



Republic of Tunisia



SFAX CHAMBER OF COMMERCE AND INDUSTRY



THE INTERNATIONAL BUSINESS MEETINGS *of Olive Oil*

09 - 11 November 2016

Sfax - Tunisia

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TUNISIA

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THE OLIVE TREE: A HISTORY OF MILLENNIA

If ever a community could be called the people of the olive tree, it would be the Tunisian people. Their relationship with olive oil is unique. Tunisia is small country but a big olive oil producing one in the Mediterranean. The size of this olive plantation is mainly due to climatic conditions which favored the development of the olive tree, but also a story that has greatly contributed to the prosperity of this cultivation despite the vicissitudes of time.

Berbers, Phoenicians, Romans, Arabs, Andalusians and the French colonizers, had all contributed to the consecration of olive oil tradition in Tunisia. Every nation, every conqueror lived its own adventure, developed its own account of this ancient tree which has survived all the upheavals. Besides, tracing the history of the Tunisian olive tree requires the exploration of the great moments of history related to this country and beyond its frontiers.





THE INTERNATIONAL BUSINESS MEETINGS of Olive Oil

09 - 11 November 2016

Sfax - Tunisia

In the scope of the promotion strategy of the olive oil sector, the Sfax Chamber of Commerce and Industry organizes business meetings of olive oil from 09th to 11th November, 2016.

This Forum will host Tunisian professionals along with importers, purchasing groups and buyers coming from different continents, particularly from countries where the Tunisian olive oil is exported.

The event includes four main areas:

Business meetings
Conferences and training workshops
An exhibition
Tasting sessions and olive mills
and farms visits.

SECTORS

- Olive oil packaging
- Production and exportation of olive oil
- International trade
- Cosmetics and pharmaceutical products
- Agricultural equipment and machinery
- Oil mill equipments
- Agricultural development
- Packaging
- Labelling
- by products of olive
- Services (analysis, certification, ..)
- Institutions and research institutes
- International transport
- Olive wood
- Nusery



PROGRAM

THE INTERNATIONAL BUSINESS MEETINGS

of Olive Oil

Wednesday 09th November 2016 :

8h30: **Reception and registration**

9h00: **Official opening**

Welcoming remarks by:

Mr Ridha FOURATI, President of Sfax Chamber of Commerce and Industry

Mr Enrico LUPI, President of Mediterranean Olive Oil Cities Network : ReCOMed, Italy

Mr. Laurent BELORGEY, Vice President AFIDOL - France

Mr. Chokri BAYOUDH, President of National office of olive oil

10h00 - 11h00:

Conference 1: **Oil and heritage**

■ **Juan M. CABALLERO**, Emeritus professor, University of Jaen , Spain.
The olive oil and its evolution in the world

■ **Mrs Samira SHILI**
Head of history department - University of Mannouba -**Tunisia**
Olivier and the Oil in antique Africa

■ **Mr Mongi M'SALLEM**
Searcher - Olive tree institute of Sfax, **Tunisia**
The protection and the preservation of the diversity of the tunisian olive oil

11h00: Coffee break

11h30 - 13h30

Conference 2: **The Olive Oil and its impact on the Tunisian economy and its evolution in the world**

■ **Dr. Encarnacion Moral Pajares**
The economics professor at the university of Jaén ,Spain.
The Olive Oil and its evolution in the world

■ **Mr Noureddine AGREBI**
General manager - General management of food industries
Ministry of agriculture, **Tunisia**
Valuation of the Tunisian olive oil

■ **Mr Boubakar KARRAY**,
General Director - Department of agribusiness industries
in the Ministry of Commerce and Industry, **Tunisia**
The Olive Oil and its impact on the Tunisian Economy

■ **Mrs Helen ILBERT**

Scientific administrator

Research Director, MOISA team, CIHEAM Montpellier, **France**
Differentiation strategies and economic dynamic of large companies

■ **Mr. Paul Miller**

agricultural scientist - **USA**

Extra Virgin Olive oil quality specifications for the trade in 2016 – evolution, monitoring and best before dates

■ **Mr. Victor RIZZO**

Honorary Consul of Tunisia in Rio de Janeiro and Brazilian consultant- **Brazil**

Market prospect of olive oil in Brazil and the opportunities for Tunisian companies

Testimony

13h00: Discussion

13h30: Lunch

15h00:

■ **BtoB partnership meetings**

In the presence of importers from:

USA, Canada, Brazil, Russia, India, China , Thailand, South Africa, Portugal, Great Britain, Pakistan, France...

15h00:

■ **Training workshops:**

Workshop 1 : Tunisian olive oil on the Swiss market

Mr Olivier BOILLAT,

Rural Foundation Interjurassienne (FRIJ) - **Switzerland**

The Tunisian olive oil on Swiss market: marketing and differentiation in the service of the regional producers

Dr Lamia BEN HAMIDA

School of Business Administration Arc Neuchâtel, **Switzerland**
valuation and distribution of 100 % Tunisian olive oil in Switzerland:

Result of a qualitative study with the potential distributors in Switzerland

Mrs Rim BELLAAJ

Sfax Business School - **Tunisia**

SWOT analysis of the Tunisian olive oil sector

Dr Rahma KHLIF

Sfax Business School - **Tunisia**

Gold Switzerland medal awarded to "Green Tunisia" and key recommendations- marketing

Thursday 10th November 2016 :

8h30: **Reception and registration**

9h00 - 11h00

Conference 3: **Organic olive oil**

■ **Dr. Domingo Fernandez Ucles**

Professor of Economics, University of Jaen , **Spain.**

The global market of organic olive oil

■ **Mrs Samia MAAMAR** , General Manager Minister of Agriculture, **Tunisia**

Tunisian Organic Olive Oil : Current situation and outlook

Testimony

11h00: Coffee break

12h - 13h

Conference 4: **Geographical indicators of Olive Oil**

■ **Mr Christian TEULADE, France**

President of Olive World Institute (OWI) **France**

development of geographical indicator : a concrete example

■ **Dr Naziha GRATI KAMMOUN, Tunisia**

Associate professor - Olive tree institute of Sfax, **Tunisia**

Geographical indicators :

development of tunisian olive oil sector

■ **Mrs Houda Ben Alaya Oueslati**

ENGINEER - Ministry of agriculture - **Tunisia**

Approach to the granting of AOC "Olive Oil TEBOURSOUK"

13h00: Discussion

13h30: Lunch

15h00:

■ **Following B2B Partnership Meetings**

In the presence of importers from:

USA, Canada, Brazil, Russia, India, ChinaSwitzerland, Thailand, South Africa, Portugal, Great Britain, Pakistan, France...

■ Training workshops

Workshop 2 : **Organic Olive Oil**

Dr Sameh AMARA ZAHRAZ

Deputy Director of studies and analysis

General Manager of organic agriculture - **Tunisia**

Mr Walid GADDAS

General Manager STECIA international ,engineer agronomist

- **Tunisia**

Mr Faouzi El MUFTI

Expert - Export, STECIA international - **Tunisia**

Workshop 3 : **Quality and sensory analysis of olive oil**

Dr. NAZIHA GRATI KAMMOUN

Associate Professor - Olive tree institute of Sfax, **Tunisia**

Mrs Sonda Laroussi MEZGHANI

IOC Recognized Panel Leader, Sensory & Chemical olive oil Analysis, Engineer, PHD olive oil Quality

Friday 11th November 2016 :

8h30: **Reception and registration**

9h00: **Tasting session and presentation of different Tunisian varieties**

hosted by the tree institute - Tunisia

9h00: **Following training workshops:**

Workshop 2: Organic Olive Oil /

Workshop 3 : Quality and sensory analysis of olive oil

11h00: **sites visits:**

-Visit of olive farms

-Visit of traditional and modern oil mills

-Companies visits: olive oil packaging units, pomace oil extraction and refining unit

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REGISTRATION FORM



Company name :

Business sector:

Manager's name:

Phone: Fax: Mobile:

E-mail Web Site :

Address :

Country :

I WOULD LIKE TO

checkboxes

Participate in all the activities of the meetings (Booth in the exhibition, B2B, Conferences, Visits)	<input type="checkbox"/>
Participate in partnership meetings (B2B)	<input type="checkbox"/>
Desired cooperation:	
<input type="checkbox"/> Buying	<input type="checkbox"/>
<input type="checkbox"/> Selling	<input type="checkbox"/>
<input type="checkbox"/> Joint venture	<input type="checkbox"/>
<input type="checkbox"/> Subcontracting	<input type="checkbox"/>
<input type="checkbox"/> Other (Specify)	<input type="checkbox"/>
Give testimony	
<input type="checkbox"/> Oil and heritage	<input type="checkbox"/>
<input type="checkbox"/> The Olive Oil and its impact on the Tunisian economy and its evolution in the world	<input type="checkbox"/>
<input type="checkbox"/> Organic olive oil	<input type="checkbox"/>
<input type="checkbox"/> Geographical indicators of Olive Oil	<input type="checkbox"/>
Ask for the sponsorship file	<input type="checkbox"/>



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Sfax Chamber of Commerce and Industry

Lieutenant Hammadi Tej Street - P.O. Box : 1153 - 3018 Sfax - Tunisia

Tel: (+216)74 296 120 | Fax: (+216)74 296 121 | www.ccis.org.tn

ccis@ccis.org.tn / naouel.kharrat@ccis.org.tn / nathalie.benayed@ccis.org.tn



THE INTERNATIONAL BUSINESS MEETINGS of Olive Oil

09 - 11 November 2016 Sfax - Tunisia



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Olive Oil in Tunisia

PRODUCTION



Tunisia, 2nd largest producer of olive oil for 2014 and 2015

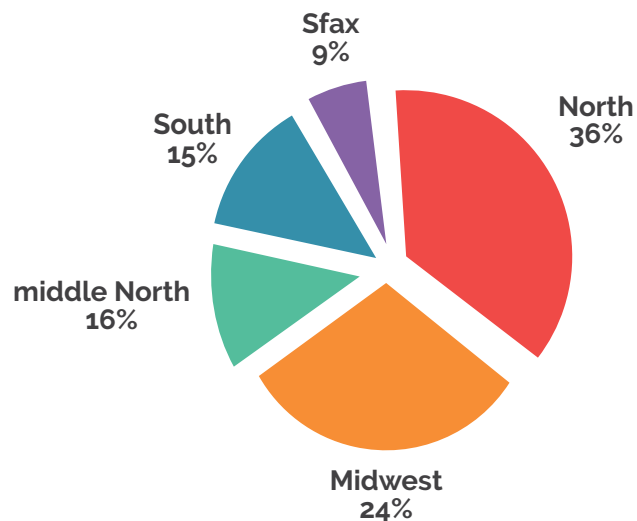
In 2015, olive growing in Tunisia covers nearly 1,82 million hectares with nearly 82 million olives

 **340.000** tons of production

 **19.000** tons conditioned

 **1750** oil mills

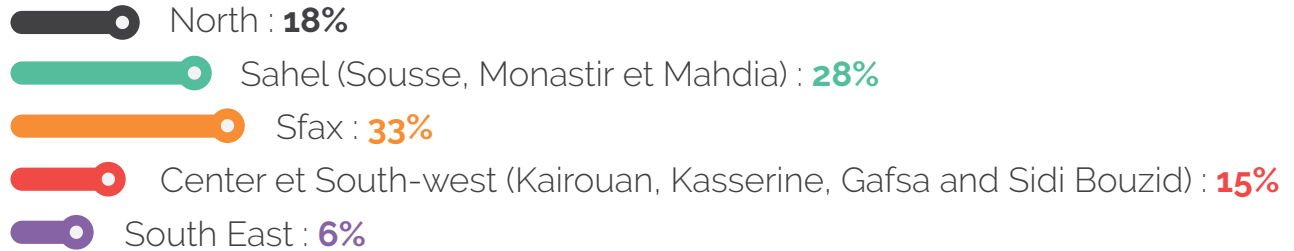
Distribution of olive trees in Tunisia





PROCESSING

Processing olives is provided by nearly 1,750 oil mills with a total capacity of 44,077 tons. crushing daily .This capacity is distributed as follows:

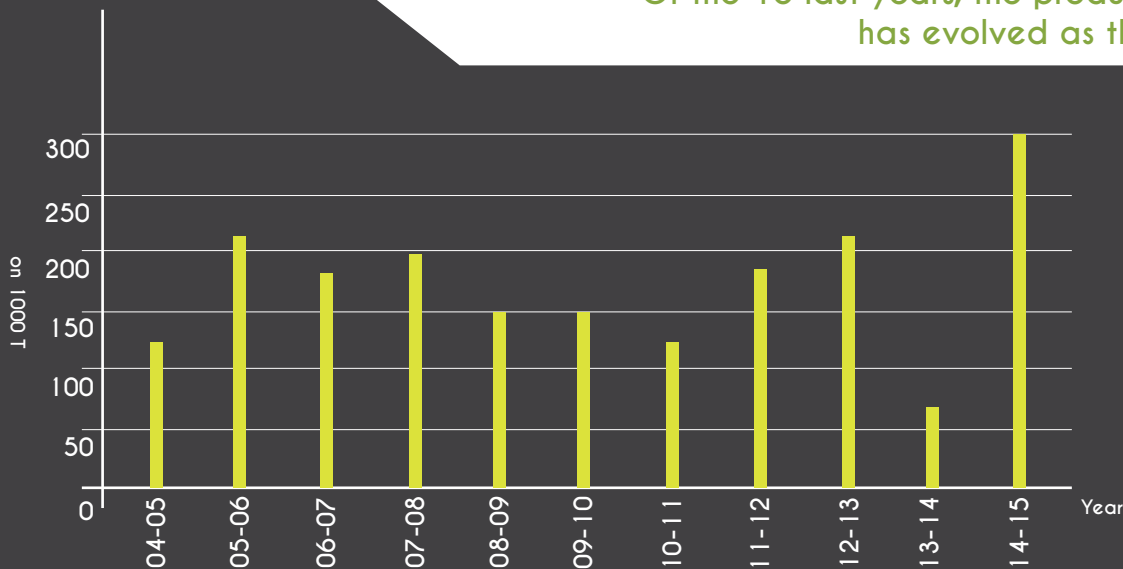


the pomace oil extraction: 7 units

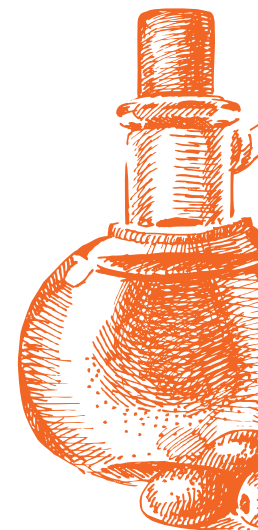
Refining: 11 units

Packaging: more than 30 units

Of the 10 last years, the production of Tunisian olive oil has evolved as the following graph shows.



Olive Oil in Tunisia EXPORTATION



Tunisia, the first world exporter of olive oil in 2015

2015 witnessed big achievements in terms of olive oil exports of around 312 000 tons at the end of October, 1,995 billion dinars in value.

Tunisian's exports of olive oil



Exports were composed of 73% in extra virgin amount on the average of last 5 years. This share was only 32% between 1999 and 2003. This reflects the improvement in the quality of the exported Tunisian olive oil.

Distribution of exports of olive oil per market (2011-2015 Average)

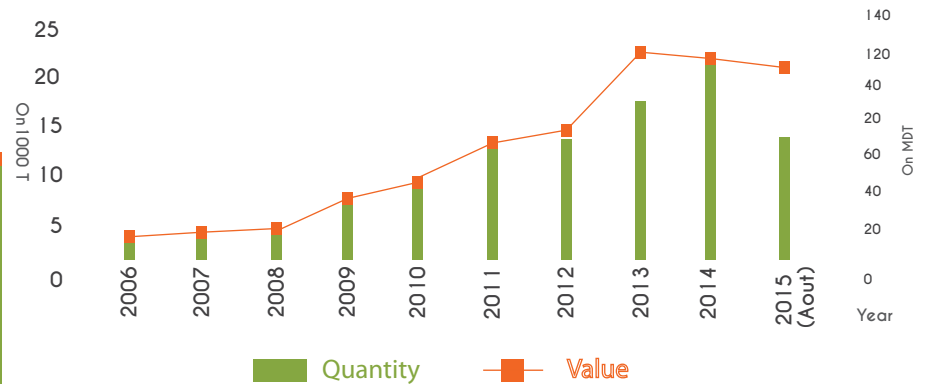


In 10 years, the share of packaged olive oil has increased from 5,000 to 20,000 tons

An export of 16,000 tons of packaged olive oil

Over 40 exporters of packaged olive oil

Tunisian exports of packaged olive oil





Olive Oil in Tunisia

Organic olive oil

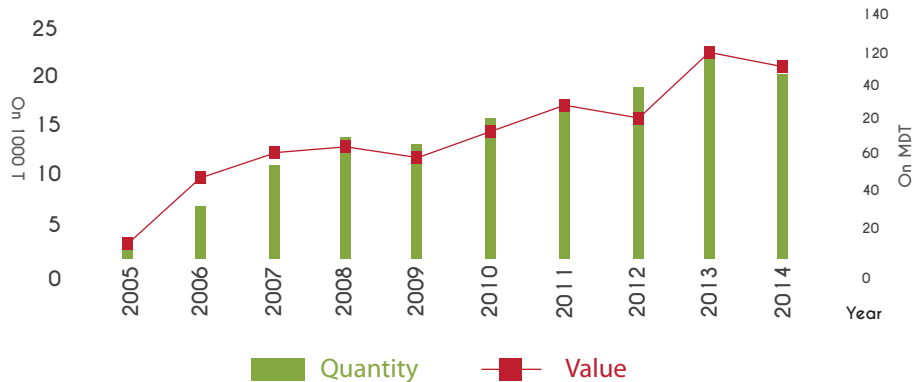
Tunisia is the first country in Africa that has set up a specific legal framework for organic farming

140,000 hectares of agricultural land in organic

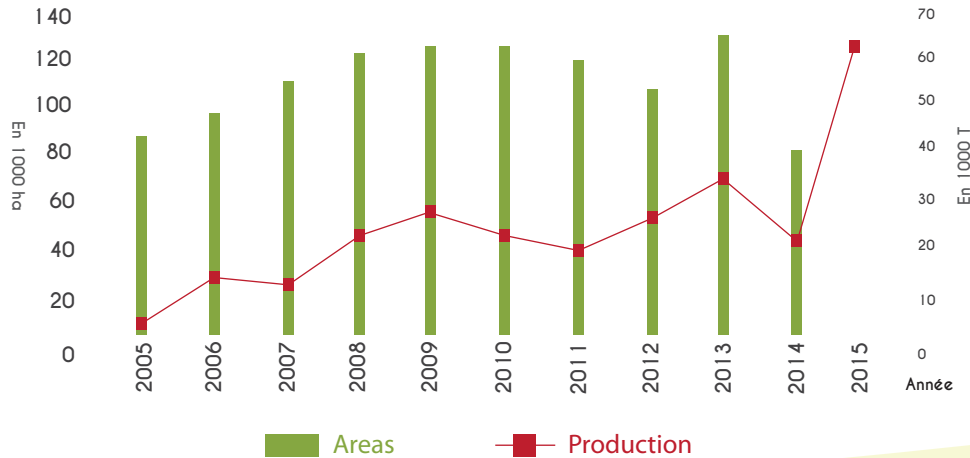
Number **5** in Africa and number **40** globally in the international level in agricultural organic area

3,300 certified operators in organic

Tunisian exports of organic products



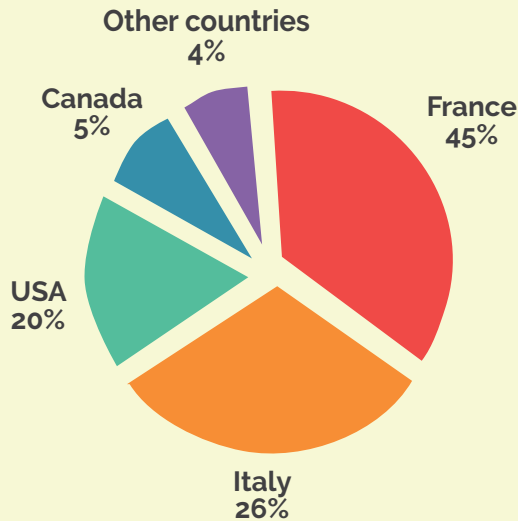
Evolution of areas and biological olive oil production in Tunisia



Olive growing represents almost 90% of organic farmland in Tunisia



Tunisian exports of organic olive oil



Distribution of exports of organic olive oil by market (2013-2014)

The value of exports was close to **70 MTD** in 2014 and exceeded **90 MTD** in 2015 (March) **13,500 tons** in 2015 (until March), against approximately **10,700 tons** in 2014

Tunisian exports of organic olive oil





Tunisia

Tunisia, fourth in terms of number of olive trees and second in the world in terms of cultivated area



30% of its arable land is devoted to olive cultivation

The olive cultivation represents nearly **15%** of the total agricultural production

The olive oil exports account for **50%** of total agricultural exports and **5.5%** of total exports



The Tunisian olive enjoys a remarkable variety wealth

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ZALMATI



CHEMCHALI



TOUNSI



JERBOUI



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FAKHARI



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TATAOUINE



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Sfax “Agricultural producer and exporter at national level”

- ◆ Surface: 7569 km² (5% of the country)
- ◆ Number Of people: about one million inhabitants
- ◆ Temperature variant: 8 to 43.8 ° C
- ◆ Annual rainfall: 150 to 250 mm / year
- ◆ Density: 122 inhabitants / km
- ◆ Communes: 16
- ◆ 2nd City in Tunisia



224 international business companies

970 exporting companies

40% of the export of Tunisian olive oil

23,92% of national exports

more than **400** mills

10 thousand tons per day
(processing capacity)

350 thousand tons
(storage capacity)





SFAX CHAMBER OF COMMERCE AND INDUSTRY

The Sfax chamber of commerce and industry is a public institution of economic interest endowed with the legal personality and the financial autonomy.

Its mission is:

- 1- to contribute to the promotion of the private sector and to the impulse of the initiative and the investment in the region
- 2- To provide public authorities all proposals, opinions and information
- 3- To contribute in the strengthening of the relations of cooperation and partnership with foreign countries
- 4- To provide training and economic information
- 5- To provide companies with services
 - Organize or contribute to the organization of fairs, exhibitions, and trade days, symposia, meetings, conferences and seminars
 - Help and assist companies to develop their exports
 - Provide companies with economic and trade information
 - Ensure plenty of services for the companies to facilitate trade relations in Tunisia and abroad
 - Issue Certificates requested by the industry, the shopkeepers, and the craftsmen or service providers to be used at the national or international level
 - Undertake any conciliation initiative, arrangement, and regional, national or international arbitration.
 - Conclude cooperation and partnership agreements with national support and guidance
- 6- Achieve studies with economic dimensions



Sfax Chamber of Commerce and Industry

🏠 Lieutenant Hammadi Tej Street - P.O. Box :
1153 - 3018 Sfax - Tunisia

☎ Tel: (+216)74 296 120 | Fax : (+216)74 296 121

🌐 www.ccis.org.tn

✉ ccis@ccis.org.tn



This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region. To do this, MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at: www.mepi.state.gov.

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CHO GROUP is a world-renowned olive group that has built its success on values and on a culture that allies modernity with the respect of agricultural traditions. Owing to its integrated structure (horizontal integration and vertical integration), CHO GROUP is present in force in the olive oil sector in Tunisia and in the world. It's know-how makes it a company of renown and an effective partner that has known how to break through and how to develop a lasting relation with the most giant world operators in the field of the olive oil.



C.H.O TUNISIA
CHO

Address: Route de Mahdia Km 18 -
3066 Sfax, Tunisie

Tel.: (+216) 74 447 677
Fax: (+216) 74 447 678
Email: commercial@cho.com.tn

C.H.O USA
CHO AMERICA

Address: 204-B W.YMCA Drive
Baytown, TX 77521 America
Tel.: (+281) 712 1549
Fax: (+281) 966 6970
Email: oliveoil@cho-America.com
www.cho-america.com

C.H.O CANADA
CHO AMERICA

Address: 7544 Chemin De la Cote de
Liesse Saint-Laurent, QC, H4T 1G1
Tel.: (+1) 514 612 1241
Fax: (+1) 514 418 2584
Email: oliveoil@cho-America.com
www.cho-america.com

C.H.O CHINA
CHO CHINA COMPANY LIMITED

Address: Room 102, 666 JianHe
road, ChangNing district, Shanghai,
China
Tel.: +86.21.52835350
Fax: +86.21.52735907
Email: sales@chochina.cc

C.H.O U.E
MEDOLIO

Address: 19 Boulevard PAPIN 59000
LILLE, France
Tel.: +33 9 67 05 91 57
Fax: +33 2 20 61 15 64
Email: sales@chochina.cc
www.terradelysa.fr

