IFS and BRC.

Products

MAIN PRODUCT

Deglet Nour Natural Branched Dates / Deglet Nour Natural Standard Dates / Processed Dates / Pitted Dates / Dates Paste.

ADDITIONAL PRODUCT

Dates Syrup / Dates powder.

International Certifications IFS6.1&BRC8 (In progress)



CONTACT

ADDRESS :

Parc d'activités économique, Zarzis
SI 4137

PHONE : +216 98 430 122

EMAIL : contact@jektisagro.com

WEBSITE : www.jektisagro.com

CONTACT PERSON :

Mohamed JAZIRI

POSITION OF CONTACT PERSON:

General Manager

EMAIL OF CONTACT PERSON:

mohamed.jaziri@jektisagro.com

MULTI TRADE

Facts & Figures

When the domestic market becomes too narrow, it is time to consider an international expansion strategy. This is an opportunity for any entrepreneur seeking to increase their growth potential, this is the strategy of our young company created in 2018.

Mission & Vision

- Increase profits and sales by opening its products and services to new markets and therefore to new buyers.
- Optimizing products, the original market of which is saturated or not very beneficial.
- Expand the product portfolio and thus meet an ever more demanding clientele.
- Develop its technologies by transmitting know-how and knowledge.

Products

MAIN PRODUCT

Date, paste of pomegranate

ADDITIONAL PRODUCT

All organic products



CONTACT

ADDRESS:

21, STREET MOHAMED EL KHAMES
NEW MATMATA TUNISIA

PHONE : +216 75 23 06 30

EMAIL:

contact@multitrade-tn.com

WEBSITE:

www.multitrade-tn.com

CONTACT PERSON: Abdelli Rihab

POSITION OF CONTACT PERSON:

General manager

EMAIL OF CONTACT PERSON:

societemultitrade@gmail.com

Rose de Sable

Facts & Figures

Rose de Sable is a processing dates company founded in January 2007 by Belaifa's family in the region of NEFTA in south of Tunisia. The Belaifa's family members have been farmers of dates for over two centuries.

Being certified IFS, BRC, ISO9001, ISO22000, KOSHER, GLOBALG.A.P., FAIRTRADE, Organic and JAS, the ultra-modern production process helped the company to conquer most of challenging international markets.

Mission & Vision

Rose de Sable has a very close collaboration with farmers by providing them expertise and the necessary control measures.

Rose de Sable offers the best conditions of production, harvesting and selection of dates.

Our target is to develop a partnership with our customers in order to provide them with the best quality of Dates Deglet Noor of Tunisia.

Products

MAIN PRODUCT

Organic and conventional Dates Deglet Noor.

International Certifications

IFS, BRC, ISO9001, ISO22000, Kosher, ORGANIC, GLOBALG.A.P, BIOSUISSE, JAS, FAIRTRADE.



CONTACT

ADDRESS:

Appt B03, Résidence Regency,
Les Berges du Lac II, 1053 Tunis,
Tunisia

PHONE : +216 71 191 561

EMAIL :

info@neptus-dattes.com

WEBSITE : www.Rosedesable.tn

CONTACT PERSON : Ala Elaifa

POSITION OF CONTACT PERSON:

Executive Manager

EMAIL OF CONTACT PERSON:

alabelaifa@icloud.com

Sorimex

Facts & Figures

Sorimex or societe raoudha import export is a Tunisian company specialized in fresh fruits and vegetables import export our main markets in the middle east and we are reaching to have a part of european market.

Mission & Vision

- Export of fruits and fresh vegetables.
- Import and Export of food stuff.
- Export of Fresh Desert Truffles.
- Transformation of Truffles and Figs de barbarie and dates.
- Export of truffles and organic products dates and figue de barbarie.

Products

MAIN PRODUCT

Fruits- truffles and organic p (Bio)

ADDITIONAL PRODUCT

Organic products-dates - figues

International Certifications

organic



CONTACT

ADDRESS:

23, avenue Maghreb Arabe la soukra

PHONE:

+216 98 724 164

+216 98 362 079

EMAIL:

Sorimex2018@yahoo.com

CONTACT PERSON:

Mr. Ellili Hatem

POSITION OF CONTACT PERSON:

General Manager

EMAIL OF CONTACT PERSON:

ellilihatem79@gmail.com

SOTUDEX

Facts & Figures

SOTUDEX is a wholly exporting company of Tunisian dates: Deglet Nour Branchée, 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 Dessert.

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: 2005 and ISO 9001: 2015 all around the year destined for countries of the continents of the world:

Europe: Italy, Germany, Greece, Spain, Turkey, Ukraine, etc.

Golf Countries: UAE, Qatar,

Asia: South Korea, Maldives,

Africa: Mauritania, Morocco, Mali, Senegal and the Ivory Coast.

Our policy has as main objectives: quality improvement, product innovation, and customer satisfaction.

Mission & Vision

prospect new prospects and penetrate new markets

Products

MAIN PRODUCT

Dates

International Certifications

ISO 22000 V:2005 ; ISO 9001 V:2015



SOTUDEX

CONTACT

ADDRESS :

IMMEUBLE AMG LES BERGES DU LAC
1053 TUNISIE

PHONE: +216 71 656 575

EMAIL: sotudex.dattes@gnet.tn

WEBSITE : www.sotudex.com

CONTACT PERSON :

Mr Slim SAHRAOUI

POSITION OF CONTACT PESON:

CEO

EMAIL OF CONTACT PERSON:

sotudex.dattes@gnet.tn

Tunisia Fresh Season

Facts & Figures

Tunisia Fresh season produces fruits and vegetables:

Vegetables

- Tomatoes
- onion
- Pepper

Fruits

- Melon
- Watermelon

Aromatic plants

- Basil
- Parsley
- Laurier
- Rosemary

We export to EU countries and to golf countries.

Mission & Vision

Tunisia Fresh Season is a TUNISIAN company totally exporting, located in the region of Kairouan specialized in the fruit and vegetables sector.

The company's strategy is based on respect for the environment, commitment to a social approach, food safety and integration of businesses: production, packaging, logistics and marketing.

Tunisia Fresh Season manages and operates an area of 94 hectares in the region of GataraniaElbaten-Kairouan.

The mission of Tunisia Fresh Season is to produce in respect of the environment and to put together the taste, the perfume, the color and the health of the products. The vision of the company is positioning on the international market with quality products and competitive prices.

Products

Fruit and vegetables

MAIN PRODUCT

Tomatoes

ADDITIONAL PRODUCT

Aromatic plants

International Certifications

Globalgap in progress



CONTACT

ADDRESS:

Centre urbain nord, city center 3
bloc B 7 éme étage bureau n° 2
Tunis 1080 Tunisie

PHONE : +216 70 100 630

EMAIL :

contact@fresh-seasons.com

WEBSITE :

www.tunisia-freshseasons.com

CONTACT PERSON :

Mr. Tahar Sghaier

POSITION OF CONTACT PERSON:

General Director

EMAIL OF CONTACT PERSON:

sghaier.t@fresh-seasons.com

CONTACTS



TUNISIAN EMBASSY IN BERLIN

Address : Lindenallee 16
14050 Berlin - Germany
Phone : +49 30 3641070
Fax : +49 30 3038 2020

FIPA KÖLN

Address : Hohenstaufenring 44-46 / 50674 Köln - Germany
Phone : +49 221 240 3346 /47
Fax : +49 221 240 3446
E-mail : fipacologne@t-online.de
www.investintunisia.tn

TUNISIAN-GERMAN CHAMBER OF COMMERCE AND INDUSTRY

Address : Imm. le Dôme - Rue du lac Léman
1053 Les Berges du Lac - Tunis - Tunisia
Phone : +216 71 965 280
Fax : +216 71 964 553
E-Mail : info@ahktunis.org
www.ahktunis.org

TUNISIAN FARMERS' UNION

Address : Rue 8451- Rue Alain Savary
Cité El khadhra - 1003 Tunis - Tunisia
Tél. : +216 71 806 800
Fax : +216 71 809 181
E-mail : utap.tunis@email.ati.tn
www.utap.org.tn

