



TUNISIA AT BIOFACH

into organic

Nuremberg, Germany

14 -17 FEBRUARY 2023

Hall 4|161



Agricultural
Investment
Promotion
Agency **APIA**
Together, for successful projects

The Tunisian Organic Sector In Figures

For twenty years, a policy has been developed in favor of the Tunisian organic sector. The policy is based on a recognized regulation equivalent to international requirements and a system of control and certification under the control and accreditation by international bodies and approved by the Ministry of Agriculture.

Moreover, the organic sector in Tunisia is expanding rapidly. Indeed, in recent years, several companies have invested in organic sector and have achieved success which has developed the good positioning of Tunisia in the international market of organic products.

In Fact, Tunisia is the first in the world in certified olives areas, is the first in Africa and 28rd in the world in certified area, the implementation of the first organic Farm Field School in the world the first African and Arab country to have implemented a regulation for organic farming, Is the only African and Arab country recognized as equivalent to the EU and Switzerland and the United Kingdoms.

After 40 years of absence, Africa, the mother continent, will host the Organic World Congress 2024 in Tunisia“ OWC 2024 , With Africa on the move towards a global Organic Growth “ ,to boost agroecology and organic sectors, we invite you to be a partner of Tunisia to host the OWC of IFAOM to be held in 2024.

Our vision to 2030 is to build a Tunisian model of organic agriculture supported by a better governance of the sector by doing our missions like Consolidate the synergy between the different actors, integrate the notion of "Organic Culture" in the society, consolidate the control system, to guarantee the credibility of the organic sector, to boost the development of territories through organic agriculture, To develop a fair and sustainable organic agritourism sector for the benefit of Tunisian territories and their populations.

We have expertise in various Areas of bilateral and international cooperation like Capacity Building, Strategic Planification, Development of organic Value Chains, Establishment of a regulatory and institutional framework, Establishment of a control and certification system, Establishment of an official control system, Investment and partnership, Promotion and access to markets.

Number of operators

The number of operators (farmers, processors, exporters), has been well evolved. It has increased from 481 in 2002 to 7400 in 2021.

Organic surface area

The area of organic farming has reached more than 320755 hectares in 2021 as opposed to 18600 hectares in 2002. In terms of certified organic area, Tunisia ranks 1st in Africa.

Economical indicators

Organic agriculture has contributed to the boosting of the Tunisian economy. Indeed, the Tunisian organic agriculture has an essentially exporting orientation. The demands from the world market are more and more important. The exports of organic products have tripled from 36000 tons in 2013 to nearly 69207 tons in 2021 with a value more than 185.5million euro, constituting 19 % of total food exports. Olive oil, dates, horticultural products and aromatic and medicinal plants are the main products exported. With this result Tunisia is the first exporter of organic products in Africa.

Agricultural Investment Promotion Agency (APIA)

Hall 4 | 161

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 **BIOFACH 2023**.



Together, for **successful** projects

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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 Herzegovina, Switzerland, France, Canada, Brazil, UAE, India, Indonesia and many other regions.

With a 5,000 sqm, our plant facility (ECO-DATTES) 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



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www.ecodattes.com

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General Manager

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LE DOMAINE DE SEGERMÈS

Company Presentation

"Le Domaine de Segermès" is an olive-growing agricultural estate in the North East of Tunisia composed of several varieties of olive trees, some for oil, others for table olives.

It is an agricultural project consisting of an oil mill, stainless steel storage tanks under nitrogen, 2 packaging lines, one for glass packaging and the other for metal packaging.

Traceability is the key word at Segermès : the crushing of olives, the storage of olive oil and its packaging are done in the same location.

At the estate we grind mainly 2 varieties of olives, the CHEMLALI and the CHETOUI but we also have "flavored" oils, meaning we grind our olives with natural fruits such as lemons, clementines, or herbs such as wild fennel, fresh mint etc...

We also have several varieties of table olives (Meski, Besbassi, Marsalina etc...)

All our products have been certified organic since 2011 by the International organic certification organization ECOCERT.

Specialist In

Extra Virgin Olive Oil
Infused / Flavoured olive oils
Table olives
Tapenades



Compagny Size

Medium entreprise

Product Range

Extra Virgin Olive Oil
Infused / Flavoured olive oils
Table olives
Tapenades

Key Customers

France Sweden Germany
Japan

Domestic/Export Split (in %)

Domestic : 60%
Export : 40%

Brand/Private Split (in %)

100% Brand

International Certifications

Organic, AB, USDA Organic,
FDA, Kosher

Awards

2022 Mario Solina, BIOL,
IOOC, Olivonomy Paris Awards



*Domaine de
Segermès*

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MEDITERROIR

Company Presentation

MEDITERROIR SARL created in 2015 a capital of 120000 placed in Menzel Kamel , Monastir Tunisia.

Producer of organic and Demeter olive oil. Specializing in the export of Tunisian products more specifically in organic olive oil and Demeter, Organic dates Demeter and olive wood.

Specialist In

Organic Olive Oil and Demeter

Product Range

MAIN PRODUCT : Organic Olive Oil and Demeter

ADDITIONAL PRODUCT : Organic Dates Demeter and Olive Wood.

Key Customers

Comptoir d'ailleurs , Massiva LLC

Brand/Private Split (in %)

MEDITERROIR

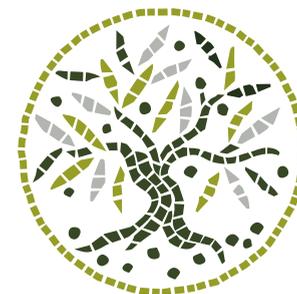
International Certifications

TN , TN NOP and DEMETER

Awards

Concours France : AVPA 2022 / Tazamour Gold medal and Grand cru Gourmet medal

Concours USA : NYIOOC / Damya Robuste : gold medal and Damya Demeter : Silver Medal



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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, exquisit 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, Horchani Dattes reputation relies primarily on the ultra modern equipment of its industrial processing facilities allowing treatment and exportation of about 9500 tons of dates every year. These dates come in four trademarks well known all over the world: Palm fruit, Kartago, Eden Sultan and Nour. Our well-deserved reputation is also the result of the hard uncompromising and rigorous work methods adopted by Horchani Dattes at the factories in the production and distribution line, thus guaranteeing the highest possible quality of products. Thanks to the various processes used within the processing unit, being certified ISO 9001, HACCP, BRC/IFS, Kosher, Organic (CE, BIO SUISSE and NOP), Fair Trade, Sedex Member Horchani Dattes is specialized in the production of "Ready to Eat" Dates (whole dates, pitted dates, dates on branch), "dates for industrial use", the Dates Ingredients (Chopped dates, date paste, date syrup, date powder/sugar) and "Dates Snacks" (coconut date rolls, Choconut Date Rolls, sesame date balls, hazelnut date balls)

Specialist In GROWER, PACKER AND EXPORTER OF TUNISIAN DATES AND DATES DERIVATIVES

Compagny Size 500 employees

Product Range

DATES (Deglet Nour, Allig, Khouat Allig, kenta) organic and conventional ; DATES DERIVATIVES (Date Paste, Chopped/Diced dates, Date powder, Date Syrup) and Dates snack (Coconut Dates Rolls, hazelnuts date Pops, Choconut date pops, sesame date pops)

Key Customers

Retailers, distributors, packers,

Domestic/Export Split (in %)

100% export

Brand/Private Split (in %)

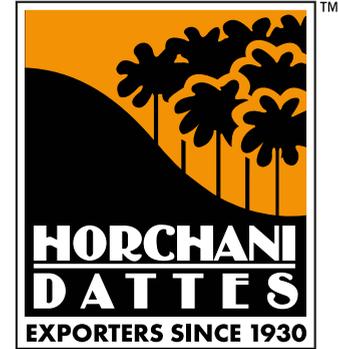
70% own brand
30% private label

USPs

HORCHANI DATTES has always been committed to premium quality. We operate under strict hygienic international regulations for food processing and respect of social criteria of employers. All the production stages are under control and the productions conform to a strict specifications book as defined by international certification offices.

International Certifications

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



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HERBIOTECH

Company Presentation

HERBIOTECH is a vertically integrated company, managing 450 hectares of fields exclusively in the rural areas of Kairouan, Beja and Jendouba.

We produce and process organic herbs and spices to dry and refine the fresh material. We are a leading national and regional supplier of organic dried herbs and spices, all exported to world major players in the organic food, feed, and food supplements sectors in North America, Europe and Asia. In this market, trust and quality are essential conditions for a long-term partnership.

The company's production takes into account both environmental factors and corporate social responsibility requirements.

HERBIOTECH offers to its partners the possibility of securing their supply in organic herbs through a Grower-to-Business concept, within long-term partnership. The company is managing its own farms and processing facility in order to ensure full traceability and transparency to its customers.

Specialist In

Production and processing of Organic Dried Herbs and Spices
Production of Essential oils, Seeds oils and Extra Virgin Olive Oil

Company Size

Medium-sized company

Product Range

MAIN PRODUCT : Org. Dill tips and seeds - Org. Parsley flat leaf and seeds, stems and powder - Org. Olive leaves (High polyphenol content) - Org. Rosemary - Org. Peppermint - Org. Spearmint - Org. Chili peppers (Harissa variety), Paprika and flakes - Org. Basil - Org. Coriander seeds - Org. Cilantro - Org. Thyme - Org. Fenugreek leaves and seeds

ADDITIONAL PRODUCT : Org. Extra virgin Olive oil - Org. Essential oils - Org. Black cumin Seeds oil .

Key Customers

Food industry
Feed industry
Private label manufacturers
Whole sales Herbs and spices distributor



Domestic/Export Split (in %)

100 % export

Brand/Private Split (in %)

HERBIOTECH

USPs

Tunisian origin products
Standard and stable quality
Food safety and quality assurance
Flexibility in prices
Fast delivery and effective transport time
Competence and professionalism
Sustainable production

International Certifications

FSSC 22000
Organic NOP/ EU. ECOCERT
Kosher
Naturland
Organic JAS



Herbiotech

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BOUDJEBEL

Company Presentation

Boudjebel S.A.VACPA was founded in 1982 by the Boujbel family, which has initially been a major exporter of citrus since 1957. From then on, the company reinvented itself and started specializing in packing and exporting Tunisian dates, mainly the Deglet Noor variety. With more than 15,000 tons of dates exported to over 45 countries, Boudjebel became the world leading supplier of Deglet Noor dates.

Specialist In

Dates, Dates derivatives

Company Size

2000 employees

Product Range

MAIN PRODUCT : Dates

ADDITIONAL PRODUCT: syrup, sugar, paste, powder, chips, paste, chopped



Domestic/Export Split (in %)

100% export

International Certifications

ISF, BRC, Organic, Kosher, Fairtrade, ISO 14001, ISO 9001, ISO 22000, ISO 17025, SMETA, Globalgap, BSCI, Halal



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NOPAL TUNISIE



Company Presentation

Welcome to the world of nopal raw materials . Nopal Tunisie specialises in production , processing and export of high-quality organic & Fairtrade raw materials and semi-finished products from cactus and pomegranate mainly and also from other tunisian fruits and herbs . We offer a wide range of organic raw materials for applications in Cosmetics, food and beverage industries, as well as for confectionery & bakery . We have been exporting our organic products since 2007 and have been established an excellent relationship with our customers and partners all over the world .

We are certified Fair trade FFL and organic USDA by ECOCERT , ISO22000 ,COSMOS , Halal and Kosher . We act quickly and flexibly through a small administrative organisation .

Specialist In

Organic & Fairtrade raw materials and semi-finished products from cactus and pomegranate mainly and also from other tunisian fruits and herbs.

Compagny Size

Small company with 25 employees

Product Range

Pickly pear seed oil
Nopal powder / dried leaves
Prickly pear dried flower
Prickly pear juice & puree
Prickly pear vinegar
Prickly pear seed powder
Prickly pear cosmetic products
Fresh pomgrenate

Pomgrenates juice
Pomegranate dried arils
Pomegranate powder
Pomgrenates seed oil
Rosemary oil
Dried rosemary
Date seed oil
Date seed powder
Watermelon juice
Watermelon seed oil
Dried water melon peels
Dried tomatoes
Tomatoes juice

Key Customers

Cosmetics -
food and beverage industries
Confectionery & bakery

Domestic/Export Split (in %)

95 % Export
05 % Domestic

Brand/Private Split (in %)

- Nopal Tunisie
- Cactus Bio Skin
- Cactus Bio Slim

International Certifications

Fairtrade FFL , Organic EU , USDA by ECOCERT, FSSC 22000 by Procert, COSMOS , Halal and Kosher .

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BULLA REGIA

Company Presentation

BULLA REGIA offers top-of-the-range products at competitive prices thanks to a close cooperation with its sister company "SENTOLIA", which is one of the major olive oil exporters in bulk towards the European market, with an average of 20,000 tons olive oil exported per year including more than 4000 tons of organic olive oil.

The ancient city of BULLA REGIA was known for millennia as one of the largest exporters of olive oil to the Roman Empire. Proud to have been nurtured in this part of the world, Tunisia, our mission is to bring you the most authentic extra virgin olive oil, you can trust. Our historical extra virgin olive oil was previously the most appreciated by the Roman Empire and today it is still praised by their descendants. The secret behind that is the unusual combination of freshness, delicate taste and early harvest. Our organic extra virgin olive oil comes from Chetoui monovarietal olives. It reflects the unique "terroir" of Northern Tunisia. A historical wild variety that gives a unique feeling of freshness: intense olive fruitiness enhanced by sweet notes of aromatic herbs.

Specialist In

Bottling and export of EVOO & Organic EVOO

Compagny Size 30

Product Range

Extra Virgin Olive Oil
Organic Extra Virgin Olive Oil
Flavored and Organic Flavored
Olive Oil

Key Customers

SUPERMARKETS (USA, GULF
REGION)
IMPORTERS AND DISTRIBUTORS
(EUROPE, UK, JAPAN, KSA,
AFRICA...)

Domestic/Export Split (in %)

100% EXPORT

Brand/Private Split (in %)

50% Brand / 50% Private Label

USPs

AUTHENTIC ORGANIC OLIVE OIL
YOU CAN TRUST

International Certifications

ORGANIC, IFS, BRC, HALAL,
KOSHER.

Awards

MARIOS SOLINAS 2022 / OLIVE
JAPAN 2021



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MANARA AGROS

Company Presentation

ManaraAgros is a company specialized in collecting, processing and exporting Organic DegletNour Dates.

The company exports around one thousand metric tons per year to US and European markets mainly German market. Our strategy is to increase its market shares on Pitted Organic DegletNour Dates at a very competitive quality-price ratio.

Specialist In

Pitted DegletNour Dates
Organic Pitted DegletNour Dates
Organic Diced Dates

Compagny Size

Big Company

Product Range

MAIN PRODUCT: Pitted Deglet Nour Dates
ADDITIONAL PRODUCT: Diced Deglet Nour Dates

Domestic/Export Split (in %)

100% Export

Brand/Private Split (in %)

100% Private

USPs

100% Hand-Processed Dates
and 0% infestation rate

International Certifications

BRC
IFS
HACCP
EU Organic
USDA Organic



DAQAL
OASIS OF KEBILI

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Export Manager

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NOURI & CIE

Company Presentation

Since 1892 Ets NOURI & Cie brings more than 100 years of experience in seeding, collecting, manufacturing and exporting the best quality of dates Deglet Nour in Tunisia

Specialist In

Nouri Dates owns his own farms of palm in the south of Tunisia which makes us controlling all the process

Compagny size

Large Company

Product Range

MAIN PRODUCT : Deglet Nour

Key Customers

Re-packer of Organic product
Distributor of organic product
Importer of organic product



Domestic/Export Split (in %)

100% Export

Brand/Private Split (in %)

70% Private Split

International Certifications

IFS/BRC/Global GAP/ Halal



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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

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)



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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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