

Sunday, June 4th, 2023
Algiers, Algeria

SIPSA - FILAHA 2023 - A 'RECORD' ATTENDANCE FOR THE 21ST EDITION.

While being an accelerator for business relationships, a forum for privileged exchanges, a decisive step for pre-projects, **the 2023 edition of SIPSA FILAHA & AGROFOOD exhibition has confirmed another time, this year, her unique position.** Its key-datas are the proof:

The attendance of **35,000 professional visitors** during the four days of the exhibition, coming from **fifty countries all over the world**, mindset of a dynamic of investments, as project leaders.

It is crucial to mention that this year, an important presence of investors was witnessed. About 4200 investors have visited SIPSA. The number of visitors **has incredibly increased 75%** compared to the last edition, the exhibition is confirming its attractiveness. (See details on figure 1).

Visitors buyers from fifty countries all over the world were there, of which twenty came from Africa and Middle East: Mauritania, Libya, Congo, Mali, Benin, Western Sahara, Lebanon, Ghana, Cameroon, Guinea, Mozambique, Niger, Sudan, Togo, Ivory Coast, Egypt, United Arab Emirates, Morocco, Senegal, Syria, Tunisia and Turkey, making the event an African reference (See details on figure 2).

The **SIPSA FILAHA & AGROFOOD** strengthens its position as the door of Africa in the field of agriculture and agro-industry. **Many African countries were present as exhibitors:** Senegal, Egypt, Ethiopia, Madagascar, Uganda, Tanzania, Tunisia, South Africa, Zimbabwe, Niger and Mali.

"AGRICULTURE IS A SCIENCE AND NOT A TRADITION" **QUOTE FROM THE PRESIDENT ABDELMADJID TEBBOUNE**

The SIPSA-FILAHA is also a space of exchange, knowledge, experiences, interprofessionalism and making agricultural and agri-food business relationships.

Despite the current situation, the climate change and the food crisis, **the SIPSA-FILAHA** exhibition has achieved all the goals that were fixed, while these goals were the order of the international, institutional, professional, or intellectual dialogue, or even the communication toward the general public. **"The goal is over achieved"**, said the General Commissioner proudly.

AN EXHIBITION THAT MOBILIZES MANY INSTITUTIONS

Placed under the patronage of the Minister of Agriculture and Rural Development, **Mohammed Abdelhafidh HENNI**, the Minister of Trade and Export Promotion **Tayeb ZITOUNI**, the Minister of fisheries and marine resources, **Ahmed BADANI** and the minister of Knowledge Economy, Startups and Micro-enterprises **Yacine Oualid EL MAHDI**, the SIPSA-FILAHA was inaugurated with their presence, adding to the Minister of Agriculture, Rural Equipment and Food Sovereignty of Senegal, **Aly Ngouille Ndiaye**. Moreover, many diplomatic representations in Algeria and professional organizations were present in the opening. After the inauguration, two ministers visited the exhibition.

The SIPSA-FILAHA has confirmed its utility and its professional character, in a resolutely south-south orientation in view of developments on the international geopolitical scene, while gathering in **a space of exhibition of 28 000 m² 650 exhibitors of which 370 national ones, 280 international, 125 new companies that come from 39 countries and 4 continents.**

SENEGAL, THE GUEST OF HONOR

This year, **SIPSA-FILAHA honored SENEGAL**, in line with the policy advocated by the President of the Republic in order to firmly establish Algeria's presence on our continent. A well-directed and managed operation with the implementation of a concrete program: visits to companies operating in animal nutrition and agri-food, and to technical institutes such as the Seed and Seedling Control and Certification Institute (CNCC), INPV, INRAA for the genetic bank, conferences on **AFRIKA FOOD EXPORT**, exhibition of agricultural products, and tasting of Senegalese cuisine at the **Senegal Pavilion, Hall G**. Additionally, there was the signing of a cooperation agreement between the SIPSA exhibition in Algeria and SIAGRO in Senegal.

CONFERENCES AND ACTIVITIES THAT WERE MET WITH A HUGE SUCCESS

The 4 forums sparked enriching debates among field actors, officials responsible for public agricultural policies, and experts.

- **The AFRIKA EXPORT Forum** witnessed insightful debates with the participation of the Minister of Agriculture of Senegal, who advocated for a regional and complementary approach to food security
- **The PHYTOFERTI Forum** highlighted cereals and durum wheat, including millet for the first time
- **The DJAZAQUA Forum** centered on aquaculture and fish farming, with interesting discussions in line with the national strategy set by the government and supported by the Blue Economy program.
- **AGRITECH** had the privilege of an innovative approach closely linked to the innovations of the start-ups from our Filaha Innov' incubator, with **the Sid Ahmed Ferroukhi Trophy being awarded to the best innovations**



A drone project for aquaculture developed by the start-up TAER won the **first prize**, while the **second prize** went to a young entrepreneur from Senegal for a comprehensive solution - SOTILMA. The solution involves an intelligent agricultural water meter that enables farmers and industrialists to manage and optimize water consumption. It allows users to automatically control their water usage through a mobile application without the need for internet connectivity, thereby reducing expenses and combating water wastage.

The media did not overlook the event and extensively covered the exhibition, conducting live broadcasts from the Safex, where the exhibition took place. Safex effectively mobilized its staff to ensure the great success of SIPSA 2023. This remarkable media coverage drew the attention of Algerians who have an interest in agriculture and may have contributed to fostering new agricultural vocations. The Minister of Agriculture of Senegal had the opportunity to express himself extensively in our national media, putting forth ideas that serve as guiding principles for **strengthening south-south relations**.

SIPSA FILAHA 2023 has been a success on all levels and has highlighted, this year, the **SIPSA AFRIKA FOOD exhibition**, which will be exported to Dakar in **early December 2023**, bringing along numerous operators who have already expressed their need for it. **This SIPSA AFRIKA FOOD exhibition will travel across Africa to give meaning to south-south cooperation, integrating the Pan-African Food Debate conference**, which we are actively preparing with the support of our partners.

We are therefore inviting all stakeholders in the agricultural and agri-food sector to meet in **Dakar from November 30th to December 3rd, 2023**, to assert **Algeria's organized contribution to food security in Africa**.

In addition, the next edition of **SIPSA-FILAHA & AGROFOOD** will take place from **May 20th to May 23rd 2024**, in The Exhibition Center of Safex, Algiers (Algeria).

SIPSA-FILAHA IN BRIEF

- **SIPSA-FILAHA 2023**, the leading trade exhibition for agriculture, livestock, and agribusiness in Algeria, is the perfect opportunity to meet the leading players in African markets.

- **650 exhibitors from 39 countries** (Algeria, Germany, Saudi Arabia, Austria, Belgium, Brazil, Denmark, Egypt, UAE, Spain, France, India, Italy, Jordan, Lebanon, Netherlands, Poland, United Kingdom, Russia, Sweden, Switzerland, Tunisia, and Turkey...)

- **6 sectors:** Animal Health and Nutrition, Animal Genetics, Livestock Equipment, Agro Supplies, Fishing and Aquaculture, and Agri-food Industries

- Attendance of **35,000 professionals**

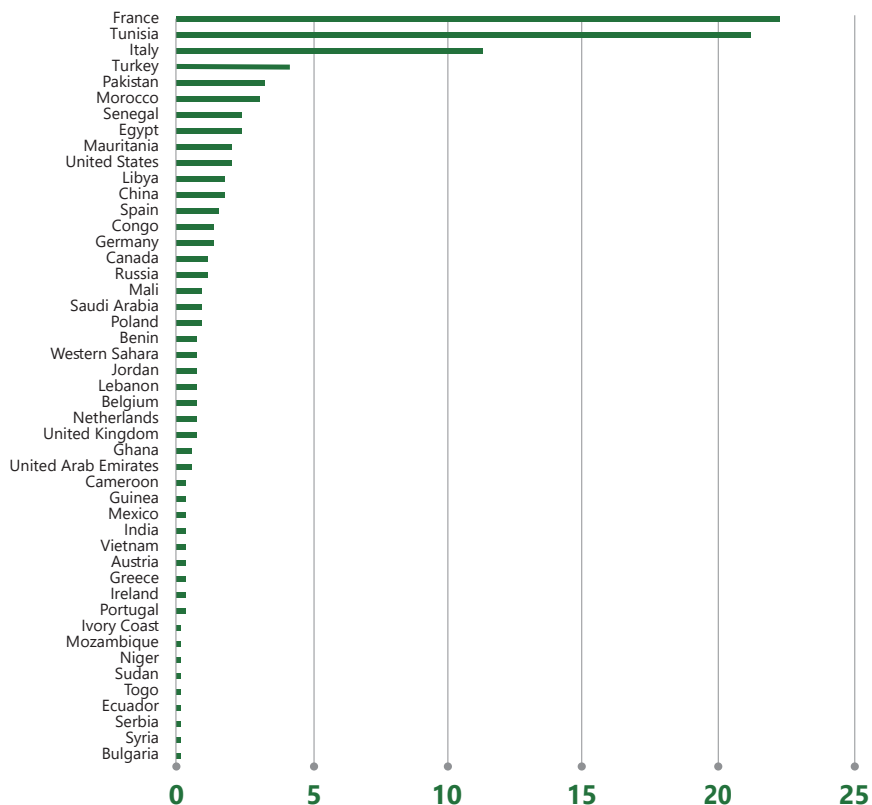
- The exhibition is organized by EXPOSIA in partnership with **FILAHA INNOV'**

Dr Amine BENSEMMANE
President of the exhibition
& the Group of reflexion Filaha Innov' (GRFI)

Dr Amina BENCHOUBANE-BENSEMMANE
Commissioner of the exhibition



Percentage of international visitors by country



Qualitative analysis of visitors to SIPSA FILAHA 2023

