

 **TUNISIA** In

Agence
de Promotion
des Investissements
Agricoles



Seafood Expo
GLOBAL

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Barcelona, Spain



Tunisia: A Country at the Heart of the Mediterranean Sea

General Information

Tunisia holds a strategic geographical position in the Mediterranean basin:

- It has a 1,300 km-long coastline, placing it at the center of Mediterranean maritime routes.
- It provides access to both the eastern and western Mediterranean.
- It features a relatively wide continental shelf in the Gulf of Gabes, covering approximately 88,000 km² at the 200 m isobath, offering favorable conditions for marine resources.
- The country is characterized by 7 lagoon systems, with a total surface area of about 105,200 hectares, supporting biodiversity and aquaculture activities.
- Tunisia has 41 fishing ports, equipped to support fisheries operations and handle landings of up to 150,000 tonnes of fishery products annually.

General Information

Fisheries and aquaculture represent a strategic sector for Tunisia's economy and food security:

- Total production reached 153,000 tonnes in 2023.
- In 2025, exports of fishery and aquaculture products reached approximately 35.5 thousand tonnes, generating about 878 million TND, with access to more than 40 international markets.

- The sector contributes significantly to employment, accounting for about 1.2% of the active population (direct and indirect jobs).
- The sector maintains a positive trade balance, reflecting its importance in foreign currency earnings.

Country Strategic Orientations

Tunisia's development strategy for fisheries and aquaculture focuses on sustainability and competitiveness:

- Sustainable resource management through the implementation of fisheries management plans.
- Modernization and optimization of port infrastructure to improve services for professionals.
- Strengthening competitiveness and improving food safety and product quality to meet international standards.
- Development of aquaculture as a growth driver, along with the promotion of applied research and innovation in the sector.



Recent trends also show:

- an increase in export prices (around 24.8 TND/kg in 2025),
- a trade surplus estimated at about 283 million TND.

In early 2026, exports showed a slight decline in volume (around 1.8 thousand tonnes by the end of January), but with a higher unit price (about 26.1 TND/kg), confirming a shift toward higher-value products.

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

Preservation and optimization of port infrastructure in order to improve service delivery to professionals.
Strengthening competitiveness and enhancing food safety of fisheries and aquaculture products.
Development of aquaculture activity and consolidation of applied research in the fisheries and aquaculture sector.

WHY CHOOSE TUNISIAN SEAFOOD PRODUCTS?

- A wide range of species
- Strong legislative instruments, structure, knowledge, and systems ensuring reliable official assurances
- Safe handling practices
- 342 approved establishments for export to the EU, including 22 bivalves purification centers
- High-quality and sustainably caught products
- Commitment to meeting the needs of consumers worldwide

Tunisie: A country in the heart of the Mediterranean sea

General information

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 necessary 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 a strategic economic sector, playing a key role in food security and export performance.

In 2025, exports of fishery and aquaculture products reached approximately 35.5 thousand tonnes, generating around 878 million Tunisian dinars (TND). This reflects a slight decrease in volume but an increase in value compared to the previous year.

The sector remains strongly export-oriented, with products reaching more than 40 international markets, mainly Italy, Spain, and Libya.

Exported products are primarily composed of:

- Fish (about 49% of total quantities),
- Crustaceans (around 24%),
- Processed and semi-processed products (about 23%).

FACTS & FIGURES

Established in 1982, the Agence de Promotion des Investissements Agricoles (APIA) is a Tunisian public institution run by the Ministry of Agriculture. It 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 compiling investment and managerial records
- Matching Tunisian operators with potential foreign counterparts
- Facilitating 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 global market.

APIA warmly welcomes opportunities to introduce foreign importers to profitable new trade opportunities with

Tunisian suppliers at the Tunisian Country Pavilion – Seafood 2023.

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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.

Main missions of the GIPP

To ensure the link between different phases of production.

To facilitate consultation and dialogue between professionals and the administration.

To contribute to market's equilibrium.

To participate in export promotion.

To collect, analyze and archive statistics, and to elaborate studies about the fishing sector.

CONTACT

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Company presentation

Established in 1965, the Canned Food Industries Group (GICA) is a public institution that brings together Tunisian companies operating in the fruit, vegetable, and fish processing sectors, under the supervision of the Ministry of Industry, Mines and Energy. GICA plays a key role in structuring and supporting the sector, as well as in promoting exports of canned food products.

Mission & Vision

GICA's Missions:

- **Sector organization:** Enhancing the competitiveness of the industry and providing capacity-building and training for its members.
- **Research & Development:** Conducting studies and analyses to support the sector's development and future prospects.
- **Quality control:** Contributing to the safety and compliance of canned food products through on-site inspections and its accredited laboratory.
- **Commercial promotion:** Facilitating connections between international importers and GICA members to foster export opportunities.

GICA's Vision:

To strengthen the competitiveness and sustainability of the canned food industry through innovation, rigorous quality standards, and international partnerships, positioning Tunisia as a key player in the global market.

Key Customers

Importers of canned fish

Products Canned Tuna, canned sardines, semi-preserved anchovies

Domestic/ Export Split (in%)

Brand/Private Split (in %)

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Hanchia Fish



Société
HANCHIA FISH
Aquaculture

Company presentation

Founded in 2010, Hanchia Fish stands today as one of Tunisia's most distinguished aquaculture leaders, setting benchmarks in the breeding and commercialization of **exceptional sea bream, sea bass, and meagre**.

Built on a legacy of **excellence, precision, and uncompromising freshness**, the company has developed a prestigious reputation across both domestic and international seafood markets. Every product reflects Hanchia Fish's dedication to **premium quality standards, sustainable aquaculture practices, and superior traceability**.

With state-of-the-art farming operations and an unwavering commitment to reliability, Hanchia Fish ensures a **continuous, consistent, and premium-grade supply**, meeting the expectations of the most demanding distributors, retailers, and hospitality partners worldwide.

More than a producer, Hanchia Fish is a symbol of **trust, refinement, and long-term partnership**, proudly delivering Tunisian aquaculture excellence to global markets.



Société
HANCHIA FISH
Aquaculture

Mission & Vision

Our Mission

At **Hanchia Fish**, our mission is to combine aquaculture excellence, absolute freshness, and environmental commitment.

Driven by a responsible vision of our industry, we work closely with local and international partners to support sustainable initiatives that preserve marine ecosystems, protect biodiversity, and actively contribute to reducing our carbon footprint.

Through our recognized expertise in farming premium sea bream, sea bass, and meagre, we guarantee our customers products of impeccable quality, combining freshness, supply consistency, and the highest international standards.

Our Vision

We aspire to build a future where innovation, sustainability, and Tunisian expertise come together to deliver far more than exceptional fish: an experience of trust, quality, and respect for the oceans.

Our ambition is to become an international benchmark in premium aquaculture, contributing sustainably to ocean health while satisfying the expectations of the world's most demanding markets.



Société
HANCHIA FISH
Aquaculture

Key Customer

Hanchia Fish proudly serves a distinguished portfolio of clients across **international wholesale, retail, foodservice, and hospitality sectors.**

Our premium **sea bream, sea bass, and meagre** are trusted by leading **importers, seafood distributors, supermarket chains, premium fishmongers, hotels, and fine-dining restaurants**, all of whom rely on our unwavering commitment to freshness, consistency, and superior quality.

By building long-term relationships based on **trust, reliability, and tailored service**, we continue to meet the expectations of the most demanding partners in local and global markets.

Product : Sea bream, Sea bass, Meagre

MAIN PRODUCT : Sea bream, Sea bass, Meagre

ADDITIONAL PRODUCT: Sea bream filet, Sea bass filet, Meagre filet

Domestic/ Export Split (in%) 30% / 70%

Contact Details

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MEDITERRANEAN AQUACULTURE GROUP



Company presentation

Mediterranean Aquaculture Group is a leading Tunisian player in sustainable aquaculture, bringing together a network of specialized companies dedicated to excellence across the entire value chain. With operations spanning fish farming, natural fish feed production, hatchery, and aquaculture nets manufacturing, the Group delivers high-quality products trusted in both local and international markets.

The Group's core production focuses on **sea bream, sea bass, and meagre**, farmed in the Mediterranean under strict quality, traceability, and sustainability standards.

Backed by decades of expertise, advanced production technologies, and a strong commitment to environmental responsibility, Mediterranean Aquaculture Group exports to more than **14 countries across four continents**. Its mission is to provide **healthy, traceable, and responsibly farmed Mediterranean fish**, while actively supporting the growth and professionalism of the regional aquaculture industry.

With **innovation, reliability, and sustainability** at its core, Mediterranean Aquaculture Group positions itself as a **trusted long-term partner** for professionals seeking premium aquaculture products and lasting collaboration.



Mission & Vision

Mediterranean Aquaculture Group's mission is to deliver high-quality aquaculture products through sustainable, responsible practices while ensuring innovation across the entire value chain. Our vision is to become a leading global reference in aquaculture, recognized for excellence, sustainability, and contribution to future food security.

Key Customers

A diverse customer base including local and international seafood distributors, wholesalers, retail chains (GMS), foodservice professionals (restaurants and hotels), and industrial partners.

- Products**
- Farmed Fish: Sea Bream, Sea Bass and Meager fish fresh or frozen.
 - Fish Feed
 - Aquaculture netting
 - Expanded Polystyrene (EPS) products

Domestic/ Export Split (in%) 40/60

Brand/Private Split (in %) 40/60

Contact details

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BEN AYED SEA FOOD



Facts & Figures

The "BEN AYED SEAFOOD" group was founded through the merger of 10 family companies with a view to improving methods of processing and packaging Mediterranean fishery products for marketing in the local and international market.

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 .

Mission & Vision

In a strategy of continuous improvement and development, the group has decided to develop a plan for the coming years to best meet the needs of the market. This plan consists in diversifying the activities, specially: the development of the preparation techniques (freezing / cooking pre cooking ...) / developing activities in the field of shipbuilding and marketing of marine equipments.





International Certifications HACCP, FSCC22000

Products

MAIN PRODUCT : Crustaceans, molluscs, Fish

ADDITIONAL PRODUCT : Live crustaceans, Live bivalve molluscs

Contact details

COMPANY : BEN AYED SEAFOOD GROUP

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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

Company 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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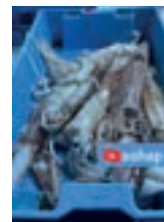
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Facts & Figures (maximum 5 lines)

SOSEP was founded by the JENHANI family after years of experience in the fishing and fish marketing sector. SOSEP is totally exporting company specializing in the freezing and packaging of seafood products.

The supply of the company is done in many Tunisian ports in particular the port of kelibia.

Mission & Vision (maximum 5 lines)

Our company operates through a combination of very high quality practice, state-of-the-art technology, excellent staff and scientific knowledge.

In addition, we have manufacturing and packaging equipment to offer packaging in packs, sachets and trays according to customer requirements.

International Certifications

SANITARY AGREEMENT 323

HACCP

FSSC22000

Products

MAIN PRODUCT MOLLUSCS , CEPHALOPODS, CRUSTACEANS AND
BLUE FISH

ADDITIONAL PRODUCT

Contact details

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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/Export Split (in %)

Export 95 %

Brand/Private Split (in %)

Own brand 95%

USPs

International Certifications

HACCP

Awards





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SOCIETE NOUVELLE DE PECHE



Company presentation

SOCIETE NOUVELLE DE PECHE (SNP) is a fully export-oriented company specializing in premium onboard frozen seafood sourced from the Mediterranean, primarily serving the European market.

With a strong commitment to quality and customer satisfaction, SNP delivers carefully selected products that meet the highest international standards.

Mission & Vision

The mission of SOCIETE NOUVELLE DE PECHE (SNP) is to deliver high-quality seafood products, carefully selected and processed in compliance with the highest international standards.

The company is dedicated to promoting Mediterranean marine resources and efficiently meeting the demands of the European market.

SNP's vision is to become a leading Mediterranean seafood company, expanding globally through strong partnerships and a constant commitment to quality and excellence.



Key Customers

SNP primarily operates in key European markets, notably:

- Italy
- Spain

Domestic/ Export Split (in%) : 0% / Export Domestic 100%

Brand/Private Split (in %) Brand : 100% / Private 0%

Products Crustaceans
Cephalopods

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