



TUNISIA AT



FRUIT
LOGISTICA

FRUIT
LOGIS
TICA

2022

5|6|7 APRIL BERLIN

Hall 1.1
B-04



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 120,000 T 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 2022.



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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 ...



المجمع المهني المشترك للخضر
Groupement Interprofessionnel des Légumes

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Groupement interprofessionnel des fruits - GIFRUITS



Interprofessional Group of fruit is a public institution wick 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). 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

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General Manager

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AFRIMEX TRADING

Company Presentation

AFRIMEX 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

+200

Product Range

MAIN PRODUCT : DEGLET NOUR DATES
REGULAR + ORGANIC

ADDITIONAL PRODUCT : DATE'S PASTE //
DATE'S SYRUP // DATE'S SUGAR

Key Customers

Edeka GmbH, BLG Kardeslar GmbH, Anka GmbH, The Fresh Company, Noberasco...

Domestic/Export Split (in %)

100% EXPORT

Brand/Private Split (in %)

60% BRAND
40% PRIVATE

International Certifications

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



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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 DegletNour.

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

Specialist In:

Transformation, packaging and export of the tunisian dates DegletNour

Compagny size :

180

Product Range :

MAIN PRODUCT : DATES DEGLET NOUR

ADDITIONAL PRODUCT: INGREDIENT DATES

Key Customers :

Malaysia/ Indonesia/ Singapore/ India/ Emirates/ Canada/ Greece/ Portugal/ Italy/ Uzbekistan/ Mauritania

Brand/Private Split (in %)

80% our brand, 20% private label

International Certifications:

BRC, IFS, ISO 22000, HACCP, HALAL, BIO, KOSHER



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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

Specialist In

Deglet Nour Dates growing, processing and exportation.

Company Size

400

Product Range

MAIN PRODUCT Organic and conventional Deglet Nour Dates (branched, pitted, unpitted).

ADDITIONAL PRODUCT Dates derivatives (diced dates, date paste, date powder, date syrup, etc.).

Key Customers

Spain, Switzerland, Germany, France, Canada, USA, Japan

Domestic/Export Split (in %)

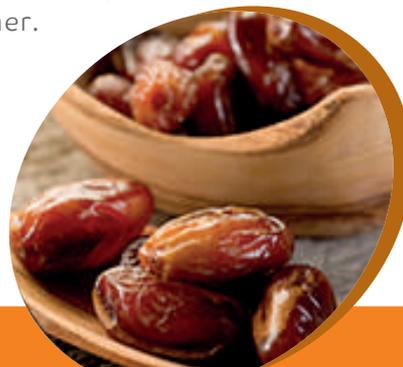
Export split: EU : 90% ; Other than EU : 10%

Brand/Private Split (in %)

- Castilia Dates
- Neptus Dates
- Purdate

International Certifications

BRC GRADE A, IFS 96%, Organic (NOP, CE, JAS, BIOSUISSE) GLOBAL GAP, Fair Trade (Max Havelaar and FairTSA), ISO 9001/22000 and Kosher.



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POSITION OF CONTACT PERSON :
Executive Manage

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RAW SWEETS



Company Presentation

RAW SWEETS Company is specialized in the export of the dates and derivatives.

Raw Sweets valorize the magical dates fruit.

Specialist In

Packaging and transformation of Dates and derivatives.

Compagny Size

80

Product Range

MAIN PRODUCT : Branched Dates / Processed Dates / Pitted Dates / Dates Powder/Chopped Dates/Diced Dates/Dates syrup.

Key Customers

France / Italy / Spain / USA / Germany/ Turkey/

Domestic/Export Split (in %)

100 % Export

Brand/Private Split (in %)

80% our brand : Raw Sweets - 20% private brand

International Certifications

BIO from CCPB - ISO 22000 - SGS



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SOTUDEX

Company Presentation

Our renewed factory is located in the Industrial Zone of Borj El AmriMornaguia, it is equipped with high standard machines for sorting, processing, and packing, under HACCP control system ISO22000: 2018 and ISO 9001: 2015; BRCGS ISSUE 8; IFS FOOD ISSUE 7 all around the year, producing more than 3,000 tons per year of dates, destined for many countries of the continents of the world:

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

Specialist In

Export of Tunisian dates

Compagny Size

200

Product Range

MAIN PRODUCT Dates DegletNour ; Common Dates : Allog ; KhouatAllig and Kenta

Key Customers

Warehouse; trailers ; importers

Domestic/Export Split (in %)

Domestic 0% / Export 100%

Brand/Private Split (in %)

Brand 80% / Private 20%

International Certifications

BRCGS ISSUE 8 ;IFS FOOD VERSION 7; ISO 22000 V:2018 ; ISO 9001 V: 2015



SOTUDEX

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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

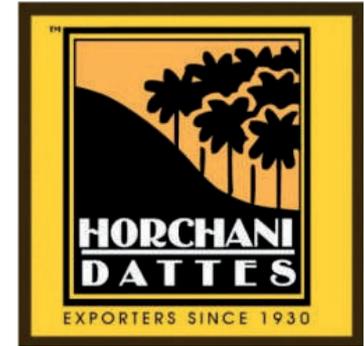
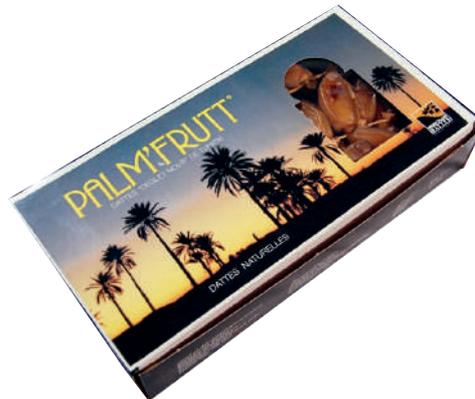
Brand/Private Split (in %)

70% own brand

30% private label

International Certifications

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



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SIAT
2022

www.siat.tn

International Agricultural Investment and Technology Fair

15 **12**

October
Kram Exhibition Center
TUNIS - TUNISIA



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