

### SIPSA-SIMA ALGERIA 2016: A successful show!

The inaugural edition of SIPSA-SIMA, held from 4 to 7 October 2016 at the Algiers SAFEX Exhibition Center (Algeria), was a huge success. With more than 18,000 professional visitors from 45 countries, Algeria's leading livestock and agri-business show fulfilled the expectations of its organisers - SIPSA Algeria in a commercial partnership with SIMA France (Paris International Agribusiness Show) - making this event the largest of its kind in Africa.

#### 600 exhibitors from 24 countries

The show's 600 exhibiting companies – 56% of which were from 24 other countries – gave visitors an opportunity to discover a complete range of livestock and agricultural products and equipment to meet local needs: agricultural inputs, tilling and harvesting equipment, plant treatment and pest control products, irrigation and storage systems, livestock equipment, spare parts, new technologies and aquaculture and fishery resources.

Companies from Algeria were the most prominent, with such names as Agriprom Algérie, Agro Bovines Service, Agroindustries Kherbouche-DEUTZ, AgroMEC-Mahindra, Algerian Bovines, ArboAcres Algérie, Babolna Tetra Algérie, CMA-Sampo, FAMAG-Sonalika, FBF, Hubbard Algérie, PMAT, SIM-Sanders and TIRSAM. The top six foreign exhibiting countries were respectively France, Turkey, Italy, Spain, the United States and Germany, with the participation of GEA Process Engineering, Irrifrance, Laforge, Monosem, Privés SA, Sonamia Monroc, Sulky Burel and Vapormatic (France); Altinbilek, Bozok Tractor and Tarmakbir (Turkey); Officine Facco & C. and Nutriservice (Italy); Agrog, Exafan and Zucami Poultry Equipment (Spain); Aviagen Turkeys, Dupont, T-L Irrigation Company and Valley Irrigation (US); and Big Dutchman International, Grimme and Lemken (Germany).

#### 18,000 visitors from 45 countries

More than 18,000 visitors from 45 countries attended the show over four days. Visitors hailed from Algeria, Cameroon, Congo, Côte d'Ivoire, Egypt, Gabon, Ghana, Kenya, Mali, Morocco, Nigeria, Saudi Arabia, Senegal, South Africa, Tunisia, Turkey, the United Arab Emirates, among others, reinforcing the show's positioning as a forum for business and exchange in Africa and the Middle East.

#### Support from Algerian and international institutions

Supported by the Filaha Innove foundation and Algerian authorities, including the Ministry of Trade and the Ministry of Industry and Mining, the show's inauguration took place in the presence of Mr Mohamed Alioui, Secretary General of the National Union of Algerian Farmers (UNPA), Mr Smaïl Chikhoun, from the US-Algeria Business Council (USABC), Ms Joan Polaschik, United States Ambassador to Algeria, and Dr Amine Bensemmane, President of SIPSA-SIMA and of the Filaha Innove foundation.

The participation of the United States as guest country of honour, with 22 American companies specialised in areas such as irrigation equipment, grain storage, pest control products and livestock feed, helped strengthen SIPSA-SIMA's status as an international forum and demonstrated a strong desire to exchange expertise and technology.

The French Ambassador to Algeria, Mr. Bernard Emié, met with French exhibitors at the Pavilion sponsored by Business France during an official visit on Tuesday, 4 October 2016.

Several high-level representatives also visited the show, including Austrian Ambassador Ms Franziska Honsowitz-Friessnigg; Hungarian Ambassador Ms Helga Katalin Pritz, accompanied by Ms Krisztina Szabó; Polish Ambassador Mr Witold Spirydowicz; and Dutch Ambassador Mr Robert Van Embden and managers from the Conseil d'Affaires Algéro-Néerlandais (CAAN).

**Talks and highlights to support agricultural development in a region with strong potential**

The forums organised by the Filaha Innove foundation focused on its work on major themes to respond to the sector's various challenges.

Over three days, visitors and exhibitors were able to attend free talks dedicated to the dairy industry (FIPLAIT Dairy Maghreb forum); the fruit and vegetable industry (SIAFIL forum); the grain, seeds and plants industry (PHYTOFERTI and PHYTOSEM forums) and the aquaculture and fishing resources industry (DJAZAQUA forum).

Awards were presented to investors in the various industries: the SIAFIL Award to the LAACHEB Group for their Algerian-USA project, the FIPLAIT Award to the Univers MILK company, the PHYTOFERTI-PHYTOSEM Award to the University of Sidi-Bel-Abbès for its many projects and the DJAZAQUA Award to the YAMAQUA company, which has carried out a number of aquaculture and fishing studies and projects.

A range of special features were also organised at the SIPSA-SIMA exhibition. The "El Benna DIELNA" area gave visitors a chance to see and taste local Algerian products, while a mini dairy farm and a livestock genetics exhibition with cattle, goats, rabbits and chickens also attracted many visitors.

Following the compelling success of this event, SIPSA-SIMA looks forward to seeing you at next year's show from **10 to 13 October 2017** at the SAFEX Exhibition Center, Algiers.

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