



AfriFOODlinks

NEWSLETTER

Title: Tunisian Initiatives at Expo Osaka 2025: Enhancing Local Products for Sustainable Food Systems

National Institut of Nutrtnion and Food Technology

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Introduction:

Tunisia is actively preparing for Expo Osaka 2025, a global showcase scheduled from April 13 to October 13, 2025. This event will provide a significant opportunity to highlight the richness of its culinary heritage and notable advancements in sustainable agriculture. This participation offers a unique chance to share initiatives shaping the future of Tunisian food systems, from the enhancement of local products to the innovative design of the national pavilion. Tunisian architects have meticulously curated a space that reverently celebrates Tunisia's rich agricultural heritage, with particular homage paid to the millennial olive tree of Echraf Dar Allouch, a jewel of the Nabeul Governorate. Furnished with pieces of rustic nobility, including a table and seating fashioned from the wood of the olive tree, the space will serve as an exquisite stage for the display of Tunisia's prized terroir treasures. An atmosphere imbued with tradition and respect will invite visitors to a profound sensory immersion into the very essence of Tunisia's flavors and storied past.

I. Valorization of Local Products: A Celebrated National Treasure

Tunisia aims to promote its local products at Expo Osaka 2025, emphasizing their exceptional nutritional qualities and their role in fostering healthy eating habits.

A key preparatory event was a meeting held on Wednesday, February 26, 2025, at the headquarters of Tunisia Export - Export Promotion Center (CEPEX). This meeting focused on preparations for "OVOP Day" (One Village, One Product), integral to Tunisia's Expo 2025 Osaka participation. The discussions highlighted the OVOP concept, an inspiring model originating from Japan. This initiative empowers local communities to focus on a unique flagship product representative of their region, fostering its development, promotion, and use as a lever for economic growth. The OVOP approach, proven successful in Japan, strengthens local

capacities while enhancing regional heritage and know-how, with a view to expanding into national and international markets.

In conjunction with this, Professor Jalila El Ati, a researcher and the Project Leader of AfriFOODlinks at the National Institute of Nutrition and Food Technology and a member of the COFIL Tunisia Expo Osaka 2025, delivered a conference titled "Local Products of Tunisia, Virtues and Health Benefits."



This event played a pivotal role in advancing the preparations for OVOP Day, an initiative dedicated to celebrating local products and showcasing Tunisia's rich traditional expertise. It highlighted community-driven initiatives and distinctive regional specialties, reinforcing the country's cultural and economic heritage.

Ms. Amani Benzaied from the Agricultural Investment Promotion Agency (APIA) underscored the richness and diversity of Tunisian heritage through its local products and presented the National Competition of local products, initiated in collaboration with the PAMPAT project. During the same conference, Ms. Lémiya Thabet, National Coordinator of the PAMPAT project, explained that the OVOP approach is being implemented in the pilot regions of Nabeul and Kairouan, particularly in Testour, as part of the PAMPAT project. This initiative aims to fully realize the potential of flagship local products in each region, thereby contributing to inclusive and sustainable regional development.

Furthermore, the PAMPAT Project (Market Access Project for Agro-Food and Local Products) plays a crucial role in promoting Tunisian local products. Funded by the Swiss Confederation and implemented by UNIDO, this project actively supports producers and entrepreneurs, focusing on key sectors such as olive oil, prickly pear, date-derived products, sun-dried tomatoes, pomegranates, and traditional preparations like bssisa, harissa, and dried peppers. The PAMPAT Project's ambitious objectives include the recognition and institutionalization of the local products sub-sector, the improvement of the legal framework for geographical indications, the development of a national strategy for promoting local products, and the organization of the Tunisian Local Products Competition. Numerous entrepreneurs supported

by the PAMPAT Project will showcase their products at Expo Osaka 2025, providing an international platform for their businesses.

II. The "Resonance" Pavilion: An Immersive Experience Rooted in Historical Depth and



Cultural Strength

The Tunisian pavilion at Expo Osaka 2025, named "Resonance," will offer an immersive cultural and technological experience, seamlessly blending tradition and modernity. Spanning 300 m², it will highlight Tunisia's advancements in key areas such as water management, local products, science and medicine, and emerging renewable energy technologies. Visitors will embark on a journey through Tunisian history and culture, from the vestiges of the Carthaginian era to the present day. This journey will be symbolized by a scenography built around the concepts of "Echo" and "Essence," fostering a rich dialogue between Japanese and Tunisian cultures. The aim is to create a space where tradition and innovation converge to build a promising future, aligned with sustainable development goals.

Conclusion:

Tunisia's participation in Expo Osaka 2025 offers a unique platform to highlight its strengths and enhance its global standing, with a strong focus on economic impact and sustainable development. Stay tuned for updates on the dynamic events and initiatives shaping the Tunisian pavilion, as well as the lasting benefits of this key international participation.

Link Sources:

- <https://tunisiaexpo2025.tn/#>
- <https://www.facebook.com/photo?fbid=852759437017164&set=pcb.852759787017129>

- https://www.facebook.com/photo?fbid=1212819614177447&set=pcb.1212820844177324&locale=fr_FR
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