

# DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

## THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

### ExquisitMarket

International platform for agricultural niche markets.

IDEA  
N°09



TYPE OF OPPORTUNITY:

**Digital technology - Web and mobile platform.**

\*Related to other sheets

#### CHALLENGE:

Saffron and medicinal plant producers are struggling to access international markets due to a lack of visibility, certification, traceability and structured organisation.

#### IMPACT ON THE VALUE CHAIN:

**Upstream :** Better organisation of producers and promotion of their know-how.

**Downstream :** Increased access to international buyers and improved income thanks to more direct, reliable and traceable sales channels.

#### SOLUTION:

**Development of a specialised digital platform to :**

- Present products with detailed descriptions and producer profiles.
- Enable international buyers to connect directly with producers.
- Set up a certification and traceability system to guarantee quality.
- Manage orders and payments transparently and securely for both parties.
- Offer a quality control service to ensure high standards.



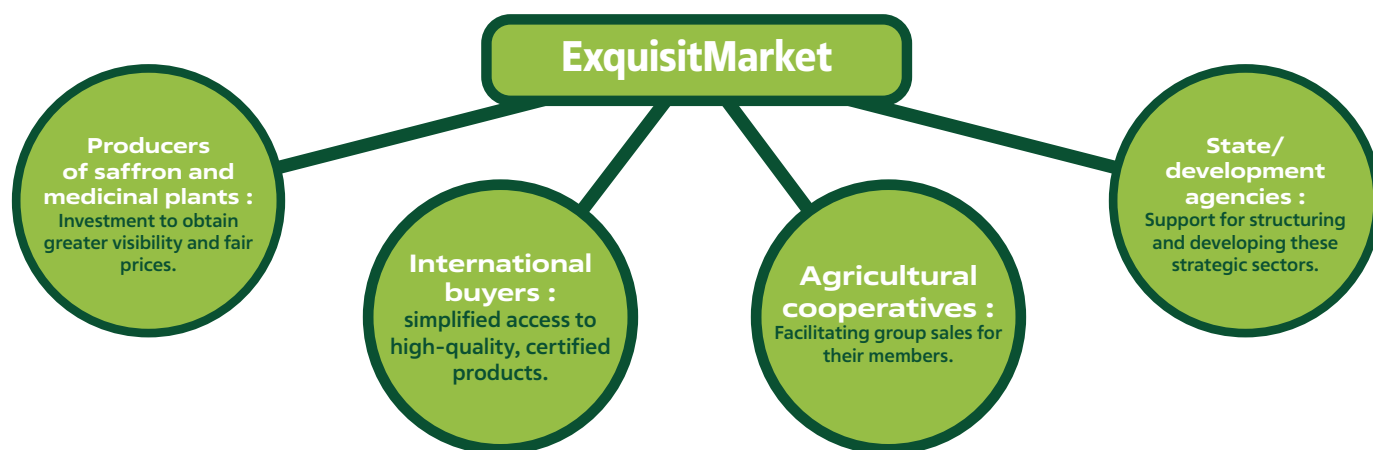
#### BENEFITS OR EXPECTED IMPACT

- Increased visibility: an international platform accessible to a wide audience of specialist buyers.
- Improved income: Direct access to more profitable markets.
- Transparency and traceability: boosting buyer confidence.
- Structured organisation: producers-network to improve their collective efficiency.

#### SOLUTION COMPONENTS

- Creation of an interactive directory of producers and products.
- Integrated certification and quality control module.
- Secure order and payment management interface.
- Analytical tools to monitor market trends and customer demands.
- Multilingual customer support to facilitate exchanges between producers and buyers.

# WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



## SUCCESS STORIES

### FairWild

Initiative for certified wild plants, linking producers to responsible markets.

[CLICK HERE](#) ➔

### Agribros

A digital platform specialising in the promotion and marketing of agricultural products, connecting farms to international markets and promoting local produce.

[CLICK HERE](#) ➔



### Safran d'Occitanie

French saffron producer offering high-quality, certified organic products for sale online.

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## PROCESS FOR REALISING THE OPPORTUNITY

### PHASE 1:

#### Needs research:

Study of the expectations of producers and buyers.

### PHASE 2:

#### Technological development:

Design of the platform and its functionalities.

### PHASE 3:

#### Pilot launch:

Test with targeted groups of producers and buyers.

### PHASE 4:

#### Full roll-out:

International promotion and addition of complementary services.

### COMPLEXITY



### LEVEL OF INVESTMENT NEEDED



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

Combined with

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