

“SIPSA FILAHA 2025: IMPACT EXCEEDING EXPECTATIONS AND GROWTH IN MOTION”

Inaugurated in the presence of **4 ministers and 30 officials** from different countries, the **23rd edition of SIPSA FILAHA & AFRIKA FOOD EXPORT** closes its doors having reached a new level of excellence. This edition, which demonstrated its strategic importance and status as a reference event from its opening, consolidates the exhibition's position as the reference platform for professionals in the agricultural, livestock and agro-food sectors of Africa and the MENA region.

The event generated strong engagement, with direct benefits for exhibitors and multiple agreements in prospect. The specialised conferences met with favourable response due to their focus on key issues: food sovereignty, agricultural technological innovation and responsible development

1- EXHIBITION AND PARTICIPATION: A RECORD EDITION

This 2025 edition remarkably consolidates the exhibition's upward trajectory with indicators that demonstrate sustained and controlled growth:

- **The exhibition surface reached a record level of 35,000 m²**, marking a significant progression of 16% compared to the previous edition, reflecting the growing demand from companies to present their innovations
- **With 800 exhibitors from 40 countries**, the exhibition recorded a 5.2% increase in participation, confirming its attractiveness for sector professionals. The geographical distribution reveals a strategic balance - 62% national exhibitors versus 38% international - making the exhibition a true economic bridge connecting the Algerian market to global opportunities.
- **The exceptional attendance of more than 40,000 professional visitors from 50 different countries** testifies to the exhibition's reach beyond national borders and its attractiveness for foreign professionals.

These figures illustrate the exhibition's capacity to unite the entire agricultural ecosystem and create an environment conducive to strategic partnerships and technology transfers.

2- INTERNATIONAL REACH AND STRATEGIC POSITIONING

With participants from **40 countries**, the exhibition confirms its position as an essential commercial crossroads for regional agriculture. This international attractiveness testifies to the real needs for modernisation of the Algerian agricultural sector and the business opportunities identified by foreign partners.

Partners Meeting Market Needs

The exhibition reveals remarkable complementarity between the different exhibiting countries. China dominates by volume and competitiveness of its livestock equipment and agro-supplies, offering accessible technical solutions for mass mechanisation. Italy, the guest of honour country, brings technological excellence with its high-end expertise in livestock equipment and aquaculture innovations. **France** maintains its historical leadership in animal genetics and premium livestock solutions, while **Turkey** specialises in technologies adapted to constrained environments: greenhouse agriculture, water management and aquaculture in arid zones. **Spain** completes this ecosystem with its Mediterranean expertise in fisheries-aquaculture and equipment adapted to hot climates. **Qatar**, participating in the exhibition for the first time, presents its ambitious Baladna project which illustrates its food sovereignty strategy through high-tech dairy farming in desert environments.

This diversity of approaches allows visitors to benefit from a complete panorama: from Chinese economic solutions to Italian innovations, from French genetic expertise to Turkish and Spanish climate specialisations enriched by Qatari experience in intensive and sustainable agriculture in extreme environments.

Diversified Visitor Flows

On the visitor side, **Europe** constitutes the first basin of international visitors with 46.2% of foreign participants, led by Italy (14.1%) and France (13.2%), confirming the privileged economic links with these markets. **Maghreb countries** also show significant presence with Tunisia in 3rd position (10.6%), followed by Libya and Mauritania, illustrating regional integration and Maghreb commercial synergies. **Asia** represents 14.3% of international visitors, with strong Chinese, Qatari and Turkish delegations, while **sub-Saharan Africa** confirms its growing interest in the Algerian market with representations from Nigeria, Senegal and the Democratic Republic of Congo.

This geographical diversification of international visitors underlines the exhibition's strategic positioning as a platform for commercial exchanges and partnerships for the entire MENA region and beyond.

3- ITALY IN THE SPOTLIGHT: A FRUITFUL STRATEGIC PARTNERSHIP

For the first time in its history, SIPSA welcomed Italy as guest of honour country, marking this edition with an exceptional partnership that proved particularly fruitful.

High-Level Official Presence

Italian participation was distinguished by the presence of Mr. **Luigi d'Eramo, Secretary of State at**

the Italian Ministry of Agriculture, testifying to the importance accorded by Italy to this strategic partnership with Algeria and Africa

A Showcase of Technological Excellence

The Italian pavilion presented cutting-edge technologies in agriculture and agro-food, highlighting the recognised expertise of the peninsula in these strategic domains.

Beyond simple exhibition, this first participation enabled the establishment of new sustainable technological partnerships, particularly in agricultural equipment, precision irrigation and processing technologies.

Italian expertise in integrated supply chains and high value-added products offers promising prospects for the modernisation of Algerian agriculture and the development of solutions adapted to Mediterranean challenges.

4- INNOVATIONS AND EXCELLENCE: THE EDITION'S HIGHLIGHTS

AFRIKA SIPSA INNOV' AWARDS 2025: Creativity in Service of Agriculture

The AFRIKA SIPSA INNOV' 2025 innovation contest distinguished three remarkable Algerian projects that embody the excellence of national agricultural innovation.

Winner Lyna Cherif won first prize with AIRCROP, a revolutionary solution combining artificial intelligence and drones for intelligent crop surveillance and targeted application of phytosanitary treatments, enabling a drastic reduction in pesticide use whilst optimising agricultural yields.

Second prize was awarded to Maroua El Hakkaoui for Filahatech, an innovative agritech platform that democratises access to advanced technologies by offering precise crop diagnostics and an integrated digital marketplace connecting all actors in the agricultural sector.

Finally, Abderrahmane Djidj obtained third prize with BIO LIFE, a pioneering project in fish feed using local spirulina to create enriched foods promoting sustainable and environmentally friendly aquaculture.

These three innovations testify to the vitality of the Algerian agricultural innovation ecosystem, combining cutting-edge technologies, environmental sustainability and valorisation of local resources to address the challenges of modern agriculture.

5- OLEOMED : THE OLIVE SECTOR IN THE SPOTLIGHT

A Major Innovation of the 2025 Edition

This year marked the launch of the specialised OLEOMED pavilion, entirely dedicated to the olive sector. This initiative responds to the growing strategic importance of this sector for the Algerian agricultural economy and honours national producers as well as equipment manufacturers.

Olive Excellence Contest

On this occasion, an olive excellence contest was organised by GRFI FILAHA INNOV in collaboration

with the olive growers' association L'Arbre Béni of Bordj Bou Arreridj wilaya & the National Olive Sector Committee of Mehdala Bouira to reward the best productions and innovations in the sector

- **1st prize: Dahbia**
- **2nd prize: Ardhi**
- **3rd prize: Ahbila**

This contest highlighted the exceptional quality of Algerian olive production and created positive emulation within the sector.

Focus on National Valorisation

The OLEOMED pavilion particularly emphasised the valorisation of the national olive sector, creating synergies between producers, processors and equipment suppliers, in an integrated approach to developing this strategic sector.

6- DATE PALM INITIATIVE: UNPRECEDENTED SCIENTIFIC STRUCTURING

The 2025 edition was marked by the launch of **the Date Palm Initiative**, an ambitious project for scientific and technical structuring of this emblematic sector.

Within the framework of this initiative **led by GRFI Filaha Innov**, the dedicated workshop brought together national and international experts around key themes such as modernisation of cultural practices, mechanisation, genetic selection and industrial valorisation of date palm. This first edition laid the foundations for a dynamic of cooperation and innovation in service of sustainable development of Saharan regions.

7- A DIPLOMATIC CROSSROADS FOR REGIONAL AGRICULTURE

Strategic Positioning Confirmed on the International Agricultural Chessboard

The exceptional quality of official delegations of this 2025 edition confirms the emergence of the exhibition as a major diplomatic platform for the regional agricultural sector. The presence of **Mr. Luigi d'Eramo, Italian Secretary of State for Agriculture**, underlines the importance accorded by Rome to the agricultural partnership with Algeria, particularly in a context where Europe seeks to secure its food supplies.

The participation of **Mr. Maurice Ghetas, CEO of Baladna (Qatar)**, takes on a particularly strategic dimension: this Qatari company, which supplies more than 95% of Qatar's fresh dairy products, is currently developing the world's largest integrated agricultural project in Algeria, with an investment of 3.5 billion dollars to create a farm of 270,000 animals capable of producing 1.7 billion litres of milk per year. This mega-project, intended for powdered milk production in southern Algeria, perfectly illustrates the new South-South cooperation and Qatar's food security strategy through massive investments in North Africa.

The official Mauritanian and Cameroonian delegations testify to the exhibition's growing influence beyond the Maghreb, whilst the active participation of the Sultanate of Oman in the Date Palm Initiative reveals the emergence of specialised cooperation between producing countries. This diplomatic upgrade gradually transforms the exhibition into a true agricultural economic diplomacy

forum, catalyst for structuring investments for Algerian agriculture.

New Horizons of Strategic Partnerships

The 2025 edition of SIPSA was distinguished by the establishment of strategic collaborations of international scope, thus concretising the prospective vision of GRFI FILAHA INNOV. The high-level meeting with **the United States Ambassador to Algeria** perfectly illustrates this dynamic of diplomatic rapprochement. Meanwhile, Argentina manifested particularly strong interest in developing deep bilateral cooperation in the agricultural domain.

The geographical expansion of the exhibition is also concretised by promising initiatives in West Africa, with exhibition projects planned in Dakar and Nouakchott. These developments testify to the growing recognition of SIPSA as a privileged vector for international agricultural exchanges.

This constellation of new partnerships definitively confirms the exhibition's status as a reference diplomatic platform, capable of catalysing agricultural relations on a global scale and promoting synergies between producing countries and emerging markets.

Save the Date for the 24th Edition of SIPSA-FILAHA

May 18-21, 2026

At SAFEX Exhibition Palace, Algiers - Algeria

Dr Amine BENSEMmane

President of the exhibition
& Filaha Innov' Reflection Group (GRFI)

Dr Amina BENCHOUBANE-BENSEMmane

Exhibition Commissioner

