

A photograph of several national flags flying on tall poles against a blue sky with scattered white clouds. The flags include the Algerian flag (green and white with a red star and crescent), the Spanish flag (yellow, red, and white), the French flag (blue, white, and red), and several red flags. The scene is set outdoors with some greenery and buildings visible in the distance.

ALGIERS
INTERNATIONAL
FAIR 13-18
2022 JUNE

FIA 2022

53 YEARS OF SUCCESS



USA

GUEST OF HONOR



53rd edition

ALGIERS INTERNATIONAL FAIR 13-18 2022 JUNE

FIA 2022



MAJOR ECONOMIC EVENT BY EXCELLENCE

- Evidence of the interest of Algeria's Economic partner countries and the International Business Community for the Algerian market.
- A strong moment for the promotion of national production
- Multisectoriel exhibition, all segments of the industry are present
- FIA still a privileged meeting place for foreign and Algerian economic operators to promote their products and technological innovation.
- An effective platform for professional networking and long-term partnerships
- An opportunity to discover cultural and tourist characteristics of Algeria and other countries.

FACTS'N FIGURES 2019

Exhibitors

540

Countries

20

Exhibition Space

22 668 M²








Visitors

500 000

FIA 2022



WHY YOU SHOULD EXHIBIT WITH US ?

-  • **Discover** the different investment potentialities of the Algerian market
-  • **Enhance** cooperation with other regions and countries
-  • **Make** your company or brand known to as many industry professionals as possible
-  • **Identify** new clients (consumers, suppliers, distributors);
-  • **Launch** the latest industrial and technological innovations;
-  • **Conclude** partnership relationships
-  • **keep** you updated of the latest industry information, Conferences and special activities, regulations and development trends in Algeria

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VISITORS PROFILE

- Distributors/agents/ Wholesaler and retail trade
- Import & Export trader
- Manufacturer
- Transportation and logistics services
- Government Organization /Association
- Advertising and services
- E-commerce
- Media
- Others



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4



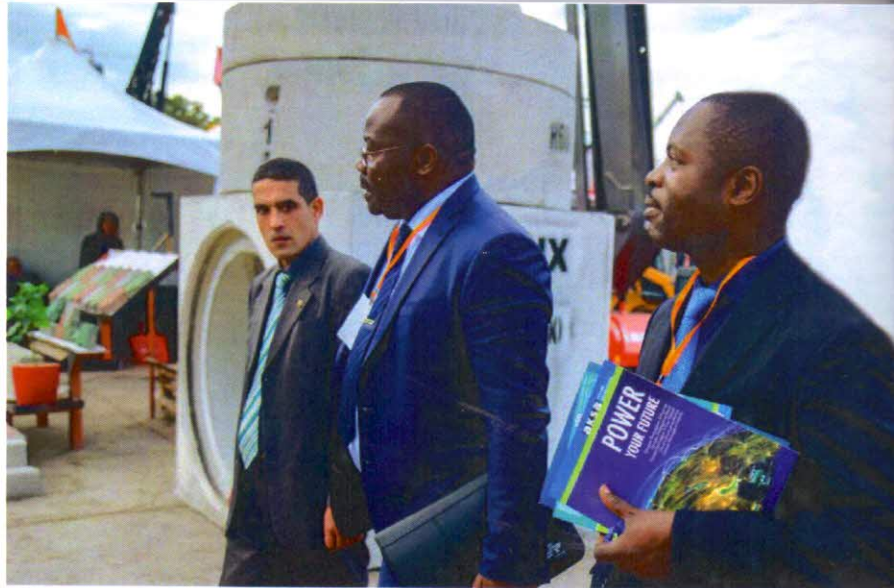
A TARGETED AND AMBITIOUS COMMUNICATION

- Urban displays: 100 display Billboards advertising on Algiers and others wilaya
- A specialized and professional press campaign: more than 40 releases - 150 published titles.
- Radio and TV Spot Campaigns: more than 200 spots
- Precise and personalized targeting digital campaign
- Web site: more than 1.000.000 visitors
- Facebook : more than 64 k subscribers

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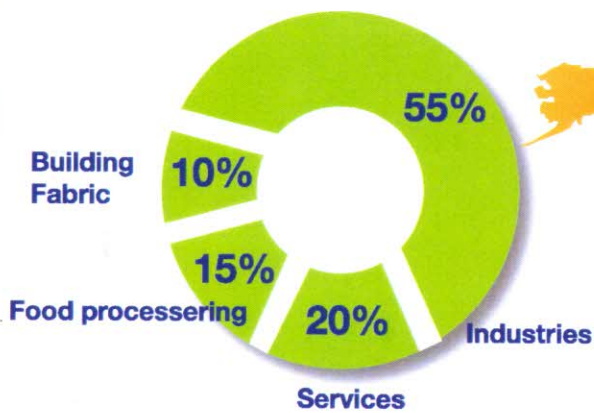
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FOREIGN PARTICIPATION

BY BUSINESS SECTOR

BY CONTINENT



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v



HONORARY COUNTRIES FROM 2004 TO 2019



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THE ORGANIZER

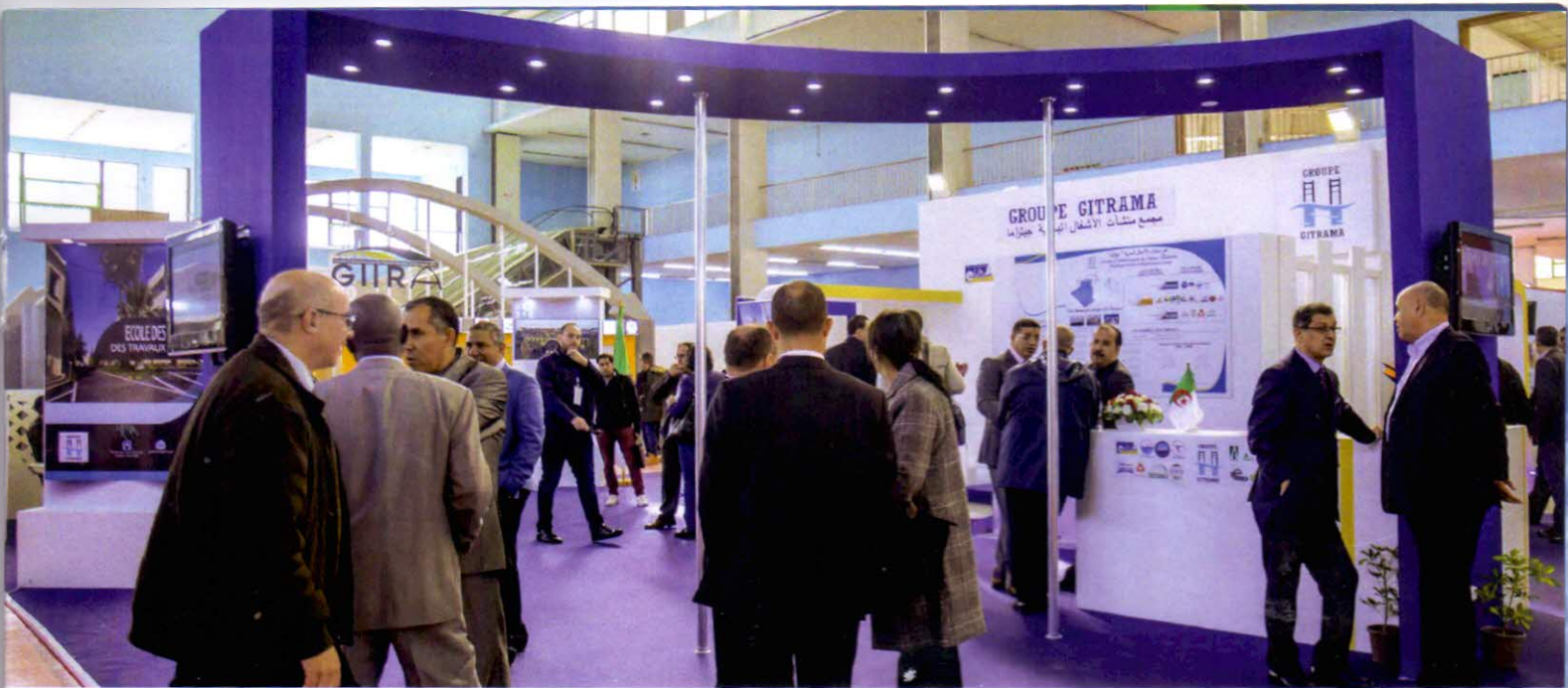
MEMBER OF UFI SINCE 1956

SAFEX is a public company under the supervision of the Ministry of Trade and Export Promotion . Leader of the organization of national and international exhibition in Algeria , also it is the official organizer of Algeria's participation in exhibition abroad.

- Over than **25** official participation of Algeria in foreign exhibition around the world (Africa , Europe, Asia , America)
- Safex is known for organizing major events in Algeria :

- Algerian production fair
- SITP : public works international exhibition
- Batimatec : international building exhibition

FIA 2022



EXHIBITION CENTER IN FIGURES

- 40 events organized each year that cover several sectors of activity:
food & beverage agriculture, medical, various industry, building, IT, publics work ,chemical, transport and logistic ... etc .
- Over 60 000 sqm of total exhibition space
- 40,000 sqm indoor area and more than 25,000 sqm outdoor area
- 10 halls with wifi, air conditioning , surveillance camera
- 03 conference room with a total capacity of 1000 seats
 - DG conference room with a capacity of 100 seat
 - ALI MAACHI conference room with a capacity of 400 seat
 - Dar El Djazair conference room with a capacity of 200 seat + 80 vip seat)
- Parking lot capacity of 8000 cars

PRACTICAL INFOS

DATES

From 13 to 18 June, 2022

SCHEDULE

PROFESSIONAL VISITORS

It will be open to Professional visitors
15 & 16 June 2022 from 11:00am to 2:00pm
access with business card

GENERAL PUBLIC VISITORS

The exhibition will be open to the General Public visitors :
-15 &16 June from 2:00pm to 6:00pm
-14 , 17 & 18 June 2022, from 11: 00am to 6:00pm
access will be free

OFFICIAL WEB SITE

www.safex.dz

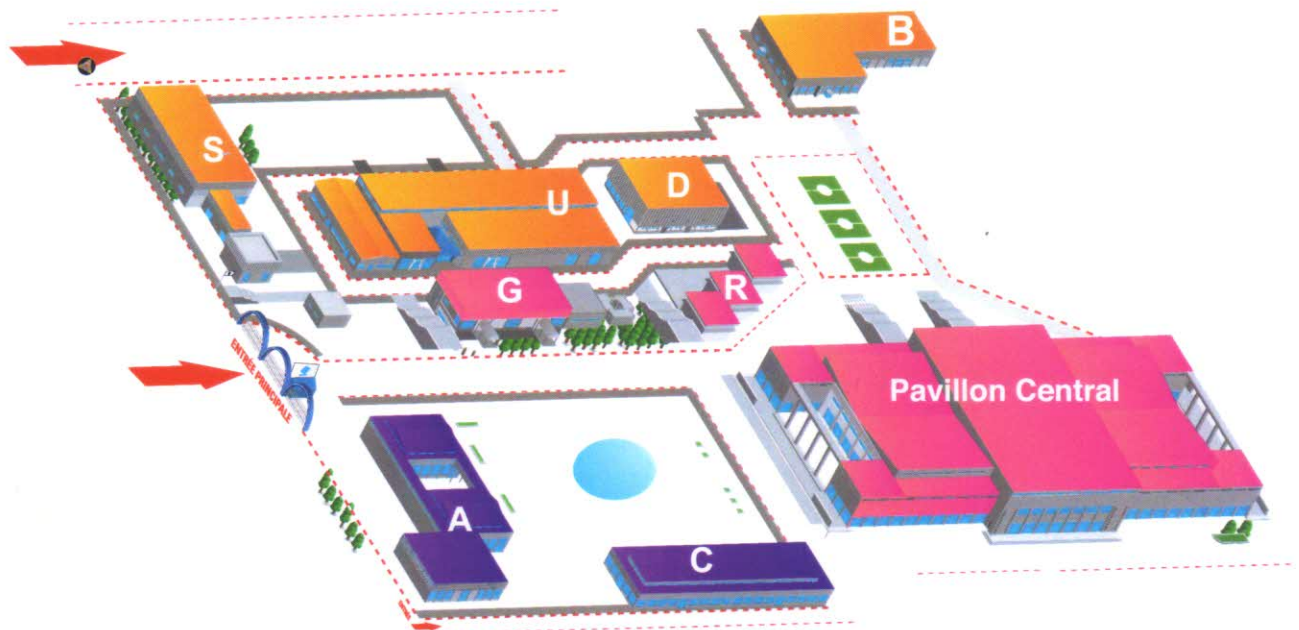
MORE INFORMATION

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THE VENUE

Palais des expositions is the main exhibition center in Algeria .
 It is located approximately 15 km east of the center of the capital
 and 10 km from Algiers airport .
 It is located near the various hotels, the main shopping centers;
 accessible by all transport means : tramway, bus, taxi



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