

Agricultural and Agri-Food Product Marketing

September 21, 2023

In Today's Schedule

Inaugural Session		
Time	Title	Speaker
8:55 am - 9am	Welcom adress	Hartani Tarik Nechar Manal
9:00 am – 9:30 am	Distribution Policy for Agricultural and Food Products in Algeria	Omari Cherif
9:30 am – 10:00 am	Marketing and Market Research for Agri-Food Businesses	Azizi Sabiha
10am – 10:15am	Coffee Break	

Session 1: Marketing and Commercialization		
Time	Title	Speaker
10:15 am – 10:30 am	Food Distribution in Algeria	Chikhi Kamel
10:30 am – 10:45 am	Export Opportunities for Agri-Food Products: Attitudes, Behaviors, and Expectations of Algerian Exporters	Chebbab Salma
10:45 am – 11 am	Regional Product Marketing: A Case Study on Algerian Dates	Benali Amina
11 am – 11:30 am	Discussion from Inaugural and Session 1	
11:30 am – 13 am	Lunch Break	

Session 2: Terroir Products and Digital Marketing		
Time	Title	Speaker
13 pm – 13:15 pm	Intellectual Property: A Sustainable Marketing Promotion Tool for Agricultural Artisanal Products. Case of Algerian Terroir Products	Laoudj Ouardia
13:15 pm – 13:30 pm	Agricultural Products in Algeria: A Botanical Perspective for Optimal Valorization	Jou Siham
13:30 pm – 13:45 pm	Performance Optimization through Digital Marketing (Strategies and Synergies): A Case Study of an Algerian Artisanal Ice Cream Company - SISSI	Touati Nachida
13:45 pm – 14:00 pm	Digital Marketing: The New Tool for Agricultural and Agri-Food Companies	Zamoum Hanan

Session 3: Marketing in the Agro-Food Industry		
Time	Title	Speaker
14 pm – 14:15 pm	Ethical Marketing: A Case Study of the SIM Industry	Khedir Nassima
14:15 pm – 14:30 pm	The Challenges of Manufacturing and Marketing Livestock Feed in Algeria	Fentazi Nasreddine
14:30 pm – 14:45 pm	The Dynamics of Private Grain Processing Companies' Emergence in Algeria: Structural Analysis of the Processed Cereals Market	Bekis Soumeya
14:45 pm – 15:15 pm	Discussion of Sessions 2 and 3	

Distribution of the certificates and closing