

DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

AgriLink

B2B networking platform for food producers and processors.

IDEA N°32

TYPE OF OPPORTUNITY:

B2B digital platform integrating a matchmaking tool, a transaction management module and a data analysis system for predicting supply and demand.

CHALLENGE:

The lack of coordination between agricultural producers and agri-food processors creates difficulties in finding raw materials in sufficient quantity and quality. This leads to unusable surpluses or critical shortages, complicating crop planning and meeting market needs.

IMPACT ON THE VALUE CHAIN:

Upstream : Better crop planning thanks to forecasts of processors' needs and efficient management of agricultural surpluses.

Downstream : Reducing losses, improving the quality of available raw materials, and optimising the supply chain for processors.

SOLUTION: AgriLink connects agricultural producers directly to agri-food processors via a digital platform that :

- **Facilitates B2B contacts:** processors can quickly find agricultural products that meet their needs in terms of quantity and quality, while producers have access to reliable and diversified outlets.
- **Optimise transaction management:** The platform integrates tools for negotiating, contracting and managing the logistics of deliveries.
- **Predicts supply and demand:** by collecting and analysing data (e.g. expected harvests, expressed needs), the platform provides forecasts for proactive crop planning.

- **Ensures transparency and traceability:** An integrated tracking system guarantees product conformity and strengthens confidence between stakeholders.



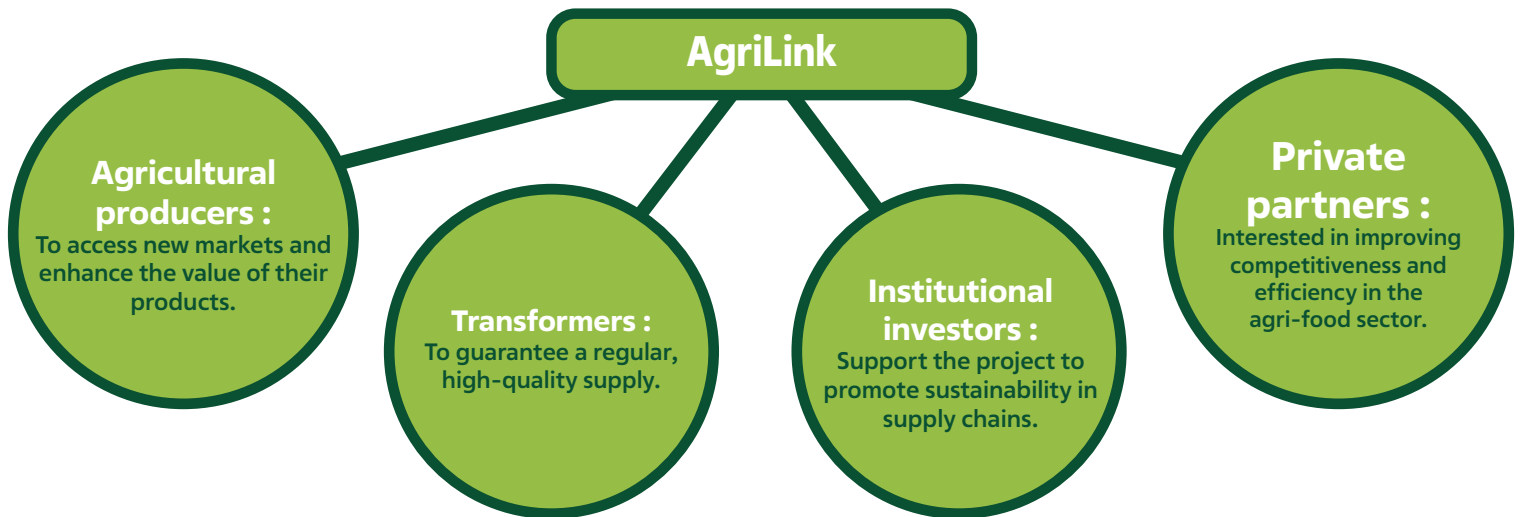
BENEFITS OR EXPECTED IMPACT

- **Optimising supply:** reducing the gap between supply and demand, and better management of raw materials.
- **Improved competitiveness:** Reduction in agricultural and logistical losses, leading to lower costs for all players.
- **Forecasting needs:** The data collected enables growers to plan their crops in line with the actual needs of processors.
- **Enhancing the value of agricultural products:** Facilitating access for small producers to more profitable markets through better networking.
- **Reducing waste:** Better synchronisation between supply and demand limits unnecessary surpluses and maximises the use of resources.

SOLUTION COMPONENTS

- **Matchmaking module:** Enables players to publish and search for offers and requests.
- **Prediction system:** Analyses data to provide supply and demand forecasts.
- **Integrated management tools:** Includes contracting, logistics tracking and payment management.
- **User-friendly interface:** A platform accessible on mobile and web, adapted to different levels of education and several languages.

WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



SUCCESS STORIES

Agri Marketplace

is a digital platform that facilitates agricultural transactions through a network of service partners. It includes features such as online payments between buyers and sellers, product quality control options and logistics services covering the entire process, from production to delivery.

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Food Farm Hub

A global B2B marketplace that connects buyers and sellers in the food and agriculture sectors. It offers a wide variety of products, verified suppliers and digital solutions to improve operational efficiency.

[CLICK HERE](#) ➔

Distichain

A SaaS B2B marketplace solution designed to streamline operations in the agricultural sector. It connects farmers, growers, distributors and manufacturers on a single platform, facilitating end-to-end transactions through integrated services such as financing, logistics and verification.

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PROCESS FOR REALISING THE OPPORTUNITY

PHASE 1:

Market research: Identify the specific needs of producers and processors in the target region.

PHASE 2:

Development of the platform: Designing an interface tailored to users' needs, including matching and prediction modules.

PHASE 3:

Pilot phase: Launch a pilot project with a restricted group of users to test and refine functionalities.

PHASE 4:

Training and awareness-raising: Supporting users in adopting the platform through workshops and tutorials.

PHASE 5:

Ongoing evaluation: Gathering feedback to optimise the solution's performance and broaden its adoption.

COMPLEXITY



LEVEL OF INVESTMENT NEEDED

