

Introduction

Specialized career fairs are vital gatherings that bring together professionals, companies, and job seekers within a specific sector. They serve as platforms to showcase the latest innovations and opportunities and facilitate communication between employers and those seeking training, employment, or career advancement. They represent opportunities for hands-on learning and expanding professional networks, and are offered by governmental or private entities to support economic development and skills development.

Fairs are also an integral part of economic diplomacy, playing a vital role in the economy as platforms for promotion, building trade relations, attracting investments, stimulating tourism, and transferring knowledge. They foster innovation, create job opportunities, and support local industries by providing an environment for direct interaction between producers, consumers, and investors, thus contributing to GDP growth and increased trade at both the local and international levels.

Specialized career fairs begin with an idea, then a phrase, then a slogan, then a platform, then an exhibition. These are the essential keys to organizing a specialized exhibition that originates from an industry in which the country specializes and is renowned. The exhibition itself is an industry.

Activity Description:

The Tunisian International Fairs Company and Extrade For events are two Tunisian companies specializing in organizing international exhibitions inside and outside Tunisia. They have over 20 years of experience and a proven track record of targeted exhibitions related to investments.

Exhibition Organization Activity:

The company focuses on international exhibitions that serve the economy and participants, and organizes numerous exhibitions in the

fields of agriculture and technology, oil and gas, food industries, health, transport, infrastructure, and roads.

Key Exhibitions Organized by:

- International Oil and Gas Exhibition.
- International Energy, Renewable Energy, and Technology Exhibition.
- International Transport and Logistics Exhibition.
- International Agriculture and Technology Exhibition.
- International Olive Exhibition, Olive Oil, and Production Mechanization.
- International Health and Laboratory Equipment Exhibition.
- International Infrastructure Exhibition, Smart Mobility, Roads, and Public Works.
- International Women's Exhibition.

Conferences and Partnership Meetings:

The company enjoys a significant Arab, African, and international presence through its focus on bilateral meetings and business matchmaking events aimed at encouraging investment through Specialized conferences and partnership meetings.

Exhibition and conference services:

The company offers a number of services for international exhibitions and conferences held in and outside Tunisia.

We hope that 2026, will be a year of achievements and successes on all fronts, especially the economic one, we would like to extend our sincere wishes for your continued health and well-being in this new administrative year.

Because we want our exhibitions to reach international standards and attract the largest possible number of participants, we have combined five exhibitions into one under the name:

AFRICA BIG5, where oil meets renewable energy and technology meets green hydrogen through the GREEN AFRICA and PETROAFRICA exhibitions.

Transport meets logistics, infrastructure, and roads meets public works through:

LOGISTICA AFRICA EXPO, AFRICA TRAFFIC & AFRICA PUBLIC WORKS.

Thus, we find five integrated and harmonious industries under the banner of sustainable development in service of the green economy, which is the main theme of this edition

These five exhibitions were born out of the parent exhibition, PetroAfrica, which will be held in its 11th edition in 2026. We aspire to make Tunisia a key hub for business tourism by organizing such targeted exhibitions that offer a rapid return on investment, as they bring together experts and researchers through the publication of scientific papers supervised by professors and specialists, thus advancing scientific research.

For four days at the “Kram Exhibition Center”, expertise, technology, and industry will converge through small and medium-sized enterprises (SMEs), startups, established industrial companies, and holding companies.

The year 2026 will bring with it a new exhibition, completing the five existing exhibitions: the African Exhibition for Finance, Banks, and Insurance Companies, or what we have named

AFRICA FINANCE BANKING & INSURANCE EXPO AFBI

The idea that embodies the encouragement of investment and its opening. This exhibition was programmed in line with future prospects by integrating banking and financial support.

The idea behind adding it is to serve the project Young Startups Professional.

It is a program that encourages the launch of projects and participates in discussion panels at the accompanying scientific conference. Through it, new graduates can draw a roadmap for their future projects, and the owner of the idea or technological software can implement it in reality

Because sustainable development, a clean environment, and alternative energies are purposeful projects that keep pace with global transformations and are linked to several digital shifts, we have dedicated a space to highlighting the latest developments and keeping abreast of changes through participants and through awareness platforms via social media networks emanating from the exhibition. Today, we want to gather expertise in investment, and Tunisia is rich in talent through its minds, its history, its location, and its standing, so that it can be marketed as it should be through our exhibitions scheduled for 2026.

Specialized exhibitions in tourism and investment are a vital bridge connecting opportunities, investors, and decision-makers. They serve as a platform to showcase products and services, build relationships, explore new markets, and attract direct and indirect investments in infrastructure and tourism projects. This strengthens the local economy and revitalizes the sector by providing deals for exchanging expertise and developing future products, while achieving significant economic benefits for host cities and countries.

Tunisia is a tourism country and a major tourist destination in all its cultural, scientific, recreational, health, exploratory, beach, desert, and sports aspects.

In October 2026, Tunisia will host an important new international marketing exhibition showcasing Tunisia as a tourist destination in all its facets through this exhibition:

AFRICA TOURISM EXPO LTD

This exhibition aims to market Tunisia as a leading global destination by allocating significant platforms for advertising and media,

and through a marketing plan that aligns with Tunisia's value and the importance of the event.

The exhibition plays a fundamental role in marketing Tunisia in the tourism, entertainment, and industrial sectors because it contributes to:

1. Promoting Tourism Investment (MICE):

Attracting Events: Exhibitions and conferences (MICE) attract thousands of visitors from the business community and investors, generating direct revenue for hotels, restaurants, transportation, and leisure tourism.

Investment Opportunities: Exhibitions highlight investment opportunities in tourism infrastructure (hotels, resorts, services) and encourage local and foreign investors to inject capital.

2. Marketing and Promotion:

- **Product Showcase:** This allows tourism companies to present their services, products, and destinations to a specialized and broad audience.
- **Brand building** enhances the presence and strength of tourism brands and destinations among the global audience.

3. Building Relationships and Deals:

- **Direct Meetings:** Facilitates direct meetings between service providers (hotels, tour operators) and buyers (travel agents, companies, and investors).
- **Expanding Networks:** Exchanging information and catalogs, establishing long-term partnerships, and creating strong professional networks.

4. Knowledge Sharing and Industry Development:

- **Gaining Experience:** Provides a platform for exchanging knowledge and experience among experts and professionals in the tourism sector.

- **Product Development:** Provides market insights for developing new tourism products that meet changing market needs.

5. Broader Economic Impact:

- **Supporting Other Sectors:** Stimulating the agriculture, industry, and services sectors, and generating employment opportunities.
- **Improving Infrastructure:** Encourages governments to develop roads, airports, and facilities to support these events.

In short, tourism and investment exhibitions are a key driver of tourism sector growth, translating opportunities into tangible investments and promoting trade and knowledge exchange both locally and internationally.

We are confident that these events create balance and local and international confidence, as the scheduled exhibitions aim to attract investment first and foremost, create new opportunities, and market Tunisia locally and internationally.

AFRICA BIG 5 will take place from June 16 to 19, 2026 at the Kram Exhibition Center and will consist of:

- **PETROAFRICA:**

The 11th edition of the International Oil and Gas Exhibition, which includes a scientific conference bringing together 200 speakers from Tunisia, Libya, Algeria, and many international attendees. This exhibition is a Tunisian-Libyan twinning, as we previously organized it in Libya in 2023. It is one of the most important and successful exhibitions since its inception and focuses on petroleum services, especially studies, safety, and the environment. It brings together decision-makers in a sensitive sector and an important pillar of all economies.

- **GREEN AFRICA:**

The second edition will launch in parallel with the oil exhibition and will focus on alternative energies and sustainable development, in addition to technology, which is the main driver of the scientific conference. It

focuses on green hydrogen, the environment, waste recycling, and energy extraction.

This exhibition brings together engineers and owners of small projects ("STARTUPS") software and artificial intelligence experts serving the sector.

- **LOGISTICS AFRICA EXPO:**

The Transport and Logistics Exhibition, also known as the Land, Sea, and Air Exhibition, serves a vital industry and a cornerstone for the movement of people and goods. Born from the oil industry, it now competes with programmers in the same space and at the same time, creating unprecedented economic activity. Land and sea carriers rely on the presence of all sectors. From June 16th to 19th, 2026, at the Kram Exhibition Center. The exhibition will be held over four days with a scientific conference discussing insurance, transport, logistics, and the driving laws, as well as highlighting storage and free zones that attract investments and open the door to new partnerships.

- **AFRICA TRAFFIC:**

Roads, smart mobility and infrastructure are the basis for attracting investment because infrastructure includes roads and includes the aesthetics of the city through green spaces and smart mobility that contributes to linking areas with highways that would facilitate mobility and attract investment.

- **AFRICA PUBLIC WORKS:**

Public works is the continuation of infrastructure development, encompassing the completion of existing projects and the inauguration of new ones. This highlights the sector's importance in creating job opportunities, attracting modern equipment, and implementing significant infrastructure improvements across all its structures, keeping pace with technology and transitioning towards smart, environmentally friendly cities. To further enhance the project's appeal and create a

comprehensive experience for visitors to the exhibition, the space was adorned with displays from financial institutions, banks, and Insurance companies culminates in:

- **AFRICA FINANCE, BANKING & INSURANCE EXPO AFBI:**

Everyone is in the same place and at the same time to bring services closer together, to create opportunities and partnerships, and for the exhibition to be a closed space for investment and spaces that the visitor enters with the idea and desire to explore and partner, and comes out with a result that benefits him and the economy.

We start the exhibitions in June and have been working for six months to bring together decision-makers who have placed their trust in us, in our exhibitions and in our goals. But today we have reached the stage of aspiring to compete with other European and even Arab countries where participants gather and a day is dedicated to inviting ministers from each industry related to the exhibition as guests, and the result will be beneficial because the exhibition sets a goal and outlines a roadmap, leading to inevitable outcomes such as contracts and partnership prospects.

We began our series of major exhibitions in June, culminating in a crucial event that reflects Tunisia and embodies our objectives: the Tourism Exhibition.

- **AFRICA TOURISM EXPO ATE:**

This exhibition will take place from October 20th to 23rd, 2026, at the Kram Exhibition Center. Its primary objective is to promote tourism in Tunisia, particularly medical tourism, as it will be combined with the AFRIHEALTH & AFRILAB Health and Laboratory Equipment Exhibition.

We have prepared a marketing plan that begins domestically by selecting 24 ambassadors, one for each of the country's governorates.

These ambassadors must possess the necessary knowledge, expertise, cultural awareness, and sense of belonging to promote Tunisia within the country. The exhibition itself will be international, focusing on tourism to Tunisia and also encouraging participation from foreign countries, especially those friendly to Tunisia, with pavilions for exchange and collaboration. The goal is to establish Tunisia as a destination for travel and a gateway to other destinations.