



TUNISIA^{IN}

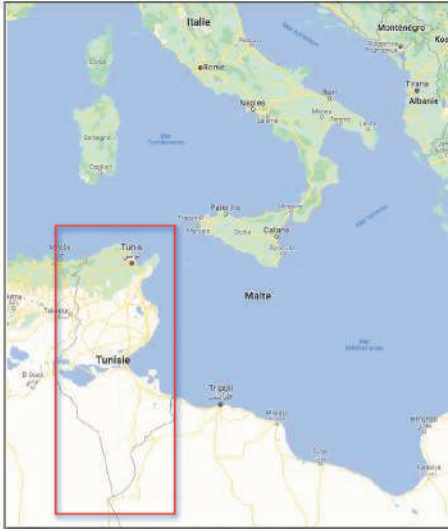
Seafood Expo
GLOBAL

23-25 APRIL 2024
Barcelona
Stand 2F200
HALL 2



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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 153000 tonnes in 2023.
- In 2023, exports of fishery and aquaculture products reached the record figures of 37 062 tonnes and 845 million TND with 62 destinations.
- A relatively important source of direct and indirect employment (nearly 1.2 % of the active population in Tunisia in 2023).

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)

Hall2 stand2F200

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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CONTACT

ADRESS :

62, rue Alain Savary 1003 Tunis Cité
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

PHONE : +216 95 614 453

EMAIL: belanes.rchid@apia.com.tn

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.



CONTACT

ADDRESS: 37, Niger Street, 1002,
Tunis - TUNISIA

PHONE: (+216) 71 90 5 8 76

EMAIL: contact@gipp.tn

WEBSITE: www.gipp.tn

CONTACT PERSON:
Mrs Sonia Gharbi

POSITION OF CONTACT PERSON:
Marketing Director

EMAIL OF CONTACT PERSON:
soniazouarigipp@gmail.com

GICA

Company presentation:

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

GICA's missions:

- Sector organization: by improving competitiveness, and ensuring training for its members;
- Research & Development: by carrying out prospective studies on the sector's prospects; and extension operations to develop agricultural production intended for processing;
- Quality control: by the contribution to the safety of canned food on site and within its accredited laboratory (chemical, physical & bacteriological analyses); and proposal of any legislative or regulatory measures aimed at improving quality;
- Commercial promotion: by Connecting between foreign importers & GICA members; and implementing of marketing and advertising policy.



Specialist In

Canned and semi preserved fruits, vegetables and fish

Compagny size

Public institution under the authority of the Ministry of Industry, Mines and Energy

Product Range:

MAIN PRODUCT: Canned Tuna, Canned sardines, semi-preserved anchovies
ADDITIONAL PRODUCT

Key Customers

Importers of canned fish products

USPs

GICA represents the entire sector of canned fish in Tunisia.



CONTACT

ADDRESS: 77, Taieb Mehiri Avenue
1002- Tunis –TUNISIA

PHONE: +216 71 782 633

EMAIL: gica@gica.tn

WEBSITE: www.gica.tn

CONTACT PERSON:
Khouloud GADER

POSITION OF CONTACT PERSON:
Head of Business Development
and Marketing Department

EMAIL OF CONTACT PERSON:
khouloudgader26@gmail.com

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 companies with diversified activities (Fishing; transformation and freezing of seafood products; Shipbuilding, distribution of marine engines...)

Specialist In

Fresh, frozen and live Seafood products



Compagny size

50-100 employees

Product Range:

MAIN PRODUCT

ADDITIONAL PRODUCT

Key Customers

Italy, Spain, France, Greece, Slovenia ,
Croatia, Korea, Canada,

Domestic/Export Split (in%)

100% export

International Certifications

HACCP/ Agreement EU



CONTACT

ADDRESS: Port de pêche Bizerte
zarzouna

PHONE: (+216) 72 59 32 75

EMAIL: bdpm@gnet.tn

WEBSITE: www.benayedseafood.tn

CONTACT PERSON:
Mourad BEN AYED

POSITION OF CONTACT PERSON:
Manager

EMAIL OF CONTACT PERSON:
direction@benayedseafood.tn

GRUPE MÉDITERRANÉE AQUACULTURE



Company presentation:

In 2009, Mr. Chebil MEDIMEGH and his sons founded the Mediterranean Aquaculture Group, capitalizing on their three decades of business acumen. Specializing in the farming of Seabream, Seabass, and Meagre, GMA has become key exporter in the Mediterranean Sea. Our operations also encompass innovative aquaculture technology, covering fish feed, expanded polystyrene products, and maritime equipment. With a steadfast commitment to quality, sustainability, innovation, and customer satisfaction, we have emerged as leaders in Tunisia's aquaculture sector.

Specialist In

Aquaculture: Responsible fish farming, particularly focusing on Seabream, Seabass, and Meagre. Additionally, we excel in the development and implementation of innovative aquaculture technologies, including fish feed, expanded polystyrene products, and maritime equipment.

Compagny size

Entre 500 – 1000

Product Range:

MAIN PRODUCT

- Fresh Seabream, Seabass, and Meagre: Responsibly farmed fish that meet high-quality standards.
- Processed fish products: Ready-to-consume items derived from your fresh fish, such as fillets, and seafood products.

Brand/Private Split (in%)

HOUITA

Key Customers

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

Domestic/Eport Split (in%)

30% / 70 %



CONTACT

ADDRESS: Street of environment
-5080-teboulba

PHONE: (+216) 28 61 8 0 00

EMAIL: info@gm.com.tn

WEBSITE: www.gm.com.tn

CONTACT PERSON:
Oussama Medimegh

POSITION OF CONTACT PERSON:
General Manager

EMAIL OF CONTACT PERSON:
om@gm.com.tn

HANCHIA FISH



Sté **HANCHIA Fish**
Aquaculture

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/Eport Split (in%)

80 % EXPORT + 20 % Domestic

Brand/Private Split (in%)

HANCHIA FISH

International Certifications

ISO 22000 - Halal certified



CONTACT

ADDRESS: Environment Street Té Boulba
5080.Tunisia

PHONE: (+216) 73 49 77 94

EMAIL: aquaculture@hanchiafish.com

WEBSITE: www.hanchiafish.com

CONTACT PERSON: SOUISSI Haithem

POSITION OF CONTACT PERSON:
Commercial director

EMAIL OF CONTACT PERSON:

Haithem.souissi@hanchiafish.com

SOCEPA

Company presentation:

Societe Socepa de congelation de tous produits de peche et agricoles

Specialist In

Frozen seafood : Shrimrs , Octopus , cuttle fish , Blue swimming crabs

Compagny size

Aproximately 100 employee (seasonal activity)

Product Range:

Main product
Additional product

Key Customers

Spain , Italy , south korea

Domestic/Eport Split (in%)

Export 95 %

Brand/Private Split (in%)

Own brand 95%

International Certifications:

HACCP

Poulpe



Filet de sardine



Crevette



Seiche



CONTACT

ADDRESS: Zone industrielle madagascar
3000 sfax

PHONE: 21674497760

EMAIL: info@socepa.com.tn

WEBSITE: www.socepa.tn

CONTACT PERSON: Nabil trabelsi

POSITION OF CONTACT PERSON:
PDG

EMAIL OF CONTACT PERSON:
nt@socepa.com.tn

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

ADDRESS: Port de Kelibia -8090 Tunisie

PHONE: (+216) 20 44 22 68

EMAIL: Commercial@sohap.com.tn

WEBSITE: www.sohap.com.tn

CONTACT PERSON:
Ahref HAMMAMI

POSITION OF CONTACT PERSON:
Manager

EMAIL OF CONTACT PERSON:
Ahref.hammami1975@gmail.com



SOSEP

Company presentation:

SOSEP company located at Kelibia fishing port

Specialist In

Fishing product freezing

Product Range:

Molluscs, cephalopods, crustaceans and blue fish

Key Customers

Spain and Italy

Domestic/Eport Split (in%)

Totally exporting company (100%)

Brand/Private Split (in%)

ASSILA

International Certifications

Sanitary Agreement 323



Conditionnement & congélation
de poissons

CONTACT

ADDRESS: fishing port kelibia tunisia

PHONE: (+216) 72 20 80 26

EMAIL: Sosep-production@topnet.tn

WEBSITE: www.groupejenhani.com

CONTACT PERSON:
97 65 00 00

POSITION OF CONTACT PERSON:
Company manager

EMAIL OF CONTACT PERSON:
sosep@topnet.tn



SIAT

www.siat.tn

International Agricultural Investment and Technology Fair

Kram Exhibition Center
TUNIS - TUNISIA

Agricultural
Investment
Promotion
Agency



APIA

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CONTACTS

TUNISIAN EMBASSY IN MADRID

Address: Avenida Alfonso XIII, N°64-66-68

2806 Madrid SPAIN

Phone: (+34) 91 447 35 08

Email/ at.madrid@diplomatie.gov.tn

FIPA MADRID

Address: Avenida Alfonso XIII, 68

Madrid- 28016 SPAIN

Phone: (+34) 91 510 48 47

Email: fipa.madrid@investintunisia.es

