

The seventh **DJAZAGRO** exhibition, held in Algiers at the SAFEX exhibition centre from the 18th to the 21st May 2009, concluded in a very positive business climate offering promising opportunities for **ORKILA**.

**ORKILA**, together with its partners in the food industry, were participating for the second consecutive year, in an event now considered, by the industry and media alike, to be the leading trade show for the animal feed sector in the Maghreb.

With a population of about thirty-five million, Algeria is the largest market in the Maghreb, and it is gradually taking its position in the global economy. A combination of significant oil wealth, coupled with rigorous economic policies and the active management of the country's external debt has considerably reinforced the overall economic and financial strength of the country.

Algeria enjoys a strategic location in its proximity to the markets of Europe and Africa. However, the EU states remain the leading partners for Algeria both in terms of imports and exports, with 60% of total trade. France remains the premier supplier to Algeria accounting for 22% of imports. The IMF estimate Algeria's growth rate for 2009 at 2.1% and this is expected to rise to 3.9% in 2010.

Today, 45% percent of all household expenditure is devoted to food purchases and the food processing industry has evolved into the second largest industry in the economy. As such it offers many opportunities for further growth and development.

**ORKILA** is intensifying its marketing efforts in this sector with increased levels of product promotion and customer communication to all the major sectors of the food industry: bakery and pastries, dairy products, the meat industry, confectionery, edible oils and beverages. **ORKILA** and its partners bring "know how" together with a wide range of high quality, reliable products, many of them innovative, which enables us to support and assist our customers in the development and manufacture of products with a superior nutritional balance without compromising on either texture or taste.

Despite the prevailing economic conditions, **ORKILA** recorded a 30% increase in the number of visitors to its stand in comparison to 2008 and our marketing efforts are bearing fruit, with notable opportunities emerging in the dairy industry and flavours and fragrance sector.

Media interest in **DJAZAGRO** has resulted in a wider exposure for **ORKILA** and its partners in the Algerian press and trade magazines, enabling our name and activities to become known in the other provinces of the country, notably Oran and Constantine

**DJAZAGRO** is now an indispensable "date in the diary" for those Algerian professionals involved in the food industry

**ORKILA** sees **DJAZAGRO** as a positive experience and a means of developing its business, and that of its partners, in this growing market and we are actively considering participation in next year's event.