

CONECT
Confédération des Entreprises Citoyennes de Tunisie
كتفدرالية المؤسسات المواطنة التونسية



giz
Gemeinschaft für Internationale Zusammenarbeit
Cooperation for International Development



International Forum

ON DATES AND PALMS



**Towards high-value
added processing
industry!**

12th to 14th September 2018

RAS AL AIN HOTEL - Tozeur



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PRESENTATION OF THE INTERNATIONAL FORUM ON DATES AND PALM TREES

CONTEXT OF THE FORUM

With more than 5 million palm trees and more than 200 varieties, Tunisia is an important producer and exporter of dates in the world. Moreover, it ranks as the first exporter in terms of value, thanks to the Deglet Nour variety. In terms of export earnings, dates are the second most important agricultural products exported by the country. This year the figure reached 598 million dinars, the equivalent of 200 million euros. In recent years, the sector has been marked by a certain dynamism which is reflected in a consequent increase in production. Nevertheless, a certain number of studies have shown that the “dates” sector in Tunisia is experiencing difficulties in its operation and is unable to achieve the objectives assigned to it by the public authorities.

In economic terms, Tunisian oases traditionally represent the most important source of employment and income in the South. They are the most productive environment by offering a high market value to agricultural products, especially dates.

The date sector in Tunisia ranks second in terms of agricultural exports after olive oil. It accounts for 16% of the total value of agricultural exports. On the productive side, it accounts for 6.6% of total agricultural production. The cultivation of palm trees is undoubtedly one of the most important speculations for Tunisia, particularly on the socio-economic level.

Commonly, the palm tree is well represented in the south. It plays a very important role both socially and economically, especially in Djerid and Nefzaoua where it is the main crop on which the regional economy is based almost entirely. Tunisia is the largest exporter of dates in terms of value. It is 4th in volume. This is to say the intelligence of Tunisian operators in this industry without masking the difficulties in the sector related to both technical and social

conditions of production in addition to weak technical, financial and organizational support of producers. One of the highlights of the forum, in addition to promoting the commercial activities of the regions that produce dates, is to identify these obstacles and alert the international community about such obstacles in a rigorous scientific way during scientific workshops and conferences dedicated to development, research and innovation.



WHO ARE THE ORGANIZERS ?

The International Forum on Dates and Palm trees is co-organized by CONECT and Pole Djérid in collaboration with the German Development Agency GIZ.

An employer's syndicate organization which gathers small; medium and large companies; Tunisian and foreign, private enterprises operating in all the regions of the country and practicing in various sectors of the Tunisian economy.

Its main mission is to defend the interests of its members, to represent them to public authorities and various partners and to act for the promotion of the companies and the private initiative to enrich the economic environment of the country and to develop it.

It is an employers' organization which is characterized by its citizen vision of the role of the company and its relationship with its environment and its stakeholders in particular its employees.

Vision : "To be the entrepreneurial partner of reference for a sustainable, including, fair and responsible, economic and social development"

The logo for CONECT features the word "CONECT" in a bold, sans-serif font. The letter "O" is replaced by a stylized circular icon composed of three overlapping segments in blue, green, and orange.

كنفدرالية المؤسسات المواطنة التونسية

Confédération des Entreprises Citoyennes de Tunisie

Confederation of Tunisian Citizen Enterprises



Votre **partenaire adéquat** pour concrétiser **vos projets**

The Pole Djerid managed by the Industrial and Technological Complex Company of Tozeur, leading institution for the development of the growth sectors in the region of Djérid, is an innovative project in terms of missions attributed to a regional development structure. It focuses its interventions on three vectors of economic development, namely the Economic Animation of the Region's leading sectors, the date and Palm tree industry, Territorial Marketing and the Realization of Industrial and Technological Infrastructure.



**Cluster Dattes
& Palmiers**



**Cluster Energie
Solaire Tunisie**



**Cluster
E-tourisme**

The pole of Djerid, managed by Tozeur Industrial and Technological Complex Company, was created on November 14, 2014 within the framework of public private partnership (PPP) in order to promote the industrial and technological investment in the area.

POLE DJERID

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giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a German federal enterprise active in the field of international cooperation for sustainable development. Since 1975, GIZ has been implementing development projects in Tunisia within the framework of the Tunisian-German cooperation in four sectors, with a particular emphasis on the development of rural areas, namely: the sustainable management of natural resources, renewable energies and energy efficiency, sustainable economic development and employment promotion, as well as regional development, local governance and democracy.

The GIZ Project “Innovation, Regional Economic Development and Employment” (IDEE), in partnership with the Ministry of Industry and SMEs, has been supporting the date value chain, including date and palm derivatives, in Tozeur and Kébili since 2015 to create jobs and to stimulate economic dynamics in these regions.

The project intervenes mainly on four axes: quality, marketing, supply and training.



1st INTERNATIONAL FORUM ON DATES AND PALM TREES

This edition is a first impetus that testifies the enthusiasm of the oasis community to anchor the palm tree crop threatened by climate change and other plagues of all types, promote and increase the competitiveness of operators for export and diversify their markets, but also develop the value-added industry of dates and palm trees by-products.

OBJECTIVES

As part of the printed dynamics for the agricultural sector in general and the date palm sector in particular, this forum aims to provide a privileged space to highlight the phoenicultural agriculture. Its challenge is to respond to the need to develop and promote all date & palm derivatives value chains. It aims to:

- Establish a meeting and an exchange area between the various phoenicultural operators in order to inform, share and appreciate the technical and technological progress in terms of production and valorization of dates;
- Promote oasis agriculture through the exhibition of agricultural products and the partnership between the various affected actors;
- Create an economic dynamic around the event for the benefit of the region.





FORUM OFFER

The Forum reserves a place of choice for the development of the phoenicultural sector. It aims at giving the actors of the sector an additional opportunity of expression, while contributing to the notoriety of its products. In particular, it promotes the dynamism of the various actors and operators, who have contributed to its development with their surrounding environment at the level of international trade exchange, research & development, and sustainable inclusive development, etc.



WHO IS IT INTENDED FOR?

In tunisia

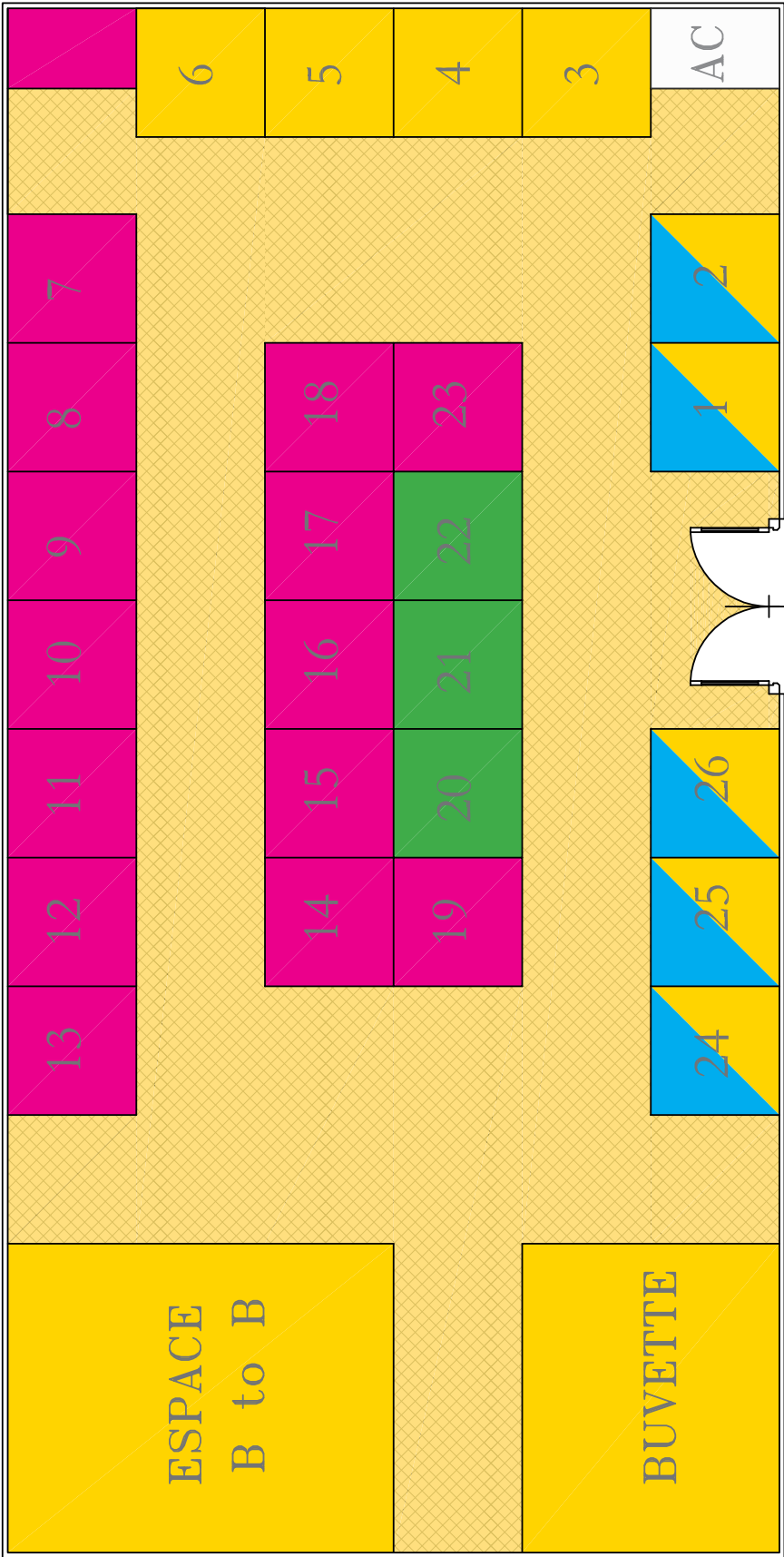
- Date and Palm professionals: CEOs, Marketing Directors, Sales Directors, etc.
- Public and private decision-makers in other sectors of the economy (agriculture, industry, services)
- Start'ups active in dates value chains, dates and Palm trees derivatives

On the international level

- To national and international buyers, manufacturers and producers of dates.



STANDS



stands reserved for organizers

stands reserved in priority for industrials

stands reserved for industrials

stands reserved for support structures and service providers





1st INTERNATIONAL FORUM ON DATES AND PALM TREES

PROGRAM

Official Opening of the Forum Tuesday, September 11th, 2018

05 : 00 p.m

Official opening of the Forum

08 : 00 p.m - 10 : 00 p.m

Networking dinner in the presence of officials and the media to present the Forum and its objectives with a local animation of the region.

Day 1 - Wednesday, September 12th, 2018

08 : 30 - 09 : 00 a.m

Registration of participants

09 : 00 - 09 : 45 a.m

Opening Session: Welcoming address, Presentation of the Day and Introduction of the Panel

Mr. Tarak Chérif, President of CONECT

Mr. Nidhal Hedfi, Chief Executive Officer of Pole Djérid

Mr. Matthias Giegerich, Resident Director GIZ Tunisia / GIZ Libya (tbc)

Mr. Salah Mtiraoui, Governor of Tozeur (tbc)

HE Mr. Andreas Reinicke, Ambassador of Germany in Tunisia (tbc)

Mr Slim Feriani, Minister of Industry and SMEs (tbc)

09 : 45 - 11 : 15 a.m

Panel discussion "The date industry towards a high value added industry"

Mr. Mohamed Ali Jendoubi, General manager of the GIF : Situation of the date and palm trees sector(tbc)

Mr. Karim Zaghdane, Project Manager of "IDEE GIZ" Project and **Mr. Nidhal Hedfi** CEO Pole Djérid: Development Program of the CDV dates and palm trees with the support of GIZ (IDEE)

Mr. Hechem Belaifa, President of Dates and Palm Trees Cluster : a Cooperation Platform to increase the competitiveness of local businesses (tbc)

Testimony of two companies in the sector
Presentation of a promotional video of the sector
Debate

11 : 15 a.m - 12 : 30 p.m

Official opening of the exhibition and visit of the stands by the Ministers and the FIDEP Officials

Trophy Awards Ceremony

Trophy of the best packaging Product Innovation

Industry Cooperation Trophy

Certification and quality Trophy

Presentation of the trophies and closing of the plenary by **Mr. Omar El Behi**, Minister of Commerce (tbc)

12 : 30 p.m- 02 : 00 p.m

Lunch

02 : 30 p.m - 05 : 30 p.m

Afternoon Panels

Panel 1: CEPEX: Export Support Programs

Panel 2: CRRAO: Modern Methods and Techniques for ate Palm Cultivation

Panel 3: DATES AND PLANTS CLUSTER: Impact of clustering on the improvement of the performance of the actors of the dates sector

Panel 4: APII / APIA: The new investment code, incentives and investment opportunities in the industry.





Day 2 - Thursday, September 13th, 2018

08 : 45 - 09 : 00 a.m

Welcome and registration

09 : 00 - 09 : 15 a.m

Opening session: Welcoming address, framing of the day and introduction of the “Technology Transfer: Cooperation Issues for the Date Palm Industry” Panel

Ms. Douja Gharbi, 1st Vice President of CONECT

Mr. Nidhal Hedfi, Chief Executive Officer of Pole Djérid

Ms. Asma Hamouda, Technical Expert of IDEE GIZ Tunisia

09 : 15 a.m - 10: 30 a.m

Panel Discussion 1: The Transformation and Conservation of Dates and Date Derivatives

Mr. Ahmed Namsi, CRRAO General manager (tbc)

Mr. Foued Ben Hmida, CTD Chief Executive Officer (tbc)

Mr. Zied El Bordji, CTAB General Manager (tbc)

Mr. Sami Sayadi, CBS General Manager (tbc)

Business testimonials

11 : 00 a.m - 12 : 20 p.m

Panel 2: Valorization of Palm Derivatives, Agricultural Mechanization and Capitalization of Good Agricultural Practices

Mr. Michael HAGE, Coordinator of the FAO North Africa Office and FAO Representative Tunisia FAO, Capitalization of Good Agricultural Practices in the Palm Groves of Tunisia (tbc)

Mr. Houcine Khattali IRA General Manager, Composting of Date Palm By-Products (tbc)

Mr. Ahmed Namsi, CRRAO General Manager, Agricultural Mechanization (tbc)

Business testimonials

12 : 20 p.m - 01 : 00 p.m

Networking

02 : 30 - 03 : 30 p.m

Afternoon Panels

Panel 1: PACKTEC Packaging & Conditioning: Essential Success Factor for Export (tbc) **Panel 2:** CRRAO, Valorization of Date Derivatives (tbc)

Panel 3: PAMPAT (UNIDO), AOC regional products (tbc)

Panel 4: CTD: Biological Control Methods in Oases (tbc)

Day 3: Friday, September 14th, 2018

Exhibition and Visit of companies and pilot agricultural parcels

