



# TUNISIA AT FRUIT LOGISTICA TICA 2025

FRUIT  
LOGISTICA

5|6|7 FEBRUARY-BERLIN  
Hall 22 | F-10



Agricultural  
Investment  
Promotion  
Agency



**APIA**

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# TUNISIA IN FIGURES

## Geographic data

**Area:** 163,610 Km<sup>2</sup>

**Location:** North Africa, 140 km from Italy, 1300 km of coastline on the Mediterranean

**Climate:** Mediterranean, 12°C in winter and 29°C in summer

**Time:** GMT + 1

**Capital:** Tunis (2.5 million inhabitants including suburbs)

**Main cities:** Sfax, Sousse, Bizerte, Nabeul, Gabès, Kairouan, Jendouba, Béja

## Langages

**Official:** Arabic

**Working languages:** French, English, Italian

## Population

**Population (2022):** 11.887 million inhabitants

**Growth rate (2022):** 0.76%

**Working population (2024):** 46% of the total population

**Urbanization:** 70.21%

## The currency

**Tunisian dinar (TND):** 1 TND = 1000 millimes

**Exchange rate (Average year 2022):**

1 TND = 0.322 USD

1 TND = 0.306 Euro

1 TND = 0.042 JPY



## ECONOMIC INDICATORS OF AGRICULTURE IN TUNISIA

### The sector participate

10% GDP

18% work force

500 000 farmers

10% investments in the economy

11% of the value of exports

### Main agricultural sectors

Cereal growing, market gardening, olive growing, citrus growing and fishing.

### Main exported products

Olive oil, dates, citrus fruits, vegetables, seafood

### Total agricultural area

More than 10 M. ha : 5,2 M. ha cultivated area, 4,8 M. ha nature trails and permanent grasslands, 1,6 M. ha forests .

# THE FRUIT SECTOR

Fruit trees cover more than 2 million hectares of land in Tunisia. The most important part is in the center of the country. Olive trees are planted throughout the country, while grapes and citrus fruits are mainly located in the north. Dates, almond and fig trees are grown in the south.

## CITRUS

There are around 500,000 citrus trees on over 28,500 hectares. The average annual production is about 416,000 T. Maltese of Tunisia is the most important variety; it represents 57% of total production and more than 90% of citrus exports. The annual exported quantity is around 26,000T. The main varieties produced in Tunisia are: Maltese, mandarin, Clementine, grapefruit, orange, Thomson, Valencia orange, lemon and bergamot.

## DATES

The total exploited area is approximately 58,000 hectares. The annual production of dates is about 365,000 T of which 120,000T are exported.



## APRICOTS

The total area is 9,200 hectares producing an average of 37,000 T per year. Tunisian apricots are exported from the end of April and the campaign continues until the beginning of June.

## POMEGRANATE

In Tunisia, pomegranates are produced from September to December and are characterized by variety diversity, with more than 15 varieties, an average sugar rate of 150 g/litre and a juice percentage between 75% and 80%. This fruit is known especially in the region of Gabes. The production is estimated at 100,000 T per year.

## PEACHES

With an area of 17,200 hectares, the production of peaches has increased to reach an average of 147,000 T /year.

## TABLE GRAPES

The average annual production of table grapes is approximately 145,000 T on 11,500 hectares.



# THE VEGETABLE SECTOR

In Tunisia, the vegetable sector covers an area of 147,000 ha. Average production is around 4.1 million tones. This production is characterized by the diversity of species, the main ones are: Tomato, Potato, onion, pepper, artichoke... These products are intended for supplying the local market, for processing and for export. France, Italy, Libya and the Netherlands are among the most important export destinations.

Tunisia has a number of specificities that encourage partnership and investment in the vegetable sector. It has a strategic geographical location due to its proximity to some African and European countries. It has a Mediterranean climate allowing early production, soil and water that give our products a high taste quality.

## POTATOES : 23 miles 350 ha , 433 miles tones.

In Tunisia, potato production comes from 4 crops seasons: late season, extra-primer, primer and season. Potato exports come mainly from early and off-season crops. Tunisia benefits from privileged access to the European market for a quota of 20,000 T of potatoes with exemption from customs duties. The gap between the allocated quota and the level of current exports leaves a great opportunity for the development of production intended for the European market.



## **TOMATOES** 20 miles ha, 1.260 million tones

22 000 hectares are planted every year .Annual average production reaches 1,3 million tons .Production increase should result from yield improvement, through better techniques and plant production .Sunny weather that characterizes harvest period in Tunisia allows natural drying of tomatoes which quality is well appreciated.

Tunisian exports of fresh tomatoes are mainly from geothermal crops which are characterized by a specific taste quality due in particular to the mineral composition of the water and the microclimate of southern Tunisia.

## **ARTICHOKES** 2200 ha , 1900 tons

Tunisian production of artichokes is estimated at around 1900 tons and cultivated on 2200 ha.

Under a mild Mediterranean climate and on well-drained, fertile and rich soil, the regions of the lower valley of the Medjerda, are well known for the production of very good quality fresh artichokes during the period which is spread over 8 months.

Possibilities of improving yields are real and constitute opportunities to be taken up by partners in possession of advanced technologies of intensive cropping.



## **SALADS** 2900 ha , 89000 tons

The production of the lettuce is spread over the whole year thanks to a wide range of varieties used (frisé chicory, escarole chicory, batavia, iceberg, butter lettuce, romaine, etc.). It is a new species that is being developed for export.

# AGRICULTURAL INVESTMENT PROMOTION AGENCY (APIA)

## FACTS & FIGURES

Established in 1982, the Agence de Promotion des Investissements Agricoles (APIA) is a Tunisian public institution run by the Ministry of Agriculture that was created to promote private investment in the fields of agriculture, fisheries, and related services.

Based on its dedicated expertise, APIA supports its members in successfully implementing their respective projects. In this context, APIA offers diverse services such as obtaining financial and tax benefits, assisting promoters in the compilation of investment and managerial records, matching Tunisian operators with potential foreign counterparts, and the participation in trade fairs and exhibitions in Tunisia and abroad.

## MISSION & VISION

APIA's vision is to improve the competitive advantages of the sector and to strengthen the industry's positive image in the world market. APIA very much welcomes the opportunity to introduce German and European importers to profitable new trade opportunities with Tunisian suppliers at the Tunisian Country Pavilion at Fruitlogistica 2025.



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# GROUPEMENT INTERPROFESSIONNEL DES LÉGUMES

The Vegetables Interprofessional Group (V.I.G) was created on August 10th, 1973. The members of V.I.G are organizations and individuals having the quality of agricultural producers, packers, processors or exporters of agricultural products.

The Vegetables Interprofessional Group (V.I.G) is in charge of Vegetables exports promotion, Vegetables quality improvement, local market regulation...

## Fresh vegetables in Tunisia

Tunisia have a Mediterranean climate with mild and sunny winter, mild spring and rainy autumn. The country is the birthplace of many vegetable species naturally grown.

The specific conditions of Tunisia offer vegetables with exceptional quality and unique taste. The main products are Tomatoes, Potatoes, Artichoke, Pumpkins, Salads ...



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# AFRIMEX TRADING

## Company Presentation

AFRIMEX is a Tunisian active company specialized in processing, packing and exporting date's fruit products.

With a great know-how in export, we are operating on many countries such as Germany (Market share 25%), Italy (Market share 20%), The Netherlands, The United Kingdom, Russia, Denmark, Norway, Sweden, Austria, Slovakia, Poland, Switzerland, France, Canada, Brazil, UAE, India, Indonesia and many other regions.

Our plants facilities (ECODATTES) meet the most stringent requirements in terms of food standards. Equipped with all new processing machines for sorting, treatment and packaging and a big capacity of cold rooms storage for the preservation of the products quality. With our products, we place a high status on price & quality.

We operate with the highest standards regarding our employees, the environment, our customers and the final consumers.

The guidelines and policies, statements and standards we respect, define what we expect of ourselves, and our business partners, as we operate with integrity throughout all the chain production.

## Specialist In

DATES PROCESSING & EXPORT

## Compagny Size

+400 Employees

## Product Range

**MAIN PRODUCT :** DEGLET NOU R DATES  
REGULAR + ORGANIC

**ADDITIONAL PRODUCT :** DATE'S PASTE //  
PITTED DATES // STUFFED DATES

## Key Customers

Supermarkets (Edeka, Rewe, Aldi)  
Whole salers  
Industrials  
Importers

## Domestic/Export Split (in %)

100% EXPORT

## Brand/Private Split (in %)

30% BRAND / 70% PRIVATE

## USPs

Best Price for the Best Quality  
and Service

## International Certifications

IFS // BRC // GLOBAL GAP // ORGANIC //  
HALAL



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# HORCHANI DATTES

## Company Presentation

Horchani, the first private grower of dates in Tunisia is indeed a real pioneer in the field of exporting and one of its prime leaders since 1930's.

Thanks to the various processes used within the processing unit, being certified BRC, IFS ISO 22000; ISO 9001, Kosher, Halal, Organic, SMETA.

The strict quality control at all stages of production remains our first and ultimate objective.

## Mission & Vision

Production and worldwide exporter of dates and date ingredients

## Key Customers

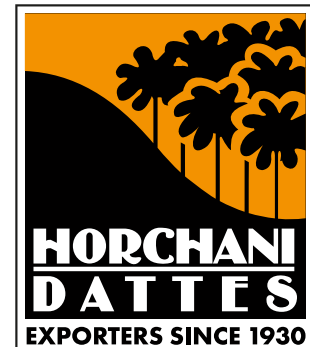
Worldwide (Europe ; UK ; USA ; ...)

## Products

### MAIN PRODUCT

Dates & Date Ingredients (Date paste, chopped Dates, Date Powder & Date Snacks)

### ADDITIONAL PRODUCT



## CONTACT SAMIR HORCHANI

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Commercial

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# THE FAMILY FARM

## Company Presentation

Our family farm is a legacy passed down from father to son since the early 20th century, rooted in tradition yet driven by innovation. We cultivate our land sustainably, employing direct seeding techniques to grow a diverse range of crops, including cereals, artichokes, carob, prickly pear, and olives.

Our farm is also home to a cattle fattening facility, producing beef sold on the local market, and a flock of sheep raised for meat. We are dedicated to sustainability, repurposing the organic waste from these animals to produce high-quality compost directly on the farm, enriching our soil and closing the loop in our agricultural process.

In addition to farming, we produce canned artichokes using both the artichokes and olive oil sourced directly from our fields, ensuring quality and authenticity in every jar.

Our farm is more than just a place of production, it's a gathering space. We host events that bring together friends, family, and the community, creating an atmosphere of warmth, connection, and good vibes. Beyond agriculture, we also operate as importers of bovines from around the globe. With a fully equipped quarantine center on-site, we ensure the health and safety of the animals before they are integrated into their new environments.

Whether through our sustainable farming practices, our high-quality products, or the events we host, our mission is to cultivate not just crops, but also relationships and shared experiences.

## Mission & Vision

Our vision is to transform our farm into a pilot farm—one that becomes self-sufficient by maximizing the value of all its products and by-products. Our goal is to bring natural, high-quality, and carefully processed goods directly from our farm to consumers worldwide.

## Key Customers

Distribution companies  
Professionals (fine food stores, restaurants...)  
Importation companies  
Wholesalers, gourmet retailers,  
health food stores, and international  
markets seeking high-quality fresh products.

## Products

### MAIN PRODUCT

Artichokes, figs of barbarie, Olives, carobs

### ADDITIONAL PRODUCT

Artichokes cans

## Domestic/ Export Split (in%)

40 / 60

## Brand/Private Split (in %)

60 / 40

## International Certifications

Certification in progress Global Gap



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# SOTUDEX

## Company Presentation

SOTUDEX is a wholly exporting company of Tunisian dates: Deglet Nour Branched, Standard and Processed; besides Common dates such as: Allig, Khouat Allig, and Kenta exported under its brands: "Salammbô", "la Perle du Sahara", and "La Reine du Dessert"

Our renewed factory is located in the Industrial Zone of Borj El Amri Mornaguia, it is equipped with high standard machines for sorting, processing, and packing, under HACCP BRC : issue 9 ; IFS: V8 all around the year. We producing more than 3,000 tons per year of dates, destined for several countries in the world.

Our policy has as main objectives : quality improvement, product innovation, and customer satisfaction

## Mission & Vision

- Meet new prospects
- Retain our PLMA visiting customers
- Network and establish new customers (Private Label)
- Update what's new

## Key Customers

Wholesaler & distributor for Europe and Asia  
Private Label wholesaler and distributor

## Products

### MAIN PRODUCT

Dates Deglet nour : natural with branch - natural loose- processed  
Dates: Allig; khouatt allig; kenta: processed

### ADDITIONAL PRODUCT

## Domestic/ Export Split (in%)

85%

## Brand/Private Split (in %)

15%

## International Certifications

BRC : issue 9 - IFS: V8



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# LE DEFI TUNISIE

## Company Presentation

- Tunisian company producer of sun dried tomatoes since 2005,
- Own station of drying well equipped with a cold room for storage Located at 30 km from Tunis the capital and from the port of transport,
- Good reputation for quality; our production is in high demand from the other Tunisian exporters.

## Mission & Vision

- Prospect the market of Northern Europe: Germany, Poland, Sweden, Denmark, Finland and penetrate into the English market.
- We look to Weave relations with solid customers and look for a partner to develop a partnership of diversification and marketing.
- Ready for a partnership to launch a new unit for putting dried tomatoes in jar with other ingredients and olive oil in an appropriate packaging to mass-market retailing

## Key Customers

Italian Market  
Belgium wholesaler  
Lebanon wholesaler

## Products

### MAIN PRODUCT:

Sun dried Tomatoes in bulk

### ADDITIONAL PRODUCT

Marinated tomatoes and processed tomatoes

## Domestic/ Export Split (in%)

100% export

## Brand/Private Split (in %)

## International Certifications

In the process of finalization



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MANAGER

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# GROUPEMENT INTERPROFESSIONNEL DES FRUITS GIFRUI TS



## Company Presentation

Interprofessional Group of fruit is a structure of the state which acting in promoting the fruits supply chains in Tunisia, it helps operators in fruits fields in all their activities from harvest to post harvest ( selling, exporting and valorizing)

## Specialist In

Promotion of fruits supply chains

## Product Range

**MAIN PRODUCT :** Fruits

**ADDITIONAL PRODUCT:** Fruit derivatives

## Key Customers

Tunisia local market  
and external fruit markets .

## International Certifications

Global –Gap  
Bio  
IGs ( AOC-IP)



## CONTACT

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# GIDATTES



**GIDATTES**  
Groupement interprofessionnel Des Dattes

## Company Presentation

The Interprofessional Groupement of Dates is a public institution provided of a moral personality and financial independence. Those physical and moral entities, which are involved in farming or processing industry or exporters in the date sector, are entitled to subscribe in the groupement and to benefit from its services.

## General Missions:

- Assures a link between the different steps of the supply chain.
- Facilitates the co-operation between professionals and public administration in order to define the objectives of the fresh date chain.
- Contributes to balance the market by employing different mechanism in collaboration and co-ordination with professional and public administration organization.
- Contributes to the improvement of product quality and marketing and assists professionals to integrate scientific and technology evolution.
- Assures the promotion of exports in collaboration and coordination with professional and public administration organization.
- Collects, analyzes and classifies information, sets up data bases related to dates and date derivatives on the national and international situation and the forecasts.

## Specialist In

Dates and date derivatives

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