



TUNISIA IN



Seafood Expo GLOBAL

26-28 April 2022 | Barcelona, Spain

The **GLOBAL**
Seafood Marketplace

Hall 2 | J500



Together, for **successful** projects

TUNISIA : A Country at the Heart of the Mediterranean



- 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 137 470 tonnes in 2020.
- In 2021, exports of fishery and aquaculture products reached the record figures of 33 189 tonnes and 708 million TND 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)

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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 foreign importers to profitable new trade opportunities with Tunisian suppliers at the Tunisian Country Pavilion at Seafood 2022.



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The Interprofessional Grouping of the Fishery Products (GIPP)

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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MARKETING DIRECTOR

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Tunisian Canned food industries Group (GICA)

Facts & Figures

Tunisia has an average of 34 fish processing units

Canned tuna ranks 4th in the production of canned food products in Tunisia (7%) and 1st in the production of canned fish.

Mission & Vision

Public institution gathering the Tunisian industries involved in fruit, vegetable & fish processing sectors, under the authority of the Ministry of Industry, Energy and Mines.

GICA contributes to the export promotion of the Tunisian canned products.



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General manager

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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

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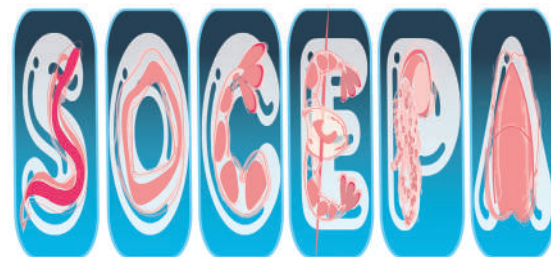
WEB SITE : www.benayedseafood.tn

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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

CONTACT

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PDG

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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



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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. Manarthon has today 3 lines of activities: Tuna cannery, Sardines cannery and Fishmeal.

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)



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EXPORT MANAGER

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NOVOGEL

Company Presentation

NOVOGEL is an agri-food company specializing in the preparation, freezing and cooking of seafood. Its mission is to guarantee the taste of Mediterranean Seafood.

Specialist In

FREEZING SEAFOOD PRODUCTS

Compagny Size

<200 Employees

Product Range

Crustaceans and cephalopods Shrimps, Blue Swimming crab Cuttlefish, Squid, Octopus

Key Customers

Spain, Italy, Japon, Australie, South Korea, Malaysia, Thailand

Domestic/Export Split (in %)

EXPORT (100%)

Brand/Private Split (in %)

100% Novogel brandt (MABROUK, TABARKA, etc)

International Certifications

European Export Agreement (N. 482)



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Manager

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Didon Marée

Company Presentation

Didon Marée is a company with an experience in the field of packaging and international export of sea products.

Specialist In

Packaging, freezing and international trade of seafood.

Compagny Size

Mid-market entreprise

Product Range

MAIN PRODUCT : Frozen seafood (Octopus, squid, shrimp, cuttlefish...), fresh fish (Grouper, seabass, seabream, dentex, john dory, red scorpion fish ...)

ADDITIONAL PRODUCT : Live seafood (Oysters, lobsters, ...)

Key Customers

- Russia - Italy - Ukraine - Hong Kong - Saudi Arabia - Spain

Domestic/Export Split (in %)

0% / 100%

Brand/Private Split (in %)

0% / 100%

International Certifications

ISO 22000 / U.S FDA



Didon Marée

L a R e i n e d e l a M e r

CONTACT

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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



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