

# DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

## THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

### ExportConnect

Intermediary platform for producers and export.

IDEA  
N°27



TYPE OF OPPORTUNITY:

**Collaborative digital platform and supply chain management system.**

\*Related to other sheets

### CHALLENGE:

Local producers, particularly in niche sectors such as medicinal and aromatic plants, struggle to access international markets due to a lack of visibility, knowledge of export regulatory requirements, traceability and effective organisation to meet demand.

### IMPACT ON THE VALUE CHAIN:

**Upstream :** Increasing producers' ability to meet international standards and group together to achieve the volumes required for export.

**Downstream :** Strengthening the confidence of international buyers through traceability and transparency in the supply chain.

### SOLUTION:

**Development of a digital platform that connects local producers to international markets while providing comprehensive support on the following aspects :**

- Training and information on export standards (quality, certification, packaging).
- Centralised order management to coordinate collective shipments.
- Traceability system based on blockchain or secure QR codes.
- Multilingual interface to facilitate exchanges between producers and buyers.
- Integration of a rating system to assess the reliability of suppliers and buyers.

### BENEFITS OR EXPECTED IMPACT

- Simplified access to international markets: greater visibility for local products on foreign markets.
- Greater reliability: Transparency and traceability to reassure international buyers.
- Increased income: Producers can obtain higher prices by accessing specialist markets.
- Optimisation of resources: pooling of logistics costs and certification efforts.



### SOLUTION COMPONENTS

- **Collaborative digital platform:** intuitive interface for producers and buyers.
- **Traceability module:** Blockchain or QR codes to ensure transparency and reduce fraud.
- **Regulatory database:** Information on export requirements by country.
- **Order management system:** Coordination of grouped exports.
- **Training and support:** Assisting producers with certification and international standards.

# WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



## SUCCESS STORIES

### Tridge

is a digital platform that connects local agricultural producers with international buyers. It provides market data, certification tools and matchmaking services to simplify exports.

[CLICK HERE](#) 

### Alibaba Agriculture

connects small producers with international markets through a simplified platform that provides matchmaking, logistics and export management services.

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## PROCESS FOR REALISING THE OPPORTUNITY

### PHASE 1:

**Design of the platform :**  
Analysis of the needs of producers and international buyers.

### PHASE 2:

**Technological development :** Creation of the interface, traceability system and order management modules.

### PHASE 3:

**Producer training :**  
Organisation of training sessions on international standards and the use of the platform.

### PHASE 4:

**Pilot launch :** Test with a limited group of producers and buyers.

### PHASE 5:

**Roll-out :**  
Large-scale roll-out based on pilot results

### COMPLEXITY



### LEVEL OF INVESTMENT NEEDED



Here are some opportunities that you might be interested in related to yours – Scan QR code

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