

Brazil in Algiers Fair Showing Its Durable Goods

Contributed by Marina Sarruf
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The President of Algeria, Abdelaziz Bouteflika, visited Thursday, June 2, the Brazilian stand at Algiers International Fair. Bouteflika commented that the Brazilian space at the fair was bigger this year and that the number of companies had increased.

The secretary general of the Arab Brazilian Chamber of Commerce (CCAB), Michel Alaby, accompanied the Algerian president. He presented the Brazilian companies to Bouteflika and to the Brazilian ambassador in Algiers, Isnard Penha Brasil Júnior.

"It was a very good meeting. We explained the division of sectors at the stand, like food, sweets, shoes and construction material," he said.

Alaby also gave the Algerian president a plate commemorating his visit to Brazil, in May, during the summit between Arab and South American countries.

In all, seven Brazilian businessmen are present at the stand organized by the CCAB. The space has an area of 150 square meters.

They are: Azaléia and Bical, from the shoe sector, Tangará and Interceller, food processors, Agri-Tillage, which makes agricultural equipment; Fortlev, a producer of tiles and water tanks and Randon, which makes truck bodies and trailers.

Apart from the CCAB and the seven companies, the Brazilian stand also includes employees from the Algerian embassy, from the Trade Secretariat of the northeastern Brazilian state of Piauí and the president of the Trade Association of Teresina, capital of the state of Piauí.

"They will help promote the products of the region, attract investment and show the market," stated Alaby.

Tigre and Docol

Another two Brazilian companies are present at the fair, Tigre, in civil construction and connections, and Docol, a producer of metals for bathrooms, kitchens and gardens. They have their own stands.

Tigre, based in the city of Joinville, in the southern Brazilian state of Santa Catarina, produces PVC pipes and connections, doors, windows, electric cables, paintbrushes, showerheads and washing machines.

On the Arab market, the company exports to Algeria, Morocco, Libya, Egypt and the United Arab Emirates.

In the whole world, Tigre sells to 25 countries. They have five operation centers in Brazil - two in the southeaster state of São Paulo, one in each of the southern states of Santa Catarina and Paraná and one in the northeastern Brazilian state of Bahia -, and others in Chile, Bolivia, Argentina and Paraguay. Last year, company revenues total led US\$ 707 million.

Docol, also from Joinville, makes taps, valves end shower taps. The company has been exporting to 20 countries in America, Europe, Asia and Africa for 20 years. The company has three industrial parks in the state of Santa Catarina and 900 employees.

They have 19% of the domestic bathroom metals market and 90% of the domestic market of metals for water economy.

Of total company revenues 18% come from exports.

38th Edition

Algiers International Fair is at its 38th edition and this is the eighth participation of the CCAB. Exhibitors from 32 countries are expected this year. In 2004, 600 exhibitors from Algeria and 1,300 foreign participated in the event. The Fair will be opened until June 9.

Among the sectors in which the fair presents opportunities are the transport, auto parts, agricultural machinery, civil construction and construction material, medical, hospital and dentistry equipment, raw and processed food, machinery and tools, commercial and financial automation, wood, cattle beef and derivatives, paper and chemical products.

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