

28-31
JANVIER 2027
Foire Internationale de Sfax
معرض صفاقس الدولي

SIHOD SFAX
SALON INTERNATIONAL
HUILE D'OLIVE ET DATTES
الصالون الدولي لزيت الزيتون والتمور

INTERNATIONAL BUYERS

PROGRAMME | 2027

28 – 29 JANUARY 2027 · BUSINESS DAYS
28 – 31 JANUARY 2027 · FULL EXHIBITION
Sfax International Fairgrounds, Tunisia

01 / WELCOME

An invitation to build new trade relationships

An international meeting point for the olive oil and dates industries.

WELCOME TO SIHOD

SIHOD SFAX 2027 is the pilot edition of the International Olive Oil & Dates Exhibition, taking place from 28 to 31 January 2027 at the Sfax International Fairgrounds in Tunisia.

Co-organised by GUIDION and EVENTODO, the event aims to bring together producers, exporters, manufacturers, distributors, importers and international buyers.

We invite your company to explore sourcing opportunities, discover Tunisian expertise and establish valuable business connections.



Business meetings are planned mainly for 28–29 January 2027.

02 / EVENT OVERVIEW

Four days. Two complementary experiences.

28–29 JANUARY | B2B DAYS

Professional networking, scheduled buyer–supplier discussions, export-oriented presentations and exhibition visits.

30–31 JANUARY | PUBLIC DAYS

Product discovery, tastings, culinary demonstrations and direct-to-consumer activities.



VENUE	Sfax International Fairgrounds, Tunisia
HOURS	Pilot edition · Exhibition hours 10:00 – 19:00
RECEPTION	Professional reception planned from 09:00 on 28–29 January

03 / SECTORS

Tunisia's flagship products

Olive oil is the leading sector; dates are the complementary focus.



01 TUNISIAN OLIVE OIL — MAIN SECTOR

Olive growing, mills, cooperatives, bottling, quality, premium brands, exports and procurement opportunities.

02 TUNISIAN DATES

Deglet Nour dates, processing, date-based products, Tunisian pastry, export development.

CROSS-SECTOR ECOSYSTEM

Food packaging, machinery, traceability, logistics, certification, consulting and export services.

04 / BUSINESS VALUE

From producers to international markets

SIHOD is designed as a professional platform connecting complementary players across the value chain.

PRODUCERS → PROCESSORS → PACKAGERS → EXPORTERS → BUYERS

01 Explore potential sourcing partnerships with Tunisian suppliers

02 Discuss product specifications, volumes and market requirements

03 Discover packaging, logistics and export-oriented solutions

04 Develop commercial relationships beyond the event



05 / PROFESSIONAL AGENDA

International Business Days

Provisional programme — subject to confirmation and operational adjustments.

THURSDAY 28 JANUARY

09:00	Buyer and professional reception
10:00	Planned opening ceremony
11:00	International forum and industry discussions
13:30	Scheduled international B2B sessions
16:30	Commercial networking and follow-up

FRIDAY 29 JANUARY

09:00	Buyer reception
10:00	Targeted B2B sessions
13:30	Packaging, certification and traceability discussion
14:30	Follow-up meetings and exhibition visits
16:30	Innovation and product showcases



PROGRAMME · 28 JANUARY 2027

High-level business dinner & B2B

28 JANUARY 2027

Provisional programme



Conceptual illustration

On 28 January 2027, as part of SIHOD SFAX 2027, a prestigious business dinner and high-level B2B meetings will be organised with international delegations, bringing together institutional decision-makers and business operators to strengthen strategic partnerships, investment and trade.

01 Prestige dinner
A meeting point for decision-makers.

02 B2B meetings
Targeted high-level exchanges.

03 Partnerships
Investment and commercial exchanges.

TARGET MARKETS · DELEGATION PARTICIPATION TO BE CONFIRMED

Germany · Switzerland · Libya · Mauritania · Côte d'Ivoire · Senegal · Russia
China · Saudi Arabia · UAE · Qatar · Oman · Canada · United States

06 / EXHIBITION EXPERIENCE

Six complementary event spaces

01

SIHOD EXPO

Producers, exporters and industrial exhibitors

02

B2B LOUNGE

Buyer and supplier business meetings

03

TASTING ZONE

Product tastings and discovery

04

LIVE KITCHEN

Culinary demonstrations

05

SIHOD MARKET

Direct sales during public days

06

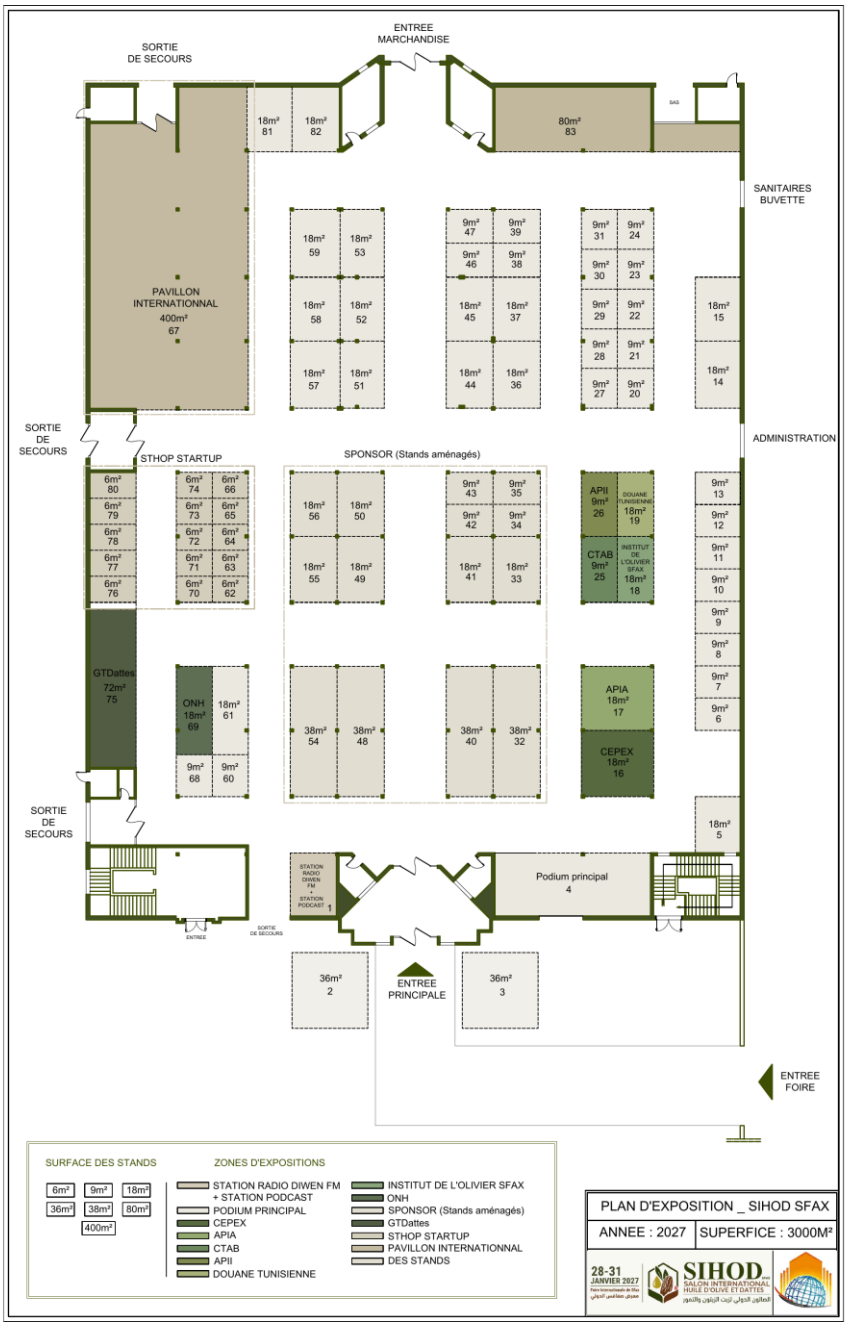
INNOVATION

Packaging, solutions and technology



SITE PLAN · 3,000 M²

Exhibition floor plan



KEY

International Pavilion
400 m² (no. 67)

Sponsors
Fitted stands

Start-up shop area
6 m² units

Main podium
No. 4

Radio & podcast station
No. 1

Institutional stands
CEPEX, APIA, API, CTAB, ONH, GTDattes, Sfax Olive Institute, Tunisian Customs

Entrances
Main entrance · Goods entrance · Fair entrance

3,000 m²
gross exhibition area

400 m²
International Pavilion

28–31 Jan
Sfax Fairgrounds

Indicative plan: stand layout and surfaces may change. Plan labels are in French; acronyms are institution names.

07 / INTERNATIONAL BUYERS

Who should attend?

A tailored programme for organisations exploring Tunisian supply chains.

IMPORTERS & WHOLESALERS

Olive oil, dates and Mediterranean food products

RETAIL BUYING TEAMS

Supermarkets, retail groups and purchasing organisations

DISTRIBUTORS

Specialised food, delicatessen and food-service channels

BRAND OWNERS & PACKERS

Private-label, bottling and sourcing partnerships

Participation is subject to buyer qualification and programme confirmation.

08 / BUYER PROGRAMME

How the International Buyers Programme works

01 Direct introductions to relevant Tunisian producers and exporters

02 Opportunities for B2B appointments on 28–29 January

03 Dedicated time to examine products and export capabilities

04 Discussions around quality, volumes, certification and logistics

05 Networking across olive oil, dates and related industries

THE OBJECTIVE

Facilitate meaningful trade discussions — without promising a minimum number of meetings or commercial contracts.

09 / INTERNATIONAL REACH

Target markets for international outreach

Markets represent prospecting priorities, not confirmed delegations.

EUROPE

- Germany
- Switzerland

NORTH AFRICA

- Libya
- Mauritania

SUB-SAHARAN AFRICA

- Côte d'Ivoire
- Senegal

GULF REGION

- Saudi Arabia
- United Arab Emirates
- Qatar
- Oman

EURASIA · ASIA

- Russia
- China

NORTH AMERICA

- Canada
- United States

Outreach may also extend to additional qualified markets. Buyer attendance will be communicated only after confirmation.

EXPORT PARTNERSHIP · CEPEX

Partnership with CEPEX supporting Tunisian exports

TUNISIA EXPORT CEPEX

EXPORT PROMOTION CENTRE

CEPEX, export partner of the exhibition

A partnership to mobilise Tunisian exporting companies, connect them with international buyers and give visibility to the olive oil, dates and packaging sectors.

01 Mobilise exporters

Mobilisation of Tunisian exporting companies.

02 Prospect buyers

Prospecting and introductions to international buyers.

03 Support B2B

Support for the B2B meeting programme.

04 Promote the sectors

International visibility and promotion of Tunisian sectors.

AT THE EXHIBITION **CEPEX stand, 18 m² (no. 16 on the floor plan)**



INTERNATIONAL COOPERATION · PROPOSED STRATEGIC PARTNER

Russia: an opportunity for strategic cooperation

PROPOSAL TO BE CONFIRMED



A proposed partnership to open Tunisia's olive oil and dates sectors to a Russian market that relies heavily on imports.

100 m²

PROPOSED WITHIN THE INTERNATIONAL PAVILION

400 m² pavilion (no. 67 on the floor plan).

Business meetings and cooperation with the operators concerned.

> 97 %

of the olive oil consumed in Russia is imported

≈ 25,000 t

of olive oil imported each year (2022)

$27 M

of untapped Tunisian export potential to Russia



No agreement has been concluded at this stage: the arrangement remains to be structured with the partners concerned.

Orders of magnitude from press and trade bodies (ONAGRI, 2022–2025); Russia has not published detailed customs statistics since 2022.

10 / INTERNATIONAL PARTICIPATION

Buyer participation options

Only international-buyer offers are shown in this document.

INTERNATIONAL BUYER | PACKAGE 01

USD 500

Published commercial price per participant

Proposed format: 3 days / 2 nights; B2B programme access. Full inclusions and booking conditions to be confirmed in writing.

INTERNATIONAL BUYER | PACKAGE 02

USD 1,250

Confirmed price: USD 1,250

Proposed two-person format with double-room accommodation and B2B participation; exact services remain subject to written package terms.

IMPORTANT — Buyer participation and international sponsorship are distinct programmes. All service inclusions and booking conditions must be agreed in writing.

INTERNATIONAL PARTNERSHIP / PLATINUM

Platinum Sponsorship Package

Official commercial offer in USD.

USD 10,000

OFFICIAL SPONSOR

36 m² EXHIBITION STAND

PACKAGE INCLUSIONS

01	Lead sponsor or major partner status
02	Priority logo placement on physical and digital media
03	Enhanced visibility throughout event signage
04	36 m² exhibition stand
05	Featured as a major sponsor in official communications
06	Dedicated promotional posts on SIHOD social media
07	Speaking opportunity during an official programme segment
08	Invitations to key events and the business dinner
09	Access to the event database, subject to applicable data-protection rules
10	Certificate of participation
11	Participation in a panel discussion
12	Provision of exhibitor and visitor data, subject to lawful permissions and consent
13	Production of one podcast and an aftermovie of your full participation
14	Business dinner participation for the sponsor CFO with international delegations; CSR trophy presentation

All benefits, scheduling and deliverables are subject to the signed sponsorship agreement.

INTERNATIONAL PARTNERSHIP / GOLD

Gold Sponsorship Package

Official commercial offer in USD.

USD 5,000

SPONSOR

18 m² EXHIBITION STAND

PACKAGE INCLUSIONS

01	Logo featured across several communication materials
02	Visibility on designated sponsor signage
03	18 m² exhibition stand
04	Social-media introduction or appreciation posts
05	Inclusion in sponsor and partner presentation materials
06	Invitation to the business dinner
07	Potential speaking opportunity, subject to the final programme

All benefits, scheduling and deliverables are subject to the signed sponsorship agreement.

INTERNATIONAL PARTNERSHIP / SILVER

Silver Sponsorship Package

Official commercial offer in USD.

USD 2,500

PARTNER

9 m² EXHIBITION STAND

PACKAGE INCLUSIONS

01	Logo on selected communication materials
02	Inclusion in the official partner list
03	Presence on a collective event signage display
04	9 m² exhibition stand
05	Social-media thank-you post
06	Certificate of participation

All benefits, scheduling and deliverables are subject to the signed sponsorship agreement.

12 / PREPARING YOUR VISIT

Business travel & participation

BEFORE ARRIVAL

Confirm buyer eligibility and package conditions with the SIHOD commercial team. Submit your company profile, sourcing interests and meeting objectives.

B2B APPOINTMENTS

Indicate your priority product categories and preferred business partners. The organising team will seek relevant introductions; meeting schedules depend on counterpart availability.

TRAVEL & ACCOMMODATION

Any hotel, transfer, visa-support or hospitality services must be confirmed in your personalised written package offer. No such service is guaranteed by this brochure alone.

Official event venue: Sfax International Fairgrounds, Tunisia.

13 / PROGRAMME PRINCIPLES

Clear commitments & responsible coordination

01	Participation conditions and fees are confirmed before booking
02	Meeting programmes are provisional and subject to availability
03	Company and contact information is processed for legitimate event coordination
04	No guaranteed sales outcomes or contracts are represented
05	Institutional acknowledgements are subject to documentary confirmation

Programme content, schedules and service inclusions may be adjusted by the co-organisers and confirmed in individual written arrangements.

MEET THE PRODUCERS

Explore the Tunisian olive oil value chain

Discover producers, mills, brands and export specialists through a programme designed for direct professional exchange.



Olive oil is SIHOD's flagship sector.

DISCOVER THE PRODUCT

Olive oil and Tunisian dates

A commercial showcase for premium olive oil, Deglet Nour dates, date-based products and complementary packaging solutions.



Product displays shown are conceptual illustrations.

EXPLORE THE EXHIBITION

From product discovery to business dialogue

Visit exhibition areas, meet prospective suppliers and discuss specifications, packaging, quality and distribution opportunities.



Business meetings depend on participant availability and programme coordination.

14 / NEXT STEPS

Let us explore your sourcing priorities



We invite importers, wholesalers, retail procurement teams and food-industry buyers to discover Tunisia's olive oil expertise and dates supply chains.

01 Share your organisation and sourcing categories

02 Request the international buyer participation conditions

03 Discuss a possible B2B meeting schedule

SIHOD SFAX 2027 · Connecting Producers, Buyers & Markets

15 / CONTACT

Official SIHOD contact information

International buyer enquiries, sponsorship and event coordination.

Co-organised by GUIDION and EVENTODO

CO-ORGANISER

Société EVENTODO

Mme Manel Chaabane
92 309 027
direction@sihod.com.tn

CO-ORGANISER

Société GUIDION

M. Yassine Gouiaa
71 805 105 / 22 208 208
commercial@sihod.com.tn

www.sihod.com.tn



LET'S BUILD NEW TRADE OPPORTUNITIES TOGETHER.

28 – 31 January 2027 · Sfax International Fairgrounds

www.sihod.com.tn

Co-organised by GUIDION & EVENTODO