

**Salons and fairs, an upgrading mechanism to promote food industry exports Analytical study about the participation of food industry organizations in the annual program of salons and fairs (Algeria)**

الصالونات والمعارض كآلية رفع صادرات مؤسسات الصناعة الغذائية-دراسة تحليلية  
لمشاركة مؤسسات الصناعة الغذائية الجزائرية في البرنامج السنوي للصالونات  
والمعارض -

**BENDIAR Mohamed \***

**D. BELHIMER Brahim**

University center Morsli AbdAllah-Tipaza Algeria

Received: 2019/09/30; Accepted: 2019/10/26

**Abstract:**

This research paper analyzes the fact of the Algerian institution of the food industry and their participation in the annual program of economic events abroad (salons and fairs) which are programmed by the Ministry of Commerce and its affiliated bodies. Then we will be centering our analysis on the actual state of the Algerian exports especially food industry exports comparing to the total amount of exports during the period from 2013 to 2017

**Keywords:** salons and fairs, exports, food industry

**Résumé:**

Cet article vise à mettre en évidence le rôle de la participation aux foires et salons programmés par le Ministère du commerce et ses organismes compétents, en tant que mécanisme permettant de promouvoir les exportations des entreprises du secteur agro-alimentaire. Nous avons fait référence aux exportations de l'Algérie dans son ensemble et ceux de l'industrie agro-alimentaire en particulier entre 2013 et 2017. Nous avons atteint le rôle central joué par les salons et les expositions dans promotion des exportations des entreprises du secteur agro-alimentaire.

**Mots clés :** foires et Salons, Exportations, Industrie agro-alimentaire

ملخص

هدفنا من خلال هذه الورقة البحثية إلى تسليط الضوء على دور المشاركة في الصالونات والمعارض المبرمجة من طرف وزارة التجارة وهيئاتها المختصة، كآلية للرفع من صادرات مؤسسات الصناعة الغذائية، حيث اشرنا إلى صادرات الجزائر ككل وصادرت الصناعة الغذائية بصفة خاصة خلال الفترة الممتدة من 2013 إلى 2017 ، توصلنا إلى الدور المحوري الذي تلعبه الصالونات والمعارض في الرفع من صادرات مؤسسات الصناعة الغذائية  
الكلمات الدالة: صالونات ومعارض، صادرات ، صناعة غذائية.

**I -Introduction**

Most countries that rely on hydrocarbon revenues or having a rentier economy are obsessed with price fluctuations, the depletion and the running out of internal wealth. So it would have been better for them to think carefully about finding a solution to this dilemma, which is often shown clearly whenever it has urgent problems in the hydrocarbon markets or if it has a defect in its trade balance.

For example, Algeria is considered one of the countries in which hydrocarbons have the lion's share of exports, because they are highly dependent on these lasts at the expense of other productive and manufacturing sectors. For example, the sector of the food industry, which can be relied upon, regarding to the available advantages and fortunes of Algeria like the large agriculture lands and surfaces, cheap labor, capital...etc. Nevertheless, in another perspective we should point out that it is not enough if we do not invest in establishing economic institutions that are efficiently capable of heading to international markets in the purpose of promoting exports of this sector. Therefore, in parallel with other sectors, we can be talking about a gradual dismantling of the oil dependency.

In light of the above, we would like to highlight the approach of salons and exhibitions in order to improve the exports of food industry establishments accompanied by the competent concerned authorities empowered by the Algerian government.

We have actually judged very appropriate to start our paper by a research global question:

**How can the adoption of salons and fairs approach improve the exports performance of food industry?**

to answer this question , we've to highlight :

**I.1. Salons and Fairs: Theoretical concepts**

The first part of the research paper involves the theoretical base concerning the whole details about salons and fairs, so that we will be able to be aware of specific fundamentals that are related to this kind of events, by including particular definitions, types, selection criteria for salons, fairs, etc... In order, treat the subject of our study efficiently.

**I.1.1 Litterature origin:**

We will try to present the most familiar definitions and theoretical reviews about salons and fairs; moreover, we will be foxing on the common points between salons and fairs, due to the requirement of this research paper.

**I.1.1.1etymology:**

The French dictionary Larousse defines the saloon as a particular building or small part of this last that is supposed to receive visitor.<sup>1</sup> (Dictionnaire de Français, Larousse, Juin 2000, page 383)

In other words, it is seen as a professional trade show during a specific period or for institutions in order to present their new products, for instance: car salons.

*Fair organizers say that fairs are the oldest 'social media' there is. That argument lies in the main advantage of fairs 'face-to-face' rendezvous. It is this direct contact between the seller and the buyer that makes this marketing communication tool different from others such as advertising, promotion etc. Trade fairs also differ from sales calls, because the contact is not initiated by the seller but by the buyer<sup>2</sup> (Munuera, José L. & Salvador, Ruiz , page17)*

### **I.1.1-2 Common definitions:**

Through this part of the study, we tried to collect the most adequate definitions that were developed by theorists specialized in the field.

fairs have been the essential tools of long-distance trade since medieval times and, some would aver, from much, much earlier.

This periodicity existed in terms of both the frequency and length of time with which fairs were held, and depended originally upon ,the itinerancy of traders and their merchandise.

fairs are not simply places in which to conduct business<sup>3</sup>. (Brian Moeran and, Jesper Strandgaard Pedersen, 2011 page 04)

*fairs companies exhibit their latest products and services, study their competitors and discover new trends and opportunities. Regardless of their limited period of time and dynamic nature, trade fairs are places where relationships between exhibitors and visitors begin and the information sharing start<sup>4</sup>. ( Rilla Engblom, 2014, page17)*

First, throughout the previous definitions, we observe that there is a significant convergence between salons and fairs.

however, we are not going to deal with the differences between them, but we will talk about their principal characteristics.

We have also judged that it would be useful to integrate our own definition, in order to summarize the previous definitions; so it is a place which is chosen and programmed by a certain party, in a particular place and within a specified period that combines exhibitors and visitors, to achieve a set of goals for each party. In short, the salon and the fairs includes three basic and effective parties, the exhibitors or the participants, the visitors and the organizer.

### **I.1.2- fairs as part of the media**

*It's perhaps difficult to regard fairs as part of the media. But, just like television advertising, press and direct mail, exhibitions provide a channel through which messages pass from you to your customers<sup>5</sup>.( John Appleyard, , 2005 , page 10) 5*

Continuity across the media is so important. the exhibitors must Pay great attention to those messages and ensure that they are in tone with the other media who their companies are using . so, When a visitors comes onto the stand, they should recognize the same business and messages who got from press and television advertising.

### **I.1.3. The importance of fairs, and why being part of it?**

Institutions participate in fairs because of a range of weighty points from a side, and seek to achieve a set of goals on the other.

between all of the marketing instruments, available trade fairs offer by far the widest range of functions. This is where exhibitors can conduct business and offers, cultivate their image and brands, look for business partners or examine the market and collect the informations.

The same applies to visitors. Trade fairs are the top place for surveying and check the market, comparing prices and sales terms, discover the new brands, trying out products, discussing their applications and doing business, and be closer enough to companies and producers<sup>6</sup>. ( Dr. Peter Neven , Sylvia Kanitz, 2014 , page 06).

even in the internet age, the importance of trade fairs has not diminished. Today, many exhibitors pursue a wider range of aims at trade fairs than they did a number of years ago.

### **3.1 Objectives of participating in salons and fairs**

*The most common goals for exhibiting at the trade fairs are securing customer leads, introducing new products, obtaining industry exposure, developing good will, obtaining positive publicity in the media, reaching hard to find buyers and influencers and obtaining orders*<sup>7</sup>. ( Rilla Engblom, 2014 page 25)7

There is no doubt that all organizations have a set of goals that it aims to achieve through participation in fairs, the objectives of participation in salons and fairs differ from one institution to another and the objectives of participation are strictly related to the type of the organization's activity , size, in addition to the type of the fair and other determinants.

### **I.1.4. Types of salons, fairs and selection criteria:**

There are several types of fairs, which are classified according to a bunch of criteria, but the institution chooses one of those according to the need.

#### **I.1.4.1. Types of saloons and fairs**

*They are of two general types: (1) the broad, general-type, well-established annual affairs, and (2) the specialized type, for products in specialized groups or industries. An example of the general fair, the largest of its kind, is the annual Hanover Fair in Germany, which attracts thousands of exhibitors in 20 major industry categories. Similarly, China hosts the China International Maternity and Baby Industry Exposition. The second exposition was held in Hangzhou in 2007. Close to 200 Chinese and foreign companies participated*<sup>8</sup>. (Gerald Albaum, EdwinDuerr, 2011, pages 792 ).

There are several types of fairs that vary according to the purpose for which they were established, or the place in which they are founded or the type of their

visitors in addition to the nature of the exhibits, etc. in other words, there are several criteria used to determine the types of fairs. A companies will try to choose the most important fairs and fairs who realize their goals.

### **I.1.5 Criteria for nomination of salons and good fairs**

- The nature and the size of visitors of the fair in order to know that it targets the required category
- International dimension of the salon or fair especially for institutions having international character.
- Knowing exactly the classification of the saloon or fair, and the nature of the subject treated.
- The role of the press and the subjects of seminars and lectures situated on the sidelines of the event.
- The sales volume that can approximately achieved through the event, especially for institutions that aim to maximally sell through the demonstration;
- fair costs and the allocated space; <sup>9</sup>(Laurie Fontanet ,2013, Page 19)

### **I.1.6. Risks of participation in salons and exhibitions**

In truth, there is nothing safe about fairs. May the experience of fairs will be a miserable disaster so<sup>10</sup> .( John Appleyard, , 2005 , page 04)

- Salons and fairs are not suitable for making deals and bargains (except salons and exhibitions with a wide audience) ;
- Participation in salons and fairs prematurely results in a negative image of the enterprise;
- Attract the attention of competitors more than the one of potential customers;
- may result in financial gaps without satisfactory returns.

### **I.2. Food Industry**

The second part of the study is focusing on the explanation of the food industry in general. Then we will bring some facts and details of the branch of food industry in Algerian concept, to conclude latterly in our paper with highlighting the exports of food industry comparing to the rest of exports.

#### **I.2.1. Definition**

Is the science that studies the manufacturing of plants and animals raw materials that represents a surplus to the fresh consumption, and then saving them from damage for the maximum possible longue period, to be converted at the end to food products. It can be used in other seasons and in the condition of remaining healthy and fresh<sup>11</sup>.(Kina Abdelhafid , 2013, page 43 )

This definition has focused on the side of manufacturing surplus products and taking care to preserve them for as long as possible, but it has neglected other aspects of the consumer and the market.

It is an industrial branch that converts raw agricultural materials with specific characteristics in order to keep them usable for the longest possible time, and that with the use of diversion methods of conservation and adaptation in line with the

good conditions of the consumer that are required by modern life<sup>12</sup>. (Ahmed Masnoua, 2014, page 07) .

This definition added to the previous definition that the food industry is an industrial branch concerned with consumer requirements and cultural development on a side but it has omitted the concept of marketing in the process.

The food industry is the practical application of work and technology to prepare, manufacture, preserve and marketing food products using the results and bases of other sciences, in order to work on food processing by increasing their validity, taking into account their nutritional value and quality<sup>13</sup>.(Kina Abdelhafid , 2013, page43 ).

### I.2.2.Branches of food industry:

We classified various types of food industry in the following table.

**Table N° (1) :** activities inside food industry branches.

Oil and fats	Sugar refinery	Food Product	Flours	Foodstuffs	Drinks	Milk and dairy product
-Oils - Carob (Ceratonia) and The pulp of olive - Extra virginal Olive oil - Vinegars	-Sweets and Chocolate - Biscuits	- Vegetables and fruits - Dates - Food artificial flavorings - Pasta and pastry products.	-Semolina - Artificial flour - Coffee - Forage (fodder) mixture	-Tomatoes - Vegetables - Fish -“Hrissa” - Olive	-Lemon juice -Soft drinks -Soda -Juices - non Alcoholic drinks -Mineral water -cocktails - Other beverages	-Cheese -yogurt - Milky products

**Source:** Kina Abdelhafid, Contribution of Food Industries to Food Security in Algeria, op. Cit., P. 43

According to the table above, we notice that each branch of the food industry is divided into seven fields: milk and dairy product, drinks, foodstuffs, flours, sugar refinery, finally oils, and fats, and each single field contains a bunch of products.

### I.2.3- Food industry and total exports:

In order to put the reader in the right path of understanding, we had to begin with rates and proportions of exports and imports in general.

**Table N°(2):** Fluctuations in Algeria's exports and imports during the period 2013-2017, in US \$ million.

The year	2013	2014	2015	2016	2017
<b>Imports</b>	55028	58580	51702	47089	45957
<b>Imports change rate</b>	-	6.45	-11.74	-8.92	-2.4
<b>Exports</b>	64974	62886	34668	30026	34763

<b>Exports change rate</b>	-	-3.21	-44.87	-13.39	15.78
----------------------------	---	-------	--------	--------	-------

**Source:** ministry of finance and the general directorate of costumes

The previous table represents the volume of Algeria's exports and imports from 2013 to 2017 as well as the percentage of changes in Algeria's exports and imports during these years.

Algeria has achieved a volume of exports valued at 64.974 billion US \$. And then this number gradually decreases in term of parentage from year to year, to reach the number of 30.026 billion US dollars in 2016. And that means it fell to more than the half in a period of 3 Years, however it rose again in 2017 and achieved the 34.763 US \$ billion , which rose by 15.77 compared to the previous year.

As for imports, they have also known a remarkable fall from 55.028 billion dollars in 2013 to 45.957 billion dollars in 2017. Except for 2014, which saw a rising of 6.45%, the rest of the years witnessed a continuous decline in rates to reach at the end 45.957 billion dollars in 2017.

Hence, this table does not give us a comprehensive reading that covers all the facts of the Algerian situation, and that because of the decline of exports, so we had to separate the components of exports as following:

**Table N° (3):** the distribution of hydrocarbons exports and antihydrocarbon exports

<b>The year</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Exports of hydrocarbons from total exports %	%96.90	95.89 %	%94.32	%93.99	%94.54
Exports of hydrocarbons from total exports (value)	62960	60304	32699	28221	32864
exports of anti- hydrocarbons from total imports %	%03.10	%04.11	%05.68	%06.01	%05.46
exports of anti-hydrocarbons from total imports (value )	2014	2582	1969	1805	1899
<b>The total of exports</b>	64974	62886	34668	30026	34763

**Source:** ministry of finance and the general directorate of costumes

The table above represents the distribution of Algerian exports in two main categories, hydrocarbons exports and anti-hydrocarbon exports.

However, hydrocarbons exports represents the lion's share comparing to Algeria's total exports, with an amount of 62.960 billion \$, the equivalent of 96.90% of Algeria's total exports. This rate has decreased slightly from year to year (2013 to 2016), with 93.99%, but actually, it rose again in 2017 and achieved 94.54% of the total exports. As for Algeria's exports outside the hydrocarbons sector, it is very small and insignificant compared to its counterpart, and statistically talking it has actually achieved in 2013 the value of 2.014 billion \$, i.e. 03.10% of total exports. In addition, this last has known a continuous rising until 2016, by reaching 06.01% of total exports. And then returned to decline in 2017, by delaying to 05.46% of the total exports. Nevertheless, in another reading, exports outside the hydrocarbon sector have not seen any noticeable improvement and all

what we can say that it has reached the amount of 2.014 billion \$ in 2013 and remained fluctuating between a slight rise and fall until it achieved the 1.866 billion \$ in 2017.

Where the increase in the contribution of the proportion of exports outside the hydrocarbons not to increase their size, but due to the low contribution of fuel exports in total exports.

**Table N° (4):** Distribution of exports outside hydrocarbons

Exported products	Year	2013	2014	2015	2016	2017
<b>Semi final Product</b>	<b>Value</b>	<b>1458</b>	<b>2121</b>	<b>1597</b>	<b>1321</b>	<b>1384</b>
	<b>%</b>	<b>%72.39</b>	<b>82.14%</b>	<b>81.1%</b>	<b>73.18%</b>	<b>72.88%</b>
<b>Food Product</b>	<b>Value</b>	<b>402</b>	<b>323</b>	<b>235</b>	<b>327</b>	<b>348</b>
	<b>%</b>	<b>%19.96</b>	<b>12.5%</b>	<b>11.93%</b>	<b>18.11%</b>	<b>18.32%</b>
<b>Raw materials</b>	<b>Value</b>	<b>109</b>	<b>109</b>	<b>106</b>	<b>84</b>	<b>73</b>
	<b>%</b>	<b>%5.41</b>	<b>4.22%</b>	<b>5.38%</b>	<b>4.65%</b>	<b>3.84%</b>
<b>Industrial Equipment</b>	<b>Value</b>	<b>28</b>	<b>16</b>	<b>19</b>	<b>54</b>	<b>74</b>
	<b>%</b>	<b>%1.39</b>	<b>0.61%</b>	<b>0.96%</b>	<b>2.99%</b>	<b>3.89%</b>
<b>Non Food consumer good</b>	<b>Value</b>	<b>17</b>	<b>11</b>	<b>11</b>	<b>19</b>	<b>20</b>
	<b>%</b>	<b>%0.84</b>	<b>0.42 %</b>	<b>0.55%</b>	<b>1.05%</b>	<b>1.05%</b>
<b>Total anti-hydrocarbons exports</b>	<b>Value</b>	<b>2014</b>	<b>2582</b>	<b>1969</b>	<b>1805</b>	<b>1899</b>
$\Sigma$	<b>%</b>	<b>100%</b>	<b>100%</b>	<b>100 %</b>	<b>100%</b>	<b>100%</b>

**Source:** author, based on ministry of finance and the general directorate of costumes

The previous table represents the distribution of the Algerian exports outside the hydrocarbons sector for the period from 2013 to 2017, divided into five categories: semi-final products, food products, raw materials, industrial equipment and last non-food consumer goods.

According to the table, we note that the semi-manufactured materials occupy the largest proportion of exports outside the hydrocarbon sector during the five years, ranging from 72 to 82%, by reaching a value of 1.458 billion dollars. Later it was not constant and stabilized; it actually remained fluctuating between the rise and fall to achieve 1.384 billion dollars in 2017.

At the second place comes food products (Foodstuffs) that followed the scale that starts with 11% to 19% during the five years, with a value of 402 million \$.

This last also was not stable and remained fluctuating between the rise and fall to obtain a value of 348 million \$ in 2017.

Raw materials are classified as the third largest contributor to the ranking of non-hydrocarbon exports, with rates fluctuating between 03 and 50% from 2013 to 2017.

As for the industrial equipment, their contribution was quite limited, and did not exceed the 40% at best conditions during the five years; it has witnessed a continuous increase since 2014, and it has literally jumped from an amount of 16 million \$ ,to 74 million \$ in 2017.

The last place was occupied by non-food consumer goods; it ranked fifth in the distribution of exports outside the hydrocarbons sector by not more than 10% at best conditions during the period from 2013 to 2017, with a value that doesn't exceed 20 million \$.

#### **I.2.4 - Institutions supporting, directing and managing the organizations' participation in exhibitions**

These institutions are created by the state in order to provide accompaniment, support, and a special database of the exhibitions abroad. So that the local institutions wishing to participate in exhibitions, especially abroad, will be able to obtain the needed help.

We give the example of a group of bodies and institutions available in Algeria:

##### **I.2.4.1. Special Fund for Exports Promotion (FSPE)**

Is a fund whose resources are allocated to provide financial support to exporters in the promotion and marketing of their products in foreign markets. The Ministry of Commerce determines the amount of subsidy according to recalculated percentages in term of the available resources; it exists five ways of subsidy:<sup>14</sup>

- Burdens related to foreign markets study;
- Partial sponsorship of the costs related to participation in exhibitions abroad;
- Part of the costs of foreign markets study.
- The cost of international transportations and freight forwarding in Algerian ports destined for export.

Financial support rates specialized for participation in salons and exhibitions are subdivided as following:

**Table (5):** subsidy rates allocated by the Special Fund for Exports Promotion

Subsidy rates allocated by the Special Fund for Exports Promotion		
100% in case of an exceptional participation that was based on a political decision or when it establishes only a unified wicket	80% in case of participation in the salons and exhibitions listed in the official program of participation of the Algerian institutions	50% in case of participation in other exhibitions that doesn't take place in the official annual program

**Source:** <http://www.algex.dz>, (consulted on 12/07/2019 , at 19:15 )

According to the table of financial support and subsidy percentages allocated and distributed by the special Fund for export promotion, we notice that the rates of

support range changes from 50 to 100 percent. That was resulted depending on the activity in which the institution have participated, and consequently considered as an empowerment and a significant encouragement for the institutions to be a part in the programmed events.

- The special Fund for the Exports Promotion provides 50% as a financial sponsoring for the participation of institutions in exhibitions that are not included in the official program of exhibitions;
- 80% in the case of participation in the salons and exhibitions listed in the official program for the Algerian participation;
- As well as 100% in case of participation of an exceptional participation resulted to various circumstantial purposes.

**I.2.4-2. National Agency of Foreign Trade promotion: ALGEX**

The National Agency of Foreign Trade promotion is a public institution that has an administrative nature; it plays the role of intermediation between state's institutions and Algerian exporters. It is a mechanism for the promotion and development of exports outside the hydrocarbons sector, its main missions are:<sup>15</sup>

- Establishing studies and meetings with exporters;
- Providing a space that aims to respond on concerns to furnish additional informations and build a "House Source";
- Orienting exporters concerning foreign markets through analysis and prospective studies, especially market abilities analysis;
- Providing networks for customers in order to provide available business relations;
- Assisting and accompanying companies exhibiting in salons and exhibitions.

**I.2.4-3 – The Algerian Company of Exhibitions and Exports SAFEX**

The Algerian company of exhibitions and Exports, is a public economic organization, a joint-stock (business corporation) ,that labors for organizing private exhibitions whether at the international, national, regional or local level , and also it works to help the economic agents in the fields of foreign trade promotion through : <sup>16</sup>

- Media in the field of commercial laws and regulations;
- Opportunities for economic and commercial dealings with foreign partners;
- Export laws and arrangements;
- Editing economic, commercial and informational magazines;
- Organizing professional seminars, colloquiums and specialized lectures;
- Managing and exploiting all facilities available in the Palace of Exhibitions.

**I.3. Analytical study about the Algerian participation in salons and fairs**

We will be trying to present the programmed events from 2013 to 2017 and analyze each year separately.

**Table (6):** Saloons and fairs programmed for the year 2013.

International (fairs)				
The Name of the fair	The country	The date	The surface	The number of the

				<b>Algerian exhibitors</b>
Cairo international fair	Egypte	29-19March	50m	05one guichet
Tripoli international fair	Libya	12-02April	100m	15
Khartoum international fair	Sudan	21-14January	156m	09
Africain fair	Japan	30March 02-June	54m	05one guichet
Marseille international fair	France	22 September-07October	513m	18
Havana international fair	Cuba	09-03 November	54m	one guichet
Dakar international fair	Senegal	28November - 11December	320m	21
Of the prograded fairs $\Sigma$		07	Of exhibitors $\Sigma$	80
<b>Fairs of the Algerian product abroad</b>				
No fairs 2013				
<b>Specialized salons</b>				
<b>Salons of the Food industry</b>				
Dubai Gulf food	Emirats	28-25January	200m	10
Salon Halal Paris	France	10-09April	135m	14
Salon food Arabia Jeddah	Saudia Arabica	22-19May	174m	07
Agroalimentaire Miami	USA	29-28Octobre	90m	09
Of Food industry fairs $\Sigma$	04	$\Sigma$ Of exhibitors of Food industry		40
<b>Workshops salons</b>				
Son de MIDESE Paris	France	22-19 Novembre	200m	17
Of Workshops salons $\Sigma$	01	$\Sigma$ of workshops exhibitors		17
$\Sigma$ Of Specialized prograded salons	05	$\Sigma$ Of Specialized prograded exhibitors		57
$\Sigma$ prograded events	12	$\Sigma$ of global Exhibitors		137

**Source:** The Directorate of Trade Exchanges and Economic Events (Algeria).

The table above represents some general facts about the participation of Algeria in the salons and international exhibitions organized and pacified by the Ministry of Commerce for the year 2013. The Ministry of Commerce and its affiliated bodies provide a calendar of all organized events as an annual program that includes the dates and places that hold the events.

These events are divided into international salons, fairs of the Algerian product abroad, as well as specialized salons.

As an instance, in 2013, the annual program included 07 international fairs and 50 specialized salons, four of them are related to the food industry, and no

fairs of the national product were included abroad. Below we will try to present a detailed table of all events from 2013 to 2017.

**Table (7):** programed events by the Ministry of commerce (salons and fairs 2013 to 2017)

Events		2013	2014	2015	2016	2017
International Events	N° Events	07	08	08	05	08
	N° Exhibitors	80	90	133	60	/
International events of the Algerian Product	N° Events	00	01	02	01	04
	N° Exhibitors	00	43	46	23	/
Food industry Saloons	N° Events	04	06	04	07	12
	N° Exhibitors	40	57	68	160	/
Workshops salons	N° Events	01	01	01	01	01
	N° Exhibitors	17	07	06	06	/
Construction salons	N° Events	00	00	00	00	01
	N° Exhibitors	00	00	00	00	/
$\Sigma$	N° Events	12	16	15	14	26
	N° Exhibitors	137	197	253	249	/

**Source:** The Directorate of Trade Exchanges and Economic Events (Algeria).

The previous table represents the total number of international events programmed by the Ministry of Commerce (salons and fairs mentioned in the Ministry's annual program from 2013-2017). These events include international fairs, fairs of local products abroad as well as specialized salons.

Through a reading of the table, we notice that the international fairs are almost constant, and that is well showed by participating in 8 annual fairs during the studied period except for the year 2016, where was only 5 participations.

In addition, the international fairs of the Algerian product have witnessed a decline in participation and fluctuations from 2013 to 2016, however in 2017 had known a remarkable improvement with the organization of 4 events.

As for the specialized salons, they were ranked as the best largest number of organized demonstrations and events, especially the ones specialized for food industry. It also witnessed a steady rise in the number of participants and events from year to year (except for the year 2015, which has known a decline). The number of saloons included in the program reached the 12 specialized salon in food industry for the year 2017.

## **II– Methods and Materials:**

This study relied on the descriptive and analytical approach. so we analysed the actual state of the Algerian exports especially food industry exports comparing to

the total amount of exports during the period from 2013 to 2017 with the Algerian institution's participation in the annual program of economic events abroad (salons and fairs) which are programmed by the Ministry of Commerce and its affiliated bodies in the same period

### **III- Results and discussion :**

Through the above mentioned, and all what we have previously dealt with, we tried to answer the research question, by highlighting the reality of exports of the food industry sector comparing to the total exports and the role of salons and fairs as a mechanism to improve the export foods industry's performance. Actually, we have found out that it the total number of international events programmed by the Ministry of Commerce isn't enough to rise the exports of food industry sector that contributes slightly and insufficiently in the volume of total exports of Algeria. which was, still relying, and enormously depending on hydrocarbons as a major sector.

### **IV- Conclusion:**

The Algerian State and government, through export promotion bodies and organizing fairs and salons, can actually work side by side with institutions wishing to accomplish the foreign markets entry, by participating continuously and increasingly in international events in a hand. In addition, providing the necessary support to institutions in order to help them achieve the first step towards internationalization of their activities in another hand. As well as the institutions and bodies should work harder and more efficiently to promote exports and avoid the risk of avoidance in order to not be retarded from modernized changes of the global markets.

As final recommendations, we can say that the Algerian government should raise the interest towards the case of exports.

- Intensify the efforts of both bodies and institutions in order to enter international markets and the adopt salons and salons as a mechanism for entry.
- Facilitate the flow of information regarding international markets
- Working to integrate local institutions to be more robust and strongly prepared to meet challenges in international markets.

**NB:** the author's name that were originally in another language, were converted in some cases to English for methodological roles (Harvard).

### **V -Bibliography:**

---

<sup>1</sup> **Dictionnaire de Français**, Larousse, L'imprimerie Maury-Eurolivres a Manchecourt, Juin 2000, édition spéciale Algerie, page 383

<sup>2</sup>Munuera, José L. & Salvador, Ruiz. **Trade fairs as services: a look at visitors' objectives in Spain**. Journal of Business Research 44.1 (1999): page 17

<sup>3</sup>Brian Moeran and, Jesper Strandgaard Pedersen, **Negotiating Values in the Creative Industries, Fairs, Festivals and Competitive Events** ,First published, by Cambridge University Press, New York ,United States of America, 2011 page 04

<sup>4</sup> Rilla Engblom, **Trade Fairs Role as Part of the Firms' Marketing Communication – an Integrated Trade Fair Participation Process**, Master of Economics and Business Administration, Department of Marketing Aalto University School of Business,Otakaari , Finland, 2014, page17

<sup>5</sup> John Appleyard, **how to exhibit at trade fairs**, Published by How To Content,A division of How To Books Ltd, Spring Hill House, Spring Hill Road, Begbroke, Oxford OX5 1RX. United Kingdom, 2005 , page 10

<sup>6</sup> Dr. Peter Neven , Sylvia Kanitz , **Successful participation in trade fairs** , AUMA Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e.V, Littenstrasse 9 10179 Berlin, Germany , 2014 , page 06

<sup>7</sup> Rilla Engblom, **Trade Fairs Role as Part of the Firms' Marketing Communication – an Integrated Trade Fair Participation Process**, Master of Economics and Business Administration, Department of Marketing Aalto University School of Business,Otakaari , Finland, 2014, page 25

<sup>8</sup> Gerald Albaum, EdwinDuerr, **international marketing and export management**, 7<sup>th</sup> edition, Prentice Hall, Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England, 2011, pages 792

<sup>9</sup> Laurie Fontanet **La participation à un salon professionnel** ,Master 2 Professionnel Gestion et management. universitaire : CARSANA Laurence 2013, Page 19.

<sup>10</sup> John Appleyard, **how to exhibit at trade fairs**, Published by How To Content,A division of How To Books Ltd, Spring Hill House, Spring Hill Road, Begbroke, Oxford OX5 1RX. United Kingdom, 2005 , page 04

<sup>11</sup> Kina Abdelhafid, Contribution of Food Industries to Food Security in Algeria, Master Degree Note, University of Algiers 3, 2013, p. 43

<sup>12</sup> Ahmed Masnoua, Food Industries as an Approach to Food Security in Algeria, Laboratory of Economic Globalization North Africa, 9th International Forum, Hassiba Ben Bouali Chlef University, 2014, p. 07

<sup>13</sup> Kina Abdelhafid, Contribution of Food Industries to Food Security in Algeria, op. Cit., P. 43

<sup>14</sup> [http://www.algex.dz/index.php/export\\_algex/item/709-fspe](http://www.algex.dz/index.php/export_algex/item/709-fspe) (consulted on 12/07/2019, at 18: 00)

<sup>15</sup> <http://www.algex.dz/index.php/ar/> ( consulted on 13/07/2019 , at 17:30)

<sup>16</sup> <http://www.dworan.dz/index.php/ar/> consulted on 14/07/2019, at 18:10)