



TUNISIA IN



Seafood Expo

GLOBAL

25-27 April 2023 | Barcelona, Spain

The **GLOBAL**
Seafood Marketplace
Hall 2 | J500



Together, for **successful** projects

Tunisie : A country in the heart of the Mediterranean sea



- Has a 1300 km-long coastline and holds a central position in the Mediterranean.
- Has access to both the eastern and western Mediterranean.
- Has a relatively wide continental shelf in the Gulf of Gabes, with an estimated area of 88 000 km² at the 200m isobath.
- Is characterized by 7 series of lagoons covering a total surface area of 105 200 ha.
- There are 41 fishing ports equipped with necessities services for fishing activity and able to ensure the landing of 150 000 tonnes of fishery products.

Key Figures

- Fisheries and Aquaculture in Tunisia are still considered an economically strategic sector representing a significant food resource with a production of 148.135 Tonnes in 2021.
- In 2022, exports of fishery and aquaculture products reached the record figures of 38.447 tonnes and 871 million TND (264 million €) with 62 destinations.
- A relatively important source of direct and indirect employment (nearly 1.2 % of the active population in Tunisia in 2020).

Country Strategic Orientations

Development of a fishery management plans with the aim of Preserving fisheries resources for the sustainable development of the sector.

Strengthening the competitiveness and enhancing Food Safety of fisheries and aquaculture products

Preservation and optimization of port infrastructure in order to improve service delivery to professionals.

The development of aquaculture activity and the consolidation of applied research to the fisheries and aquaculture sector.



Why Choose
Tunisian Sea Food
Products?

● A wide range of species

Legislative Instruments, Structure,
Knowledge and Systems that are
able to Provide the Reliable Official
Assurances Required

Safe handling practices

342 Approved Establishments
for Export to the EU including 22
Bivalves Purification Centers

High Quality and sustainably-caught
products

● Our Concern is to Meet the Needs of
Consumers around the World

Agricultural Investment Promotion Agency (APIA)

Hall 2| J500

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 foreign importers to profitable new trade opportunities with Tunisian suppliers at the Tunisian Country Pavilion at Seafood 2023 .



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The Interprofessional Grouping of the Fishery Products (GIPP)

The Interprofessional Group of Fishing Products (GIPP) is a public economic establishment endowed with public liability and financial autonomy under the supervision of the Ministry of Agriculture and Hydraulic Resources and Fisheries.

The main missions of the GIPP are the following ones:

- To ensure the link between different phases of production.
- To facilitate consultation and dialogue between professionals and the administration.
- To contribute on market's equilibrium.
- To participate to the export promotion.
- To collect and analyze and archive statistics, and to elaborate studies about the fishing sector.



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Tunisian Canned food industries Group (GICA)



Company Presentation

Established in 1965, GICA Canned Food Industries Group, is a public institution gathering the Tunisian industries involved in fruit, vegetable & fish processing sectors, under the authority of the Ministry of Industry, Energy and Mines. The GICA contributes to the organization and supervision of the processing sector, and the quality improvement of Tunisian canned food products as well as the promotion of exports.

The GICA manages the "Tunisia Food Quality label" for Tunisian harissa as an essential guarantee of quality, authenticity and traceability, aiming particularly at an international recognition of the quality of Tunisian harissa.

Specialist In

Canned and semi preserved fruits, vegetables and fish

Product Range

Canned fish: Tuna, Sardines, Anchovies, Crabs, Markels



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BEN AYED SEAFOOD GROUP



Company Presentation

The BEN AYED SEAFOOD GROUP, specialized in processing, packaging and freezing of all types of seafood, is now one of the leaders in the Tunisian and Euro-Mediterranean seafood sector .

The Group has 10 compagnies with diversified activities (Fishing; transformation and freezing of seafood products; Shipbuilding, distribution of marine engines...)

Specialist In

Fresh, frozen and live Seafod products

Company Size

50-100 employees

Key Customers

Italy, spain, France, Greece, Slovenia, croatie, korea, Canada

Domestic/Export Split (in %)

100% EXPORT

International Certifications

HACCP/ Agreement EU



CONTACT

ADDRESS : Port de pêche Bizerte zarzouna

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CONTACT : Mr. MOURAD BEN AYED

POSITION OF CONTACT PERSON :
Manager

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Medipesca

Company presentation:

Medipesca is the result of a group founded in 1973, Our business is built on unwavering customer focus, extreme attention to detail and a close supplier-supplier relationship to enable our customers to maximize their sales and profitability..Our company is based in Tunisia and totally exporting

Specialist In:

wholesale fish trading, marketing, freezing, processing and exporting of all seafood products.

Company size :

S.A.R.L WITH A CAPITAL OF 8.000.000,000 DINARS

Product Range :

An exceptional range of ultra-frozen seafood on board such as prawn, shrimp, red shrimp, purple shrimp, octopus cuttlefish etc...

Key Customers :

Italie | Espagne | France

Domestic/Export Split (in %)

100% export

Brand/Private Split (in %)

100%

International Certifications:

ISO 9001; HACCP CERTIFIED; ISO 22000; IFS FOOD; BRC FOOD CERTIFIED



MEDIPESCA

CONTACT

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Administrative and Financial Manager

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Teboulba Tunisian Fish “TTF”

Company Presentation

Teboulba Tunisian Fish “TTF” is an aquaculture company created since 2009 and specialized in the growing of marine fish (sea bream, sea bass and meagre)

With an area of 80 hectares at sea and more than 90 floating cages, the TTF produces more than 3500 tons of fish per year, making in the leading producer in Tunisia

Specialist In

growing of marine fish (sea bream, sea bass and meagre) in floating cages

Company Size

With an area of 80 hectares at sea and more than 90 floating cages, the TTF produces more than 3500 tons of fish per year

Product Range

MAIN PRODUCT sea bream, sea bass and meagre

ADDITIONAL PRODUCT frozen and processed fish (fillets and canned fish)

Key Customers

United Arab Emirates , Jordan, Saudi Arabia Kingdom, Canada, Italy, Algeria, Libya

Domestic/Export Split (in %)

65% / 35%

Brand/Private Split (in %)

“HOUITA”

International Certifications

ISO 9001 :2015 & ISO 22000 :2018, GLOBAL GAP AQUACULTURE , US.FDA



CONTACT

ADDRESS : Street of environment
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POSITION OF CONTACT PERSON :
General Manager

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ManarThon

Company Presentation

Founded in 1983 by Rached Horchani, the key-objective of ManarThon cannery was the production of fish canned products and the valuation of Seafood by-products. With an ultra-modern factory of 13000 m², a total renovation of Manarthon occurred in 2005, in order to meet international standards. Its processing capacity is about 60 tons/day. Employing more than 500 workers, Manarthon has today 3 lines of activities: Tuna cannery, Sardines cannery and Fishmeal. ManarThon exports its Brand and its products all over the world and exports are developing exponentially.

Uncontested Leader:

- More than 30 years of seafood industry experience combined with the traditional Mediterranean know-how
- Efficient manufacturing process and perfect control of products traceability
- Top quality and development of Mediterranean traditional receipts

Superior Quality Policy:

- Firm control over all production stages, and meeting the stringent quality standards and contract specifications set by international certification bodies

To ensure continuous improvements, ManarThon is making all efforts to anticipate and meet the expectations of its most demanding clients and also to expand its product range.

Specialist In : Canned seafood

Compagny Size

+500employees

Product Range

Canned tuna, Canned sardines, Fish Meal

Key Customers

importers/ distributors/ retailers

Domestic/Export Split (in %)

75% Domestic 25% Export

Brand/Private Split (in %)

80% Brand 20% Private Label

USPs (Unique Selling Propotion)

THE BEST QUALITY

International Certifications

ISO 9001 : 2015 / ISO 22000 : 2005
HACCP / EUROPEAN HEALTH APPROVAL
N°022 – TUNISIA / FDA REGISTRATION :
1306412098 / IFS UNDERWAY

Awards

SUPERIOR TASTE AWARD, TUNISIA FOOD
QUALITY LABEL, Gold
Award (1st edition of
Local Products National
Competition)



CONTACT

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HANCHIA FISH

Company Presentation

Created in 2010, the HANCHIA FISH Company is considered the fruit of the succession of the inheritance of the SOUISSI family. Having roots of marine origin, its manager M.Ezzedine SOUISSI was passionate about fishing from his childhood. This passion was transmitted to his sons who are today the main managers of the company.

HANCHIA FISH has become nowadays among the first aquaculture farms in Tunisia specialized in the production, breeding and marketing of Gilthead Sea Bream (Sparus Aurata), Sea Bass (Dicentrarchus Labrax) and Lean (Argyrosomus regius), whose notoriety is well established. Annual production:5000 T

Specialist In

BREEDING AND MARKETING

Compagny Size

Téboulba - Monastir - Tunisia .

Product Range

Seabream (Sparus aurata) - SeaBass (Dicentrarchus labrax) - Meagre (argyrosomus regius)

Key Customers

GOLF COUNTRIES - CANADA - France - Italy - ALGERIA - Libya

Domestic/Export Split (in %)

Domestic 20% , Export 80%

Brand/Private Split (in %)

HANCHIA FISH

International Certifications

- ISO 22000
- Halal certified



CONTACT

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Commercial Director

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SOHAP

Company Presentation

OUR COMPANY SOHAP WAS CREATED IN 2013 IT SPECIALIZES IN THE TRANSFORMATION, PACKAGING AND STORAGE OF FROZEN, FRESH AND LIVE SEAFOOD PRODUCTS,

OUR OBJECTIVE IS TO SATISFY OUR CUSTOMERS AND TO PROVIDE THEM WITH THE BEST QUALITY

Specialist In

FRESH, FROZEN AND LIVE SEAFOOD

Compagny Size

20-50 EMPLOYEES

Product Range

FRESH FISH, SHRIMPS, LOBSTER, OCTOPUS

Key Customers

ITALY, SPAIN, FRANCE

Domestic/Export Split (in %)

100% EXPORT

Brand/Private Split (in %)

100% SOHAP BRAND

International Certifications

HACCP / AGREEMENT 345



CONTACT

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CONTACT : Mr. ACHREF HAMMAMI

POSITION OF CONTACT PERSON :
MANAGER

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SOSEP

Company Presentation

SOSEP is an exporting company located in the port of kelibia specialized in frozen seas products .
we have a very large fleet of fishing boats equipped with materials for processing and freezing several varieties of seafood products that meet the standards.

Specialist In

Frozen fishing products

Product Range

Molluscs, cephalopods, crustaceans and blue fish

Key Customers

Spain and Italy

Domestic/Export Split (in %)

Totally exporting company (100%)

Brand/Private Split (in %)

ASSILA

International Certifications

- Sanitary Agreement 323
- HACCP
- FSSC22000



Conditionnement & congélation
de poissons

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Company manager

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SOCEPA



Company presentation:

SOCEPA has very important production potentials judged the best available on the market, in terms of technology, production capacity and product diversification . It's true that these qualities helped SOCEPA to be the leader on the Tunisian seafood market but the real success of socepa is due its close attention to its customer's , its flexibility, and to its good quality with competitive prices .

Specialist In:

Fresh and frozen seafood

Compagny size :

50-100 employees

Product Range :

Shrimps/cuttle fish /squid octopus/blue swimming crab

Key Customers :

South korea /spain / greece

Domestic/Export Split (in %)

98% export

Brand/Private Split (in %)

40% socepa brand 60% customer brand

International Certifications:

HACCP / european export/agreement

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PDG

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International Agricultural Investment and Technology Fair

02 **30** October
November

Kram Exhibition Center
TUNIS - TUNISIA



Together, for **successful** projects



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