



ALGERIA 2^{ème} Edition
INVESTMENT
CONFERENCE

مؤتمر الجزائر للإستثمار

Centre International des Conférences Alger - CIC Club des Pins

20
22



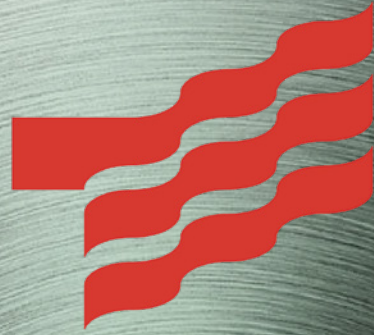
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دائما أقرب



The word of the organiser : Algeria is Back !



Rassim Benghanem - CEO BG-ICC

The African giant is waking up to a new direction in investment promotion.

A new investment code came into force in 2022, with the establishment of the Algerian Investment Promotion Agency, and is being driven by an economic dynamic underpinned by the multi-sectorial reforms of the President of the Republic, Abdelmadjid Tebboune.

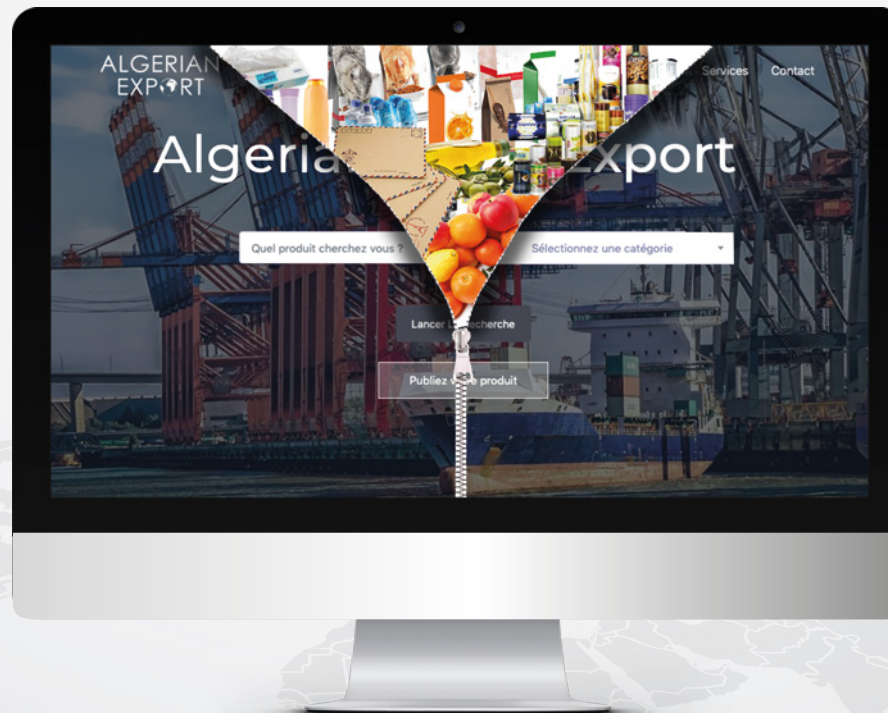
A new era of development involving the public authorities as well as all the economic players, in order to take the path of economic diversification, the enhancement of value chains but above all to contribute to Algeria's return to the international economic scene as a regional and continental powerhouse.

In many ways, Algeria is enormously rich in potential in all sectors, especially in energy and mining, industry, agriculture, pharmaceuticals, tourism, telecommunications, digital technology and many others.

AIC - Algeria Investment Conference- remains an international business and investment crossroads rich in content and opportunities, making Algiers the capital and rallying point of the African continent.

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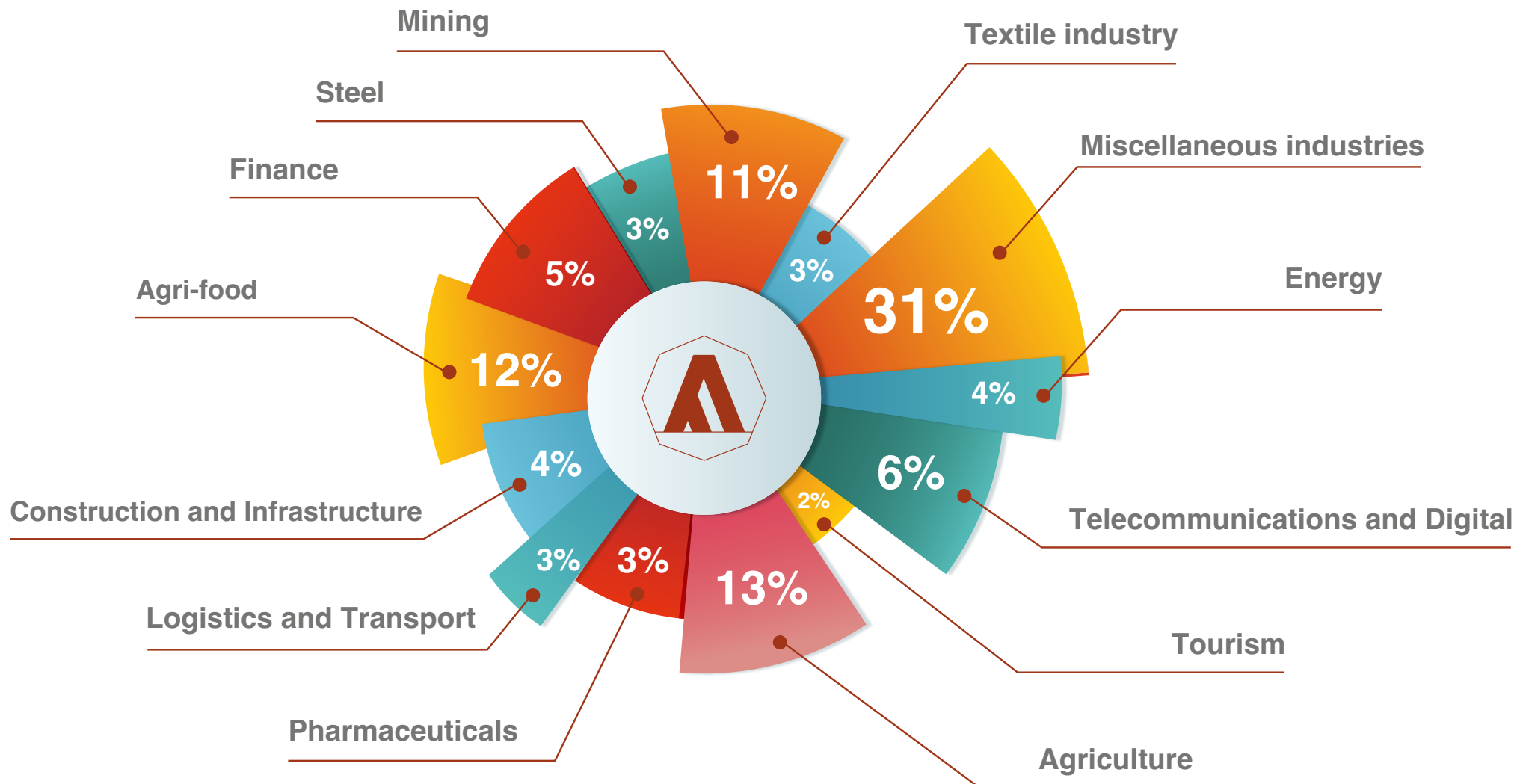


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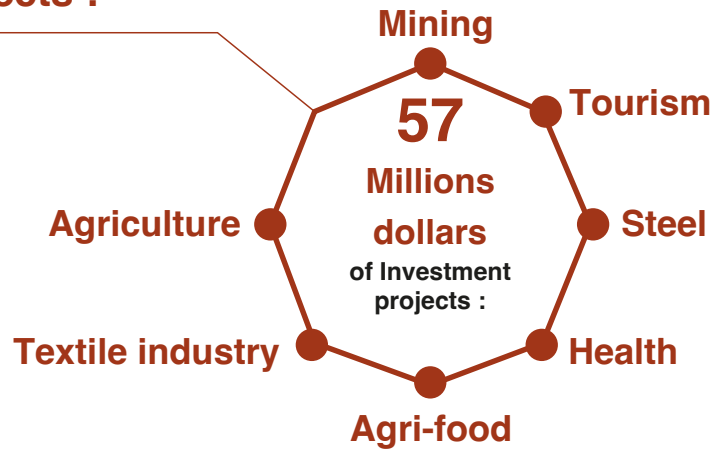
Participating sectors :



Key figures :



Investment projects :



Participating countries :





Attending official personalities :



Mr Ahmed Zeghdar
Minister for Industry



Mr Karim Bibi Triki
Minister of Post
and Telecommunications



Mr Yacine Hamadi
Minister of Tourism
and Crafts



Mr Fatih Dönmez
Minister of Energy
and Natural Resources
Türkiye



Attending ambassadors :



Mrs Mahinur Özdemir Göktaş
Ambassador of Turkey



Mr Kim Chang-mo
Ambassador of the Republic of Korea



Mrs Marja Joenusva
Ambassador of the Republic of Finland



Mrs Vanessa Vega Saenz
Ambassador of Denmark



Mr Assegid Nebiat Getachew
Ambassador of the Republic of Ethiopia



Mr Voho Sahi Alphonse
Ambassador of the Ivory Coast



Mr Gabriel Rosenzweig Pichardo
Ambassador of Mexico



Dr Panduleni Kaino SHINGENGE
Ambassador of the Republic of Namibia



Mr Diekumpuna Sita José
Ambassador of the Republic of Angola



Mr Peter Katana Angore
Ambassador of the Republic of Kenya



Mr CARVALHO MUARIA
Ambassador of the Republic of Mozambique



Mr Muhammad Zulqar Nain
Ambassador of the Republic of Bangladesh



Mr Billy Lesedi Masetlha
Ambassador of the Republic of South Africa





Testimonials :

“

Mr Okay Tosyali

Representative of DTIK
in Algeria and Manager
of Safhadid



« We (Turkey) have over 5 billion
dollars invested
in Algeria »

”

“

Mr Michel Bisac

President of the Algerian-French
Chamber of Commerce and
Industry (CCI AF)



« Algeria has a great many assets »
« Algeria must become an
export hub in every field »

”

“

**Mrs Mariah
Pansby**

American tourist with
Riwaya Travel



« Yes, we are safe here (in Algeria),
I even feel safer here than
in the United States »

”







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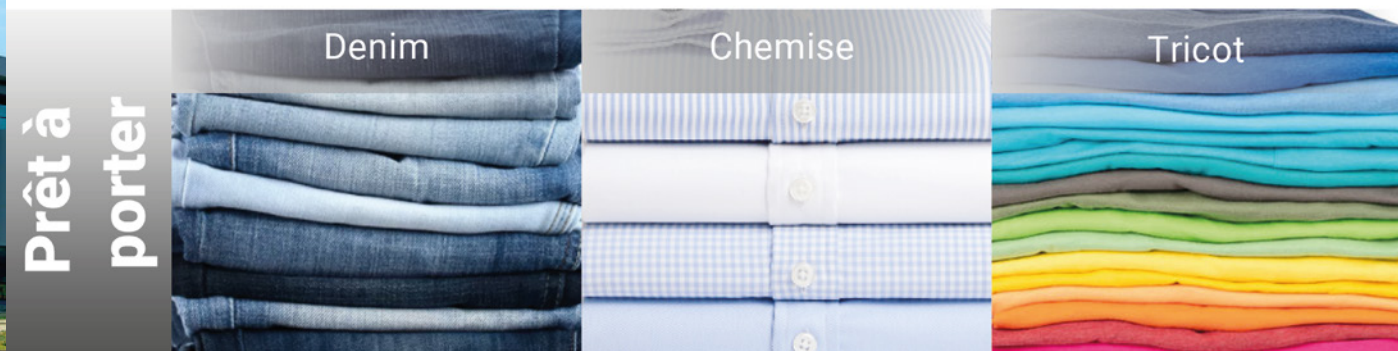
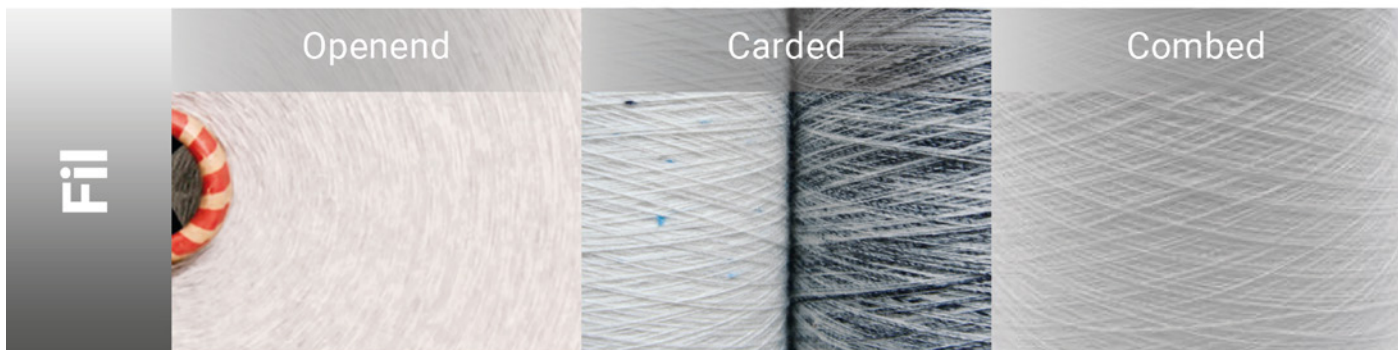
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Focus on the Conferences :



The **11** plenary sessions attracted more than **1,350** participants and **42** speakers.

Below, the different themes :

- Conference 1 :** *Algeria is Back* : The Investment Environment in Algeria: Focus on the New Investment Code and Opportunities for Foreign Investors.
- Conference 2 :** *Algeria is Open* : Algeria as a Destination for Foreign Direct Investments (FDIs): The Case of the Algerian-Turkish Partnership.
- Conference 3 :** *Algeria is Industry* : Industry as a Driver of Economic Development.
- Conference 4 :** *Algeria is connections* : Developing the Transport Sector in Algeria : Major Continental Project and Private Investments.
- Conference 5 :** *Algeria is Power* : The Energy Sector in Algeria: Between Strategic Challenges and the Need for Diversification of the Energy Mix.
- Conference 6 :** *Algeria is Beautiful* : Developing Algeria's Tourism Potential
- Conference 7 :** The Power of Networks for Prosperous African Economies
- Conference 8 :** *Algeria is a Start-up nation* : The Technological Revolution in Algeria: Opportunities and Development
- Conference 9 :** *Algeria is in Health* : The Health Sector in Algeria: Public and Private Investments, Major Challenges of the Sector
- Conference 10 :** *Algeria is Banking* : The Role of Banks and Investment Funds in Financing Investments and the Opportunities for Bank Creation
- Conference 11 :** *Algeria and Agronomics* : Opportunities in Algeria's agricultural sector.



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Conference 1 : Algeria is Back :

The Investment Environment in Algeria: Focus on the New Investment Code and Opportunities for Foreign Investors.

Moderator: Sid Ahmed Tibaoui, CEO World Trade Center Algiers

The new investment code and the opportunities it offers for national and foreign investors were the points discussed at the first conference, moderated by Mr Sid Ahmed Tibaoui, who introduced the debate by recalling the benefits of the new law and its implementing regulations, which will come into force in September 2022. He also stressed the importance of consolidating the SMEs network through mechanisms and structural reforms to improve the business environment in Algeria.



Mr Sid Ahmed Tibaoui
CEO, World Trade Center
Algiers



Maître Yannil Belbachir
Founder
of Fares Group
Firm & Law



Mr Michel Bisac
President
of the Algerian-French
Chamber of Commerce and
Industry (CCIAF)



Mr Ahmed Berrichi
Director of the Single Window
for Major Projects and Foreign
Investments - AAPI

For his part, Mr Ahmed Berrichi pointed out that the new investment law brings major changes, and above all a break with some measures that were very restrictive to the act of investing. He added that the new framework offers investors greater visibility and transparency through a digital platform for processing applications. This information system will provide investors with information, guidance and assistance, and will automate the granting of benefits to project sponsors, based on an evaluation grid.

Moreover, Mr. Yannil Belbachir highlighted that the overhaul of the investment code provides legal stability and a climate of confidence for investors by streamlining investment procedures and removing bureaucratic obstacles through the establishment of a single window, digitalization, and the creation of a favorable ecosystem that attracts both domestic and foreign investment. This includes the cancellation of the pre-emptive right, as well as the clarification and guarantee of dividend transfers. However, he added that we need to review the regulations regarding currency management and control, particularly in terms of repatriating foreign currencies, if we want to establish an export-friendly economy.

Mr. Michel Bisac, on the other hand, emphasized the need to restore Algeria's image deficit on the global stage by highlighting the undeniable advantages it offers to investors, whether in terms of energy costs, skilled workforce, or its strategic geographical position at the crossroads of Africa, Europe, and the Middle East. This positioning will not only attract large companies but also small and medium enterprises (SMEs), which are the driving force behind value-added and expertise-driven investments. He also stated that the role of CCIAF is precisely to promote Algeria as a destination and assist foreign investors in finding the right Algerian partner.

In conclusion, the speakers highlighted the advantages of investing in Algeria, particularly with the advent of agreements such as the African Continental Free Trade Area (AfCFTA), the Greater Arab Free Trade Area (GAFTA), and the European Union. They emphasized the pivotal role played by our economic diplomacy in promoting Algeria as a destination.

"Yes We Can!" were the final words from Mr. Sid Ahmed Tibaoui.

Conference 2 : Algeria is Open :

Algeria as a Destination for Foreign Direct Investments (FDIs): The Case of the Algerian-Turkish Partnership.

Turkish investment projects in Algeria total nearly 5 billion dollars, said Mr Okay Tosyali. To date, there are more than 1,500 partner companies, mainly in the steel, textiles, chemicals, pharmaceuticals and construction sectors. There is also a desire to extend investment into the tourism, health and agriculture sectors.

For his part, Mr Tarik Ekerbicer pointed out that the Algerian-Turkish joint venture TAYAL, one of the largest textile factories in Africa, which currently employs 3,200 people, is in line with the government's policy of exporting 70% of its production in order to conquer foreign markets and replace imports by covering the needs of the local market. He also announced that very large international brands are keen to invest in Algeria, thanks to its geostrategic position and its many advantages, especially in the light of the new investment law.

Mr. Sevki Tuylu shared his success story in the Turkish restaurant industry, which has grown from 27 employees in 2015 to 450 employees today. This investment thrived thanks to the advantages offered by Algeria, including a young and skilled workforce, unbeatable energy costs, high-quality local products, and curious consumers open to new experiences.

Moderator: Fatma Mehenni, Journalist



Mrs Fatma Mehenni
Journalist



Mr Tarik Ekerbicer
General Manager,
Tayal SPA



Mr Okay Tosyali
Representative of DTIK
in Algeria and Manager
of Safhadiid



Mr Sevki Tuylu
Founder
Casbah Istanbul restaurant

Conference 3 : Algeria is Industry :

Industry as a Driver of Economic Development.

Moderator: Chiraz Bensemmane, Founder of PitchWorldFast



Mrs Chiraz Bensemmane
Founder
PitchWorldFast



Mr Kamel Aggsous
President
BASTP



Mr Akli Brihi
Managing Associate Director
KBB



Mr Merouane belkacemi
CEO
Mouzaia Plastique

Algeria is committed to revitalizing its industrial sector through new foundations involving the public, private, and international partners. What strategy is needed to promote industry and enable it to be the engine of economic development in Algeria? This was the topic of discussion in the third conference.

Algeria is committed to relaunching its industrial sector on new foundations involving the public and private sectors and international partners. What strategy should be adopted to promote industry and enable it to drive economic development in Algeria? This was the subject of debate at the 3rd conference.

Mr. Akli Brihi stated that there is no economic power without a strong industry today. He emphasized that, considering current advantages and the global situation, it is imperative for Algeria to double its GDP, and industry represents the essential means to achieve this. He explained that an industrial strategy must be designed to meet the needs of both the local and international markets, based on five sovereignties: food, water, energy, health, and digital. He added that if Algeria wants to become a major power, partnerships must allow it to integrate into global value chains. He highlighted the importance of having a vision and negotiating the terms and conditions of technological transfer in joint ventures, relying on three pillars: documentation, people, and tools.

Moderator: Hind Benganem, President, SITTEM



Mrs Hind Benganem
Presidente du SITTEM
CEO Abouabcom & Log
CEO Cyrus Technologie



Mr Boubekour Ait Abdellah
Former Inspector General
of the Ministry of Public Works
and Transport.



Mr Abdelkrim Kezal
Advisor
Logitrans Group



Mr Abdellah Serai
CEO
Translog



Mr Chekib Beleili
PDG
Air Express Algérie



Mr Adel Zouggar
PDG
Rail Telecom

The investment process goes through different stages, and one of the most crucial is the strategic choice of a geographic area. The primary factor that reassures the economic operator in the investment decision-making process is undoubtedly logistics and infrastructure.

Mr. Abdellah Serai argued that in order for Algeria to integrate into global connectivity and secure its position in international markets, it is necessary to develop and improve its logistics services with a new management vision and reorganization of different segments (ports, roads, etc.). This includes addressing the challenges posed by various administrative processes that slow down operations.

Mr. Boubekour Ait Abdellah supported these statements by stating that Algeria has all the necessary road, rail, port, and airport infrastructure. However, this infrastructure requires maintenance according to universally accepted rules, as well as digitization of procedures related to various types of transportation. They must also be interconnected to ensure sustainable economic development in the country.

Mr. Abdelkrim Kezal stated that we cannot envision global connectivity and export promotion without an efficient logistics chain. Therefore, we need to optimize our imports by improving transportation quality and, most importantly, reduce dependence on foreign ship-owners by developing our maritime fleet, especially considering that over 95% of Algeria's external trade is conducted by sea.

Mr. Chekib Beleili highlighted that investment in the transport sector is open to private operators, but it is necessary to revise the laws that hinder investor activity in this sector. This is crucial to ensure greater competitiveness in the local and international markets. He added that investment is not limited to infrastructure but also presents numerous opportunities in equipment across various transport sectors.

Conference 5 : Algeria is Power :

The Energy Sector in Algeria: Between Strategic Challenges and the Need for Diversification of the Energy Mix.

By way of introduction, Mr Mustapha Mekideche pointed out that the upheavals that have occurred on the international energy scene are forcing us to expand our hydrocarbon reserves by undeniably integrating renewable energies, and to gradually build up our energy mix. For his part, Mr HALLAL Mohamed Nassim announced that SONATRACH had embarked on an overhaul of its strategy and that its investment plan was focused on developing its exploration activity in new territories and increasing its hydrocarbon production by strengthening its partnership policy.

He emphasised that the new hydrocarbon law to be enacted in 2019 aims at making the sector more attractive, with a more incentive-based tax system to attract more investment. It also offers the possibility of negotiating development and exploitation projects directly with SONATRACH, following the example of the latest contract signed with Eni and TotalEnergies for \$4 billion. He also indicated that SONATRACH's investment portfolio for the next 5 years is of the order of 40 billion dollars, 70% of which will be allocated to exploration and production, with the aim of increasing production in the short and medium term and preparing a portfolio of future projects, particularly for natural gas. He added that it was also important for SONATRACH to decarbonise its activities, by fully committing to the energy transition.

In his introduction, Mr. Mustapha Mekideche emphasizes that the disruptions in the international energy scene compel us to expand our hydrocarbon reserves by unquestionably incorporating renewable energies and gradually building our energy mix.

On his part, Mr. HALLAL Mohamed Nassim announces that SONATRACH has initiated a restructuring of its strategy, and its investment plan focuses on exploring new territories and increasing hydrocarbon production by strengthening its partnership policy. He highlights that the new hydrocarbon law enacted in 2019 aims to enhance the sector's attractiveness with a more incentivizing fiscal system to attract more investment. It also offers the opportunity to negotiate directly with SONATRACH for development and production projects, as demonstrated by the recent contract signed with Eni and TotalEnergies amounting to \$4 billion. He further indicates that SONATRACH's investment portfolio for the next five years amounts to around \$40 billion, with 70% allocated to exploration and production, aiming to increase production in the short and medium term and prepare a portfolio of future projects, particularly for natural gas. He emphasizes the importance for SONATRACH to decarbonize its activities by fully engaging in the energy transition. The company is currently focusing on the development of green hydrogen and photovoltaic electric energy to enrich its energy mix and align with the national renewable energy development policy.

"It is important to plan and think long-term because the future of Algeria lies in renewable energies" stated Mr. Amir Lebdioui. According to him, hydrocarbons can play a role not only in energy security but also in supporting green industrialization efforts. Renewable expansion will reduce local hydrocarbon consumption, which can be redirected towards exports, thereby reinvesting the revenues in national industrialization. He adds that Algeria currently possesses many cross-cutting capabilities within the hydrocarbon sector, and these capabilities can be redeployed to develop a competitive advantage in specific industries related to renewable energies. This can include repurposing pipeline infrastructure for hydrogen transport or leveraging expertise in chemical or mechanical engineering. Considering the global market trend towards green production and energy-intensive technologies like data centers and cloud services, this represents a significant long-term opportunity for Algeria to attract investments. He emphasizes that such a plan requires not only energy policies but also alignment with coherent and long-term green industrial policies.

Mr. Anis Terrai highlights that Algeria holds the world's third-largest shale gas reserves, making it a major gas power when combining conventional and unconventional gas reserves. Therefore, it is necessary to demystify shale gas, especially since many countries are developing it with mature technologies and minimal risk levels. He also stresses that this does not exclude the importance of transitioning to renewable energies for Algeria, especially since buyers, banks, and investors worldwide are exerting increasing pressure to shift towards renewable energy consumption models. They express reservations about purchasing energy-intensive products, encouraging green production, and reducing dependence on hydrocarbons. It is crucial for Algeria to change its energy consumption model, especially considering its abundant sunlight and considerable land area that allows for the installation of solar panels. Algeria has the potential to become a pioneer in industrial transformation and Industry 4.0. He concluded by emphasizing the need for a long-term strategy and a clear and consensual vision.

Moderator: Dr. Mustapha Mekideche



Dr Mustapha Mekideche
Economist,
international expert



Mr HALLAL Mohamed Nassim
Director of Strategy and
Economic Intelligence,
SONATRACH



Mr Amir Lebdioui
Lecturer,
SOAS University of London



Mr Anis Terrai
Affiliated Professor and
Scientific Advisor of the
Energy and Strategy Program,
ESAA



Mr Ibrahim Erden
President of the council
Turkish Wind Energy
Association

Conference 6 : Algeria is Beautiful :

Developing Algeria's Tourism Potential

Moderator: Fatma Mehenni, Journalist

Mr. Boukabous emphasizes that the ANDT is the technical body of the Ministry of Tourism responsible for implementing the sector's strategy. It ensures the protection and development of 249 tourism expansion zones across the country. He also highlights that tourism is a strategic sector for the Algerian government, similar to agriculture and industry, with the aim of elevating tourism to a true wealth-generating industry.



Mrs Fatma Mehenni
Journalist



Mr Monsieur Boukabous
Director General
of the National Agency for
Tourism Development (ANDT)



Mr Sofiane Lesage
Founder
Riwaya Travel

The government is open to and supports investment in various tourism sectors, including coastal, desert, and thermal tourism. Development initiatives have been undertaken for these tourism expansion zones, including urban planning and development plans. Currently, 71 zones have these instruments in place, with over 1,100 projects, 180,000 beds, and more than 360,000 direct and indirect jobs. The ANDT is ready to support all stakeholders in investing throughout the country. Sofiane Lesage points out that tourism contributes only 3% to Algeria's GDP, while the international average is around 10%. He believes that Algeria has the potential to become the number one destination in the Mediterranean region. He emphasizes the need for strong infrastructure, the creation of tourism projects, and the involvement of all stakeholders within and outside the sector to ensure that tourism becomes a driver of economic development. Improving the visibility of Algeria's tourism offerings and its various attractions is essential to effectively market the destination through different channels, such as trade shows, festivals, and specialized exhibitions held in Algeria and abroad.

Chaouki Djabali, the regional trade adviser for North Africa within the African Continental Free Trade Area (AfCFTA), provided an overview of the establishment, objectives, tools, and current status of the AfCFTA through a video conference.

Said Djellab emphasized that the objectives of the AfCFTA agreement go beyond the trade of goods; they also encompass trade in services, investment, intellectual property rights, and the promotion of intra-African trade.

Achieving these objectives requires the implementation of protocols attached to the agreement, aimed at eliminating customs tariffs, non-tariff barriers, and improving cooperation in the areas of technical barriers to trade, sanitary and phytosanitary measures. However, the most important aspect is the development of regional and continental value chains. He highlights that economic operators are the driving force behind the agreement, and it is the role of business organizations and chambers of commerce to disseminate the details of the agreement, enabling economic operators to seize the opportunities it offers.

Mahamat Mouta Djirabi emphasizes that the issue of African connectivity is primarily an infrastructure concern. He states that what is still lacking are the essential infrastructures to ensure the success of the AfCFTA. He adds that public and private sector investments are more crucial than ever to bridge the gap in physical and virtual connectivity in Africa and establish efficient and effective logistics.

Kebour Ghenna points out that the success of the AfCFTA depends on African economic operators and businesspeople who need to understand each other and the markets of African countries. In this regard, the Pan African Chamber of Commerce and Industry (PACCI) works to unify all stakeholders on the continent to maximize Africa's potential as a dynamic and profitable place to do business and attract investments.

Moderator: Wincate Muthini, Senior Program Manager, PACCI



Mrs Wincate Muthini
Senior Program Manager
PACCI



Mr Said Djalleb
Former Minister
of Trade



Mr Rassim Benghanem
General Manager
BG-icc



Mr Kebour Ghenna
Director, PACCI
(Pan African Chamber of
Commerce & Industry)
Ethiopia



Mr Mahamat Mouta Djirabi
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Conference 8 : Algeria is a Start-up nation :

The Technological Revolution in Algeria: Opportunities and Development

Moderator: Fatma Mehenni, Journalist

Bachir Tedjeddine begins by highlighting that Algeria has created a favorable climate for the establishment of startups by implementing a legal framework, numerous incubators, a growing accelerator, and an investment fund dedicated to startup financing. These measures enable startups to move forward and prosper. He also mentions a publication by GAAN that analyzed the United Nations' study ranking the 193 member countries based on their e-government development, using two main indices: EGDI and EPI.



Mrs Fatma Mehenni
Journalist



Mr Karim Kiared
General Manager
ESAA



Mrs Doria Tounsi
Founder of
Shedio Design



Mr Bachir Tedjeddine
President
du GAAN



Mr Mohamed Skander
Founder
Punchword

Algeria is ranked 112th out of 193 countries, gaining 8 positions compared to the 2020 ranking. However, there is still much to be done in terms of digitizing administrative procedures, fostering digital culture, and promoting citizen engagement. He adds that Algeria has enormous potential to improve its EGDI index and become one of the leading countries in e-government. This requires practical mechanisms to realize this goal, including increased coordination among different government sectors and stakeholders, as well as continuous investment in infrastructure and digital services.

Karim Kiared discusses the new process implemented by the government and the synergy between the Ministry of Startups and the Ministry of Higher Education, which aims to promote the valorization of work and projects undertaken by students through the mechanism of "a diploma, a startup" or "a diploma, a patent." This initiative aims to turn Algerian universities into national and international centers of innovation.

Doria Tounsi shared her experience as a co-founder of Shedio Design, a startup specializing in virtual reality and metaverse-related fields. She indicates that Algeria offers an ideal ecosystem for the success and prosperity of startups.

Mohamed Skander stated that being a startup nation means being able to seize paradigm shifts and model changes. He points out that we are currently transitioning from the dominant Web 2 model, led by giants like Google and Meta, to Web 3, a new web where users have more power. He highlights that Web 3 is revolutionizing all sectors, including social networks, finance, and insurance. It is essential to seize the opportunity and position Algeria within this new paradigm to address the shortcomings of the current web and create new actors who will become tomorrow's champions. Therefore, creating a framework that supports the stakeholders in this new model is necessary for Algeria to become a champion of Web 3.

Conference 9 : Algeria is in Health :

The Health Sector in Algeria: Public and Private Investments, Major Challenges of the Sector

Moderator: Fatma Mehenni, Journalist

Fire Talk :

"Thank you COVID" was Dr Nafaa Timssiline's catchphrase during his fire-talk at the conference "The health sector in Algeria"! He said that the last two years had given us a hard time, and that in the face of this health crisis, the health system had shown its limits, its inadequacies and its shortcomings. This observation allows us to change our mindset and prepare the hospital for its true mission.

Dr. Timsiline emphasized that hospitals are an excellent investment opportunity because everything needs to be done. She highlighted the importance of successful architecture and collaborating with true professionals to conduct strategic and operational studies in line with standards. The hospital of the future should be hygienic, intuitive, intelligent, digital, connected, and redesigned based on human, financial, and environmental considerations.

She also pointed to the existence of numerous investment opportunities in various sectors and specialties, such as cardiac surgery, where the path is now completely open, with thousands of patients waiting their turn, sometimes for months. He also added that pediatric oncology is experiencing a major shortage in the number of departments and hospitals dedicated to the treatment of these children.

Summing up the debate that followed Dr Nafaa Timssiline's Fire Talk, Ms Hayat Chekiri stressed that the COVID-19 pandemic had pushed us to become more autonomous in the production of medicines and medical devices. 3 months after the start of the pandemic, we saw the emergence in Algeria of more than 12 production units for medical devices used in the protection and prevention of COVID-19. 6 months later, we had the first anticoagulant in Algeria, and a year after the start of the pandemic, Algeria succeeded in producing the vaccine against COVID-19 as part of an Algerian-foreign partnership. Without the pandemic, we would have never been able to achieve so much in such a short space of time! She also added that today's challenges are even greater, with Algeria moving towards the production of biosimilars, blood derivatives and other products... It is therefore important to have competitive products that meet international standards so that they can be marketed internationally. Dr. Timssiline emphasized the importance of prioritizing quality and compliance in both the pharmaceutical industry and healthcare facilities. He highlights the need to overcome institutional and bureaucratic obstacles to facilitate investment and create a conducive environment for their smooth operation.



Mrs Fatma Mehenni
Journalist



Mrs Hayat Chekiri
General Manager
Everest Pharma



Dr Nafaa Timsiline
General Manager
Nosoclean

Conference 10 : Algeria is Banking :

The Role of Banks and Investment Funds in Financing Investments and the Opportunities for Bank Creation

We cannot talk about investment without talking about financing! Mr Mahfoud Kaoubi recalled that Algeria has made a considerable effort over the last 15 years to diversify the products offered to companies in terms of financing. He went on saying that efforts have also been made to subsidise interest rates in order to boost and encourage investment. However, he added that business feedback points the finger at the banks, often criticising them for slowness in processing applications, difficult conditions for access to credit, and unsuitable credit in terms of deadlines and guarantees.

On his part, Mr. El Hocine Djemmal stated that the mission of the AIF investment fund is to support economic investors and SMEs in their various stages of growth, development, and expansion by providing appropriate financing means. This, in turn, enhances their sustainability with banking institutions and strengthens their access to credit.

In the same context, Mr Mahfoud pointed out that Algerian companies are often not very willing to accept the management transparency required by investment funds. They do not declare all their turnover and use not very transparent manoeuvres in order to continue to exist on the market, which is why Algerian companies are turning to traditional bank financing. Thus, the challenge is to reduce tax evasion and avoidance, create transparency in management and improve the effectiveness of venture capital as a means of financing.

On his part, Mr. Abdelwaheb Ziani highlighted that to encourage entrepreneurship through bank financing, the interest rates offered by banks must be attractive. High bank interest rates do not allow companies to make margins and, as a result, force them to operate outside the legal framework in order to survive and exist in the market.

To bounce back, Mr Mahfoud Kaoubi added that banks are also businesses and must make a profit. So in order to resolve these malfunctions, and have attractive bank rates, the law on money and credit should provide for the creation of private banks and the multiplication of free banks close to the market in order to create competition, which itself would be a determining factor in lowering prices later on. This is why diversifying products and creating more competition is a permanent, structural and effective way of solving these problems. Mr Kaoubi highlighted that the company should not have to be permanently assisted, just as it should not have to act as a monopoly.

Moderator: Mahfoud Kaoubi, Economist



Mr Mahfoud Kaoubi
Economist



Mr Djemmal El Hocine
CEO
Algeria Investment Found



Mr Abdelwaheb Ziani
President
CIPA



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- Workshop 5** : Investment opportunities in the tourism sector (Ministry of Tourism and Crafts)
- Workshop 6** : Bridges between universities and businesses (Faderco Group)
- Workshop 7** : The strength of networks for effective implementation of the Zlecaf (PACCI)
- Workshop 8** : Investment in waste recovery (AND)





Project : AIC proposal :

It is clear today that Algeria will become the strategic economic partner of the countries of the Sahel and the sub-region, with the opening of the various border crossings and the progress of work on the Trans-African Highway - Algiers - Lagos.

The diversification of national production and its production capacity make Algeria a pivotal country, capable of supplying landlocked countries with finished products and raw materials, thus implementing the Zlecaf agreements for more trade between the countries of the African Union.

To this end, we designed and produced a model, which was exhibited during the two days of the AIC - Algeria Investment Conference, in order to raise awareness on the importance of creating a border economic zone for exports at border crossings. This will enable Algerian producers to have a showcase as close as possible to border countries, thus reducing the long distances involved in prospecting and searching for various Algerian products.

Border Economic Export Zone - ZEFE -





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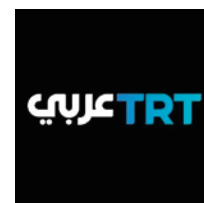
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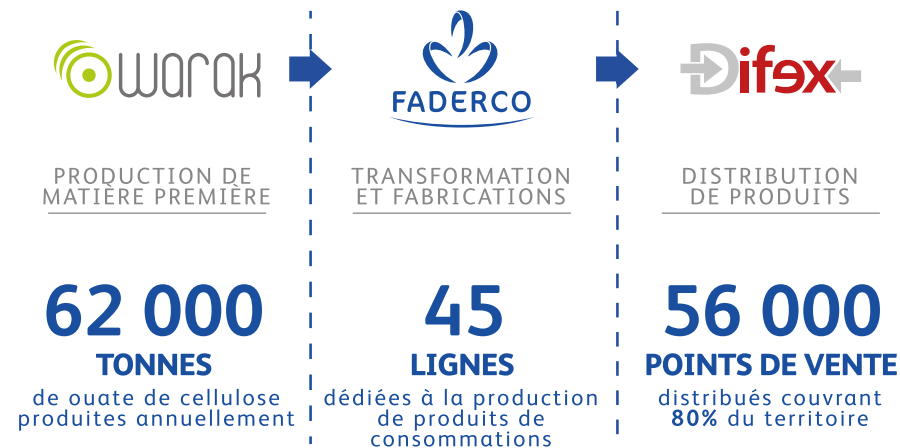
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