



# IFSA TALK

## **Innovate, Collaborate, Thrive** Conference and Workshop Program

IFSA Africa stands out for its high-quality conference and workshop program. Renowned international experts will lead thematic sessions on major issues facing the African agri-food industry, such as technological innovation, environmental sustainability, market access, and value chain development. These sessions will provide participants with valuable insights and concrete tools to optimize their strategies and meet industry challenges.



### Under the patronage of



Republic of Tunisia  
Ministry of Trade  
and Export Development



Republic of Tunisia  
Ministry of Industry, Mines  
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## Day 1: Opening Connections & Insights

### Hosted Buyer Meetings Pre-arranged meetings throughout the day

B2B meetings between hosted buyers and selected exhibitors for business negotiations.

### 8:00 – 9:00 Registration & Welcome

### 8:30 – 9:30 Networking Breakfast

#### Hosted Buyer Program Only

Exclusive breakfast session for hosted buyers to network with pre-selected exhibitors. Facilitated introductions and icebreakers.

### 9:00 – 10:00 Opening Ceremony

**We are honored to have a two high-level official inaugurate the opening ceremony from the Ministry of commerce and the Ministry of industry**

High-profile keynote speaker addressing the overall theme and key trends in the African food & beverage sector. Opening remarks from IFSA leadership and local dignitaries.

### 10:00 – 17:00 Exhibits Open

Dedicated exhibition space  
Interactive booths showcasing products, services, and innovations.  
Live product demonstrations and tastings.  
Exhibitor lounge for business meetings.

### 10:30 Pizza Masterclass Opening Remarks

**Chef Enrico Porzio (Italy)** will deliver the opening remarks

### 11:00 International Culinary Heritage Days Festival Opening

**A ceremony will be held to officially inaugurate the dedicated pavilion.**  
Following the ceremony, each embassy representative will have the opportunity to unveil their booth.

### 13:30 International Chef's Cup Opening

The International Chef's Cup kicks off with a vibrant opening ceremony, officially launching the exciting competition and showcasing the exceptional talent converging from around the world.

### 14:30– 16:30 International Chef's Cup

Seniors: Le Thibar en free style

### 13:00 Carthage IOOC Opening Ceremony

**14:00 IFSA TALK: conference program begins**  
IFSA TALK Conferences and Olive Oil Workshop: Separate Programs and Locations.

## OLIVE OIL WORKSHOPS

Beyond the dedicated sessions, there are plenty of opportunities for attendees to connect and share ideas. Meet other attendees, industry leaders, and experts during networking breaks and social events.

**03/07/2024**

**15:00 - 17:00**

Specificities of their markets and how to enable Tunisian olive oil to access them

### Speaker

3 Expert judges from Saudi Arabia, Spain and Algeria

**04/07/2024**

**10h00 - 11 h 30**

Traceability in the Agri-Food industry: The case of the Olive Oil Industry

### Speaker

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**11h30 - 13 h**

certification at the service of the olive oil sector

### Speaker

Nizar Ben Salem

**15h- 17 h**

Specificities of their markets and how to enable Tunisian olive oil to access them

### Speaker

4 Expert judges from Turkiye, USA, United Kingdom and Morocco

**05/07/2024**

**10h00 - 11 h 30**

Innovative technologies in olive oil manufacturing

### Speaker

Alfredo Marasciulo

**11 h 30- 13h**

Environmental footprint of products (olive oil, dairy products, pomegranates): a lever to strengthen the competitiveness of Tunisian agricultural products.

### Speaker

Noureddine Hajjaji

**13h- 15 h**

Specificities of their markets and how to enable Tunisian olive oil to access them

### Intervenant

4 Expert judges from South Africa , Brazil, Jordan and Greece



## Afternoon: Arrival and Registration

### 13:00 PM Carthage IOOC Opening Ceremony

Opening ceremony with speeches from dignitaries and industry leaders. Introduction of the competition format and judging criteria.

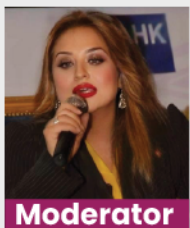
### 14:00 PM Competition and Judging

Start of olive oil sample judging by international panels of experts.

Wenesday  
**03/07/2024** 12H00 – 17H00

## Regulation, Certification, Accreditation and Labeling

PROGRAMME DES  
**WORKSHOPS** IFSATALK



### Ms Hoda Al Khaznaji

COMMUNICATION EXPERT AND MANAGER OF A MARKETING AND COMMUNICATION STRATEGY CONSULTING AGENCY

**Moderator**



### Ms Ahlem Landolsi

DEPUTY DIRECTOR OF CERTIFICATION AT THE NATIONAL INSTITUTE OF STANDARDIZATION AND INDUSTRIAL PROPERTY INNORPI

#### SESSION

Role of INNORPI in Certification



### Ms Noura Haddaoui

DEPUTY DIRECTOR OF ACCREDITATION OF ANALYTICAL LABORATORIES AT TUNAC – NATIONAL ACCREDITATION COUNCIL IN TUNISIA.

#### SESSION

Accreditation in the agri-food sector: achievements and perspectives



### Ms Narjes MHAJBI

DEPUTY DIRECTOR AT THE CTAA AGRIFOOD TECHNICAL CENTER LABORATORIES.  
MANAGER OF THE PHYSICO-CHEMICAL AND SENSORY LABORATORIES

#### SESSION

Laboratories at the heart of food safety



### Mr Fawzi Ben Ali

DIRECTOR OF LEGAL AFFAIRS AT INSSPA – NATIONAL AUTHORITY FOR FOOD SAFETY

#### SESSION

New regulatory framework for food safety in Tunisia

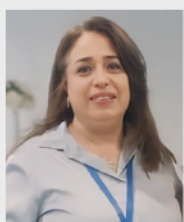


### Mr Akbar Umarov

PRESIDENT OF THE HALAL COMMISSION OF WICS – WORLD PLATFORM OF ISLAMIC COUNTRIES CULINARY SOCIETIES – PRESIDENT CULINARY ACADEMY OF UZBEKISTAN

#### SESSION

Implementation mechanism " Halal Verification on gastronomic facilities tourism and catering facilities



### Ms Ines Battikh

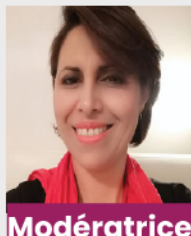
CHAIRMAN AND CEO OF MULTILAB SA.

#### SESSION

Role of private accredited laboratories

Thursday  
04/07/2024 10H00 – 12H00

Research, Development and Skills



Modératrice

### Ms Hanen Ben Ismail

PROFESSOR OF HIGHER EDUCATION AT INAT  
DIRECTOR OF THE FOOD INDUSTRIES DEPARTMENT

#### SESSION

L'Accréditation dans le domaine agroalimentaire:  
acquis et perspectives



### MS Dorra Sfaihi

DOCTOR OF ENGINEERING IN THE FOOD INDUSTRY  
(POLYTECHNIC UNIVERSITY OF LORRAINE, FRANCE, 2004).  
AGRICULTURAL LECTURER  
FIELD CROPS LABORATORIES, INRAT

#### SESSION

Research for the development of new gluten-free  
products



### MS Saloua Sadok

PROFESSOR AT THE NATIONAL INSTITUTE OF MARINE  
SCIENCES AND TECHNOLOGIES (INSTM).  
EXPERT IN THE FIELDS OF ECOPHYSIOLOGY OF AQUATIC  
ORGANISMS.

#### SESSION

Transformation of research into a technological  
company: case of the creation of the startup  
C-Next+ and Flavor Med Fish



### MS Nesrine ABOURIAH

VALUE CHAIN CONSULTANT,  
BIZERTE COMPETITIVENESS CLUSTER

#### SESSION

Consolidation and Development of the Artichoke  
Sector in Tunisia: Mapping, Challenges and  
Opportunities for an Innovative Export Strategy



### Mr Salim BEN KHALED

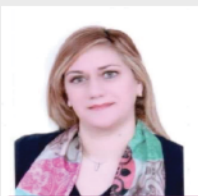
EXPORT CONSULTANT AT THE BIZERTE COMPETITIVENESS  
CLUSTER

#### SESSION

Consolidation and Development of the Artichoke  
Sector in Tunisia: Mapping, Challenges and  
Opportunities for an Innovative Export Strategy

Thursday  
**04/07/2024** 14H00 – 16H30  
**Research, Development and Skills**

PROGRAMME DES  
**WORKSHOPS** IFSATALK



**MODERATOR**

### **Ms Faten Kachouri**

PROFESSOR AT THE HIGHER SCHOOL OF FOOD INDUSTRIES OF TUNIS. UNIVERSITY OF CARTHAGE  
DIRECTOR OF THE INNOVATION AND VALORIZATION RESEARCH LABORATORY FOR A SUSTAINABLE FOOD INDUSTRY.



### **Ms Sinda Hafsi**

COORDINATOR OF THE NATIONAL NETWORK OF AGRICULTURAL BUSINESS INCUBATORS (RNPEA).  
CENTRAL DIRECTORATE FOR TRAINING AND SUPPORT FOR YOUNG AGRIPRENEURS / APIA

#### **SESSION**

The role of the RNPEA in supporting and encouraging SMEs and Start-ups in the agri-food industry



### **Ms Yomna Ben Abdelmalek**

DOCTOR OF ENGINEERING AT INSSPA - NATIONAL AUTHORITY FOR THE HEALTH SAFETY OF FOOD PRODUCTS

#### **SESSION**

Importance of packaging in the food sector.



### **Ms Jazia Lahmar**

CEO OF IMENROBB.SA  
LOCATED IN KÉBILI, THE CAPITAL OF THE OASIS REGION OF NEFZAOUA,  
HOLDER OF A PATENT FOR THE INVENTION OF A NEW PROCESS FOR MANUFACTURING A CONCENTRATED DATE EXTRACT.  
CO-FOUNDER OF THE ARAB-AFRICAN ASSOCIATION OF INVENTORS AND MEMBER OF SEVERAL ASSOCIATIONS.  
FOUNDER OF A CONSORTIUM OF EXPORTERS BRINGING TOGETHER PRODUCERS OF ORGANIC DATES.

#### **SESSION**

Date derivatives, innovative products in the food industry



### **Mr Mehdi Bhouri**

MANAGING DIRECTOR WATER SPIRIT SA - BIOTECHNOLOGY STARTUP

#### **SESSION**

Public-private collaboration: a vector towards entrepreneurship in Tunisia



### **Mr Chawki Ben Doudou**

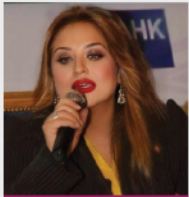
DIRECTOR OF INNOVATION & DEVELOPMENT OF NEW PROJECTS - BEN YAGHLANE GROUP

#### **SESSION**

Implication of scientific research at the level of industrial development

Friday  
05/07/2024 10H00– 13H00

## Trade Agreements and Trade in Africa



Modératrice

### Mme Hoda Al Khaznaji

COMMUNICATION EXPERT AND MANAGER OF A MARKETING AND COMMUNICATION STRATEGY CONSULTING AGENCY



### Mr Fakhri Bouzayen

DEPUTY DIRECTOR OF THE AFRICA COOPERATION DEPARTMENT MINISTRY OF TRADE AND EXPORT DEVELOPMENT.

#### SESSION

Implementation tools for the African Continental Free Trade Area AfCFTA



### Ms Sihem Azzabi

DIRECTOR IN CHARGE OF CONTROL AND MONITORING OF EXTERNAL PAYMENT OPERATIONS AND IN DINARS WITHIN THE GENERAL DIRECTORATE OF PAYMENTS AND FINANCIAL INCLUSION AT THE CENTRAL BANK OF TUNISIA.

#### SESSION

PAPPS  
Payment tools for trade within the framework of the AfCFTA

