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DEUTSCHE ZUSAMMENARBEIT



MINISTRY OF KNOWLEDGE
ECONOMY, STARTUPS
AND MICRO-ENTERPRISES

Implemented by:



Deutsche Gesellschaft
für Internationale
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DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

HerbMarketMap

Interactive mapping of producers and marketers of PAM
(Aromatic and Medicinal Plants) products.

IDEA
N°11

TYPE OF OPPORTUNITY:

Digital technology - Web mapping and integrated marketplace.

CHALLENGE:

The lack of visibility and organisation of PAM-producers, collectors and processors limits their access to the market, particularly for rural women who play a key role in this sector.

IMPACT ON THE VALUE CHAIN:

Upstream: Improved recognition of production and harvesting sites, and recognition of the efforts of collectors and producers, often rural women & Improved visibility and coordination between collectors, processors and buyers.

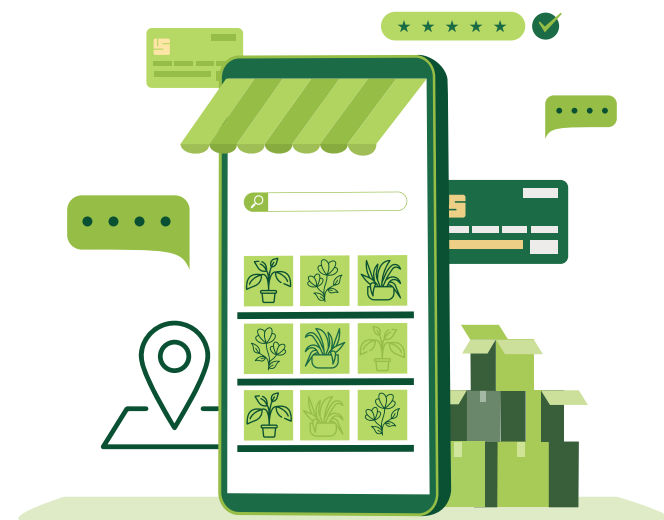
Downstream: Easier access to specialised markets, increased income for local players and greater recognition of their expertise.

SOLUTION: Creation of an interactive web-map and market-place that :

- Geographically locates collection and production areas as well as PAM-producers and processors.
- Detailed files for each collector or producer, with a description of their products and any certifications.
- Offers a marketplace platform to connect producers, buyers and sellers.
- Tools for sharing information on good harvesting and processing practices.
- Includes tools to guarantee traceability, certification and product quality.
- Facilitates online transactions with secure payment management.

BENEFITS OR EXPECTED IMPACT

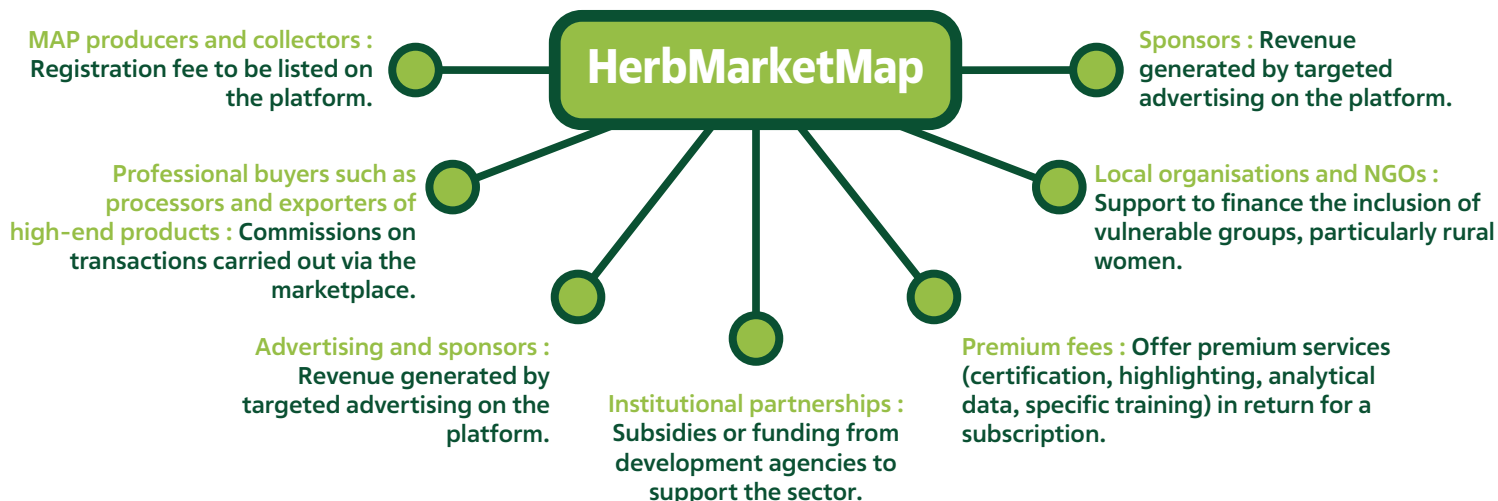
- Increased visibility: Digital presence of local producers, particularly rural women & Improved recognition and promotion of local producers.
- Improved income: Access to national and international buyers.
- Support for rural women: Strengthening their economic independence through greater opportunities & promoting the role of rural women in the PAM sector.
- Greater accessibility: easier networking between players in the value chain.
- Promoting sustainability: Encouraging good farming and processing practices.
- Transparency: Improved traceability and buyer confidence in products.



SOLUTION COMPONENTS

- Creation of an interactive map geolocating producers and their products.
- User-friendly interface: Accessible via web and mobile for easy consultation and updating.
- Development of a marketplace module to facilitate online transactions.
- Integration of functions for certification and quality control.
- Educational module: Sharing best practice and recommendations for improving the quality
- Analytical tools to monitor market trends and optimise sales.
- Training programme for users on managing the platform and online sales.
- Technical support: assistance for users and maintenance of the platform.

WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



SUCCESS STORIES

Aromaplant-App

is a mobile application dedicated to mapping aromatic and medicinal plants in Morocco. It allows users to explore the geographical locations of plants, access detailed information on their characteristics and uses, and discover local producers. The application aims to enhance the value of these natural resources while promoting their sustainable use and traceability.

[CLICK HERE](#)

Agribros

A digital platform specialising in the promotion and marketing of agricultural products, connecting farmers and local producers with potential buyers and end consumers on a digital marketplace, and enabling crowdfunding of projects in the agricultural and agri-food sector.

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Agrimp

It is a user-friendly B2B marketplace designed specifically for agriculture, bringing buyers and farmers together. It offers online

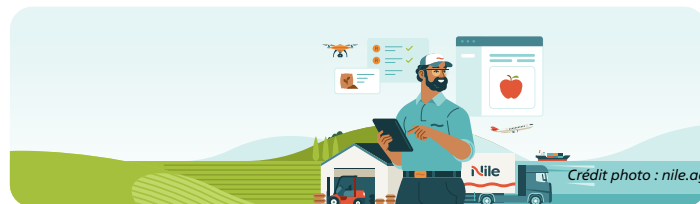
payment methods, product quality control and logistics services covering the various stages of the supply chain.

[CLICK HERE](#)

BONAP

A mapping platform for locating and identifying plants in North America.

[CLICK HERE](#)



Nile

A platform that connects farmers and buyers on local and global markets, offering transparent, data-driven prices and facilitating the sale of fresh produce direct from the farm.

[CLICK HERE](#)

PROCESS FOR REALISING THE OPPORTUNITY

PHASE 1:

Initial research & mapping : Identification and mapping of production areas and collection of data on their activities.

PHASE 2:

Technical development : Design and testing of the platform and its key functionalities.

PHASE 3:

Pilot launch : Test in a priority region to gather feedback from users.

PHASE 4:

National roll-out : Integration of new players and large-scale promotion.

COMPLEXITY



LEVEL OF INVESTMENT NEEDED

