

Algiers Fair Brings in Arabs Willing to Partner with Brazilians

Contributed by Marina Sarruf
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Brazilian company Tangará, a maker of powdered milk, has already closed five sale contracts with businessmen from Algeria at Algiers International Fair, which began on June 03, in Algeria.

According to the Tangará export manager, Silvia Chaddad, around 300 tons will be exported to the Arab country.

"The future is promising. We made many contacts and had great results," stated Silvia. The company, which has a productive capacity of 20,000 tons a month, exports between 1% and 2% of production. Among the Arab countries that buy their products are Algeria, Tunisia and Egypt.

Tangará exports to Algeria are currently managed by trading company Interceller, which helped close the deals at the fair.

Apart from powdered milk, the trading company also sells sweets, lollypops, biscuits, powdered juice and sweets in general for other companies.

According to the operations coordinator at the Arab Brazilian Chamber of Commerce (CCAB), Rodrigo Solano, who is participating in the fair, Tangará and Interceller were the companies most sought at the Brazilian stand. "The companies are very satisfied with the contacts made," he said.

According to Solano, Agri-Tillage Brazil, a maker of agricultural equipment, participated in the fair with the objective of finding a representative for the company products.

"The company made many contacts and chose five potential representatives. They are now going to evaluate which is the best option," stated the CCAB coordinator.

Among the possible representatives are companies from Algeria, Morocco and Tunisia.

CCAB

The organization's stand was also greatly sought. On the fourth day of the fair, 120 Arab companies interested in Brazilian products have already been registered in the CCAB systems.

Among the Arab countries that have showed interest are Algeria, Tunisia, Morocco, Palestine, Libya and Jordan.

According to Solano, the companies are after beef, coffee, raw materials in general, construction material and drinks.

"The companies are not only after the possibility of importing from Brazil, but also of attracting investment and establishing partnerships," he said.

"Most of the Algerian companies want to establish partnerships with Brazilian companies. They are after imports of raw materials or semi-finished products to complete production in Algeria and sell to the region and to Europe," explained Solano.

Algiers International Fair is considered one of the most important in the country and will end on Thursday, June 9.

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