



# Invest in Algeria : Business Opportunities

*Algérie, un pays continent*



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# Zohir BENHAMMOU

30 years of professional experience working for large multinationals: **Schneider Electric, Areva , Alstom**

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12 years within Schneider Electric in Naples, Grenoble and Paris  
Last job: Corporate Industrial Quality Director **2005-2008**



Managing Director Bushings Unit T& D Milano **2011-2014**



Operations Director Alstom Algeria **2014-2016**



Membre honoraire for Italy since **2022**



Board member in Joint Venture CNAN MED since **2024**



## Akli BRIHI

35 years of professional experience working for large multinationals: **British Petroleum, General Electric, Schneider Electric**

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17 years within British Petroleum in Paris, London and Algiers  
Last job: GM and then CEO BP Algeria **2005-2010**



Country Executive Algeria GE ENERGY **2011-2014**



CEO Schneider Electric Algeria and then Maghreb **2014-2018**



Managing Partner & Founder since **2018**

Consulting firm supporting foreign investors for their Algeria market entry



# AGENDA

## Investing into Algeria

1. Business Environment Outlook
2. Why to invest ?
3. Where to invest?

### Conclusions:

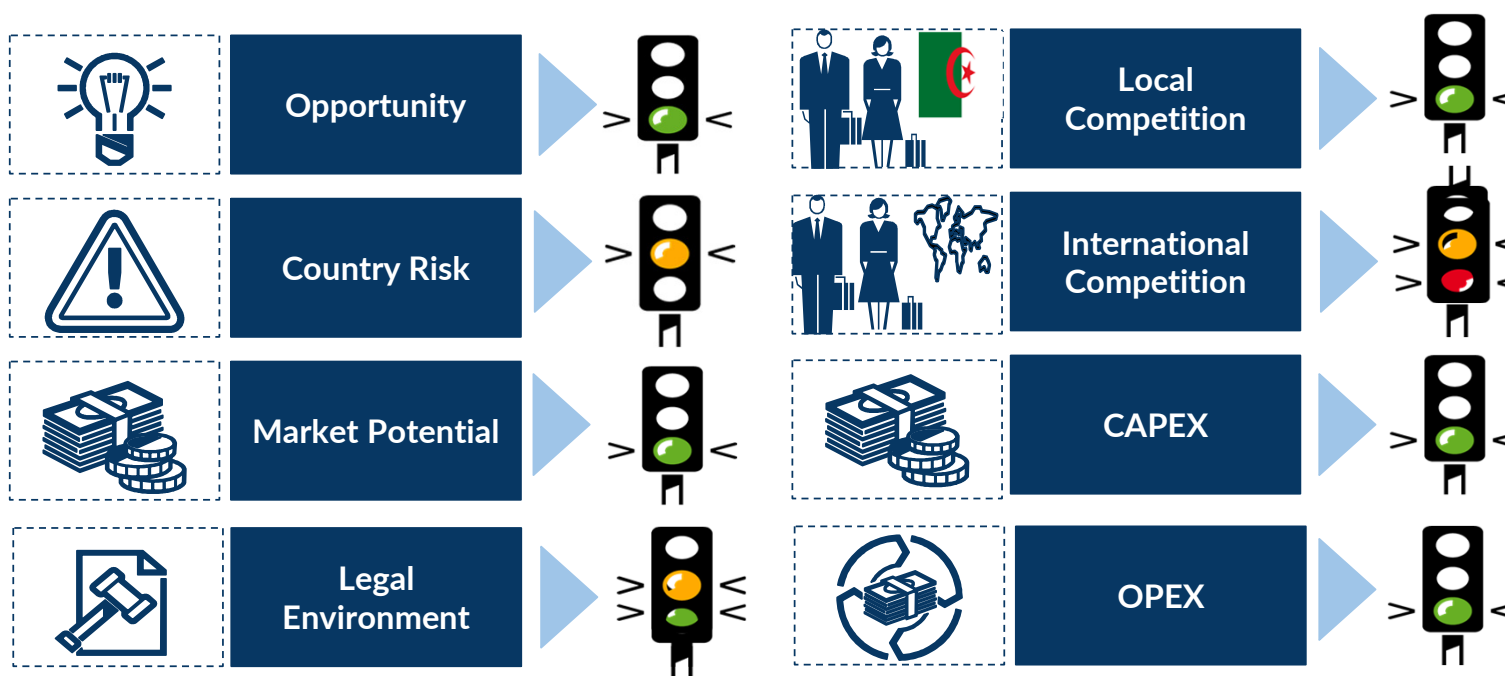
Made in Algeria – the new paradigm

*Key success factors for a successful implementation*

# 1- Business Environment Outlook

## Key message:

- 'Doing Business in Algeria' is improving thanks to more favorable investment regulations: New Investment Code
- Increased O&G revenues supporting additional funding for public infrastructure projects



## 2- Why to invest? .....a mutual interest.....



- ❑ **Country Sovereignities** : Food, Water, Energy, Healthcare, Digital
- ❑ Country addicted to O&G revenues: urgent need for **economic diversification & new export revenue channels**
- ❑ Algeria **people growth**: huge demand on basic needs

**Modernization of the economy, technology transfer, know how**



- ❑ **Algeria-Italia Strategic Partnership** : « the Italian Model »
- ❑ **Energy costs soaring** in Europe jeopardizing eco growth
- ❑ Algeria platform for **delocalization / colocalization**
- ❑ Algeria, a potential **industrial hub** to sell to Europe & MEA



**Drastic fall on finished products imports**



**Local Production= NATIONAL PRIORITY**  
import substitution policies

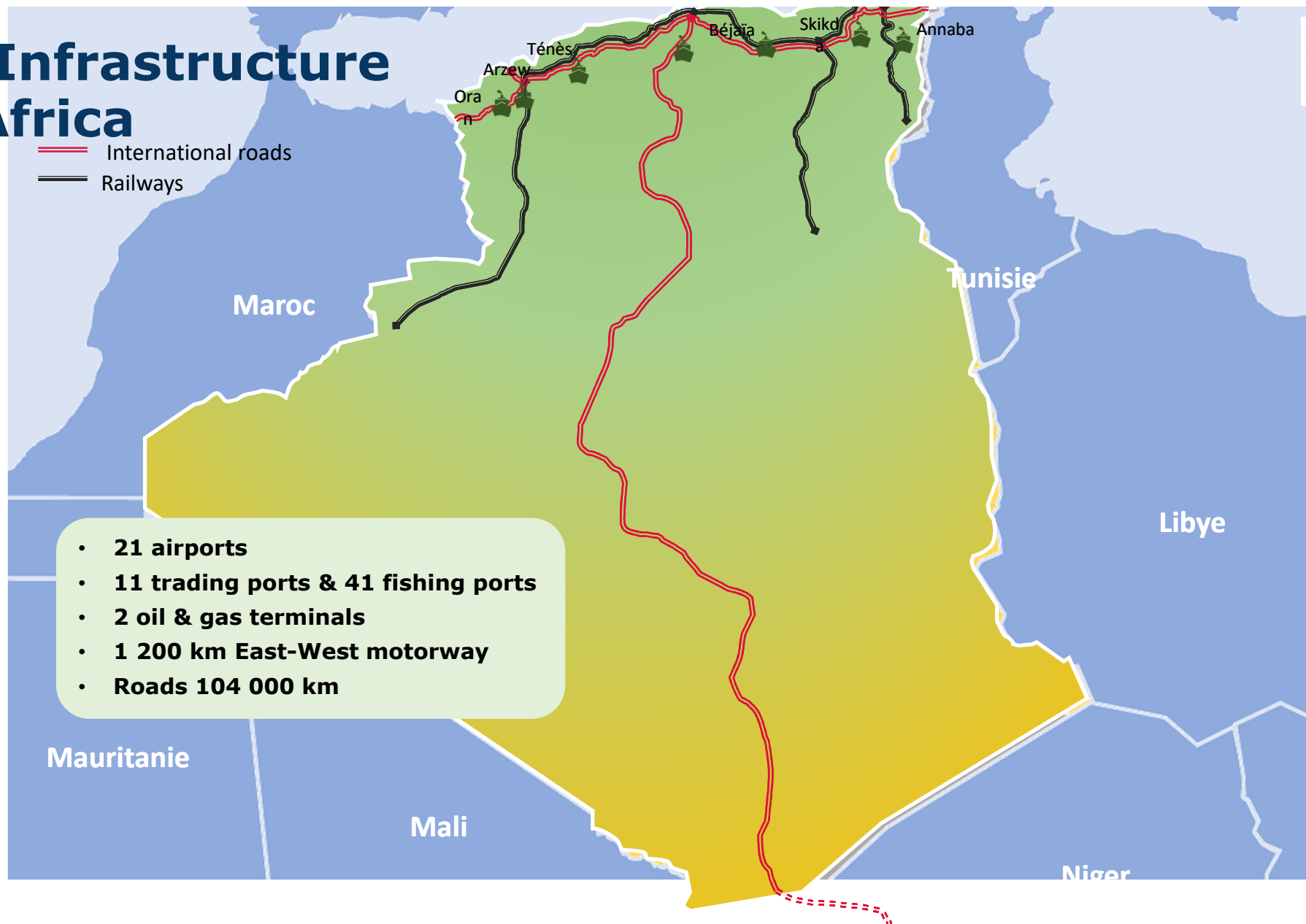
**Shift in the Business Model**  
**Consumption vs Production**

# 2<sup>nd</sup> Infrastructure In Africa

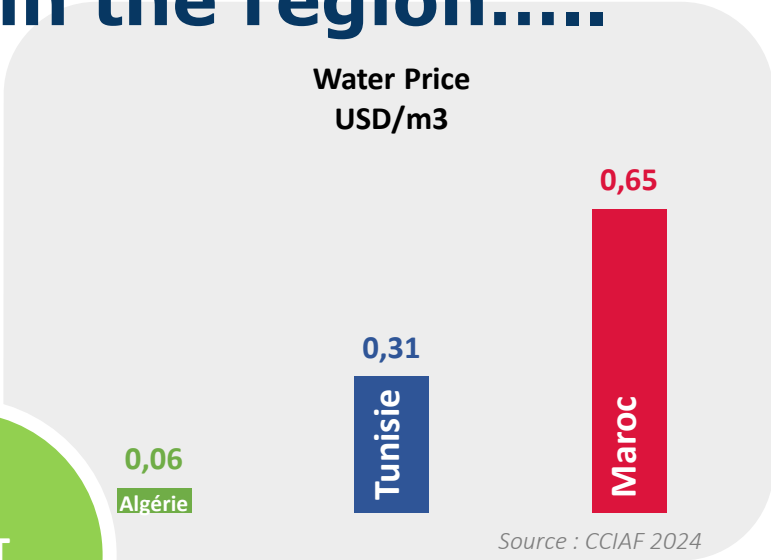
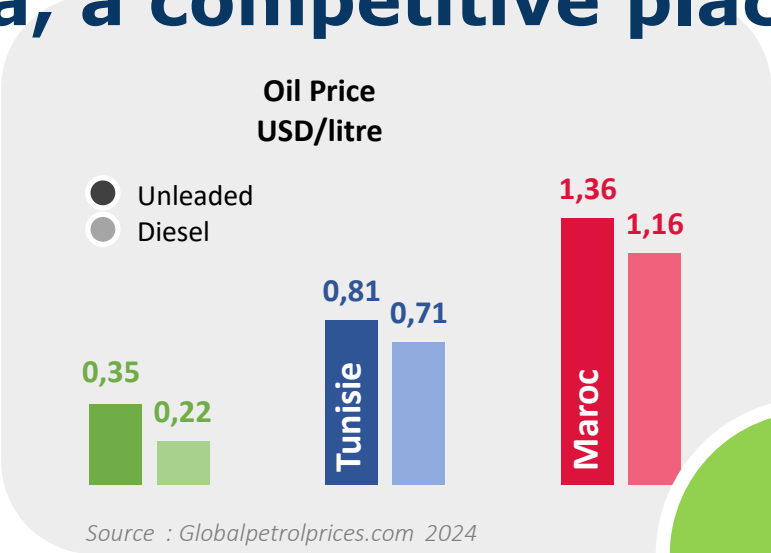
 International roads  
 Railways



- 21 airports
- 11 trading ports & 41 fishing ports
- 2 oil & gas terminals
- 1 200 km East-West motorway
- Roads 104 000 km

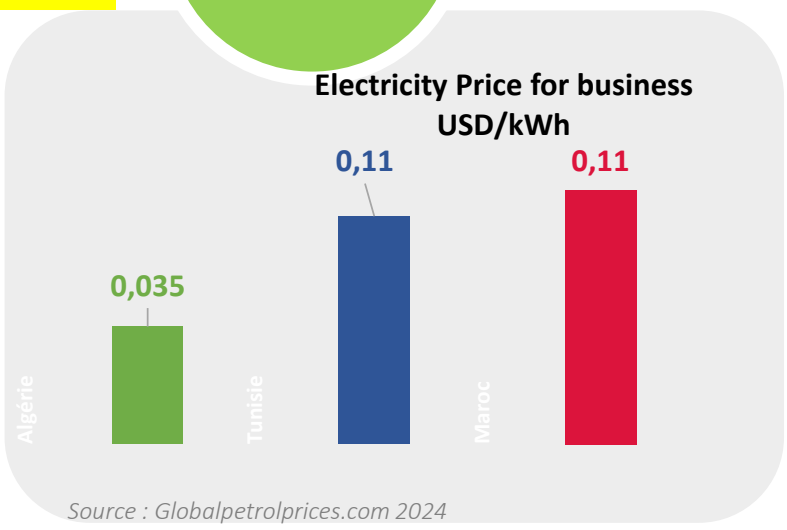
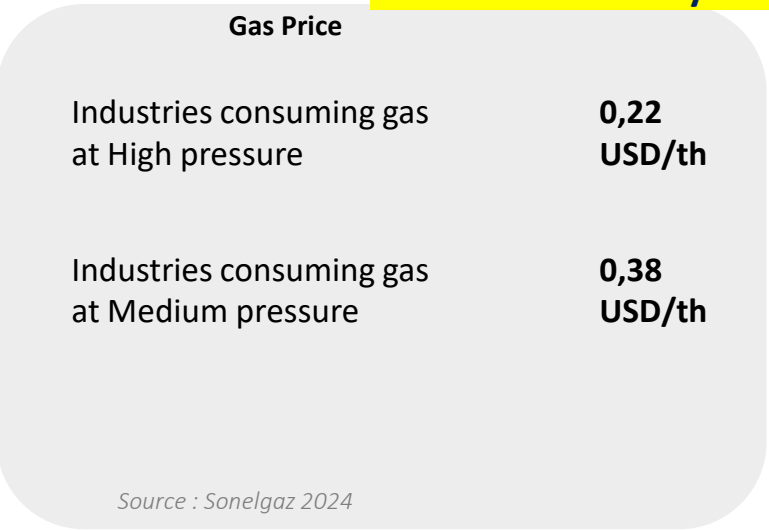


# Algeria, a competitive place in the region.....



**COST  
COMPETITIVE**

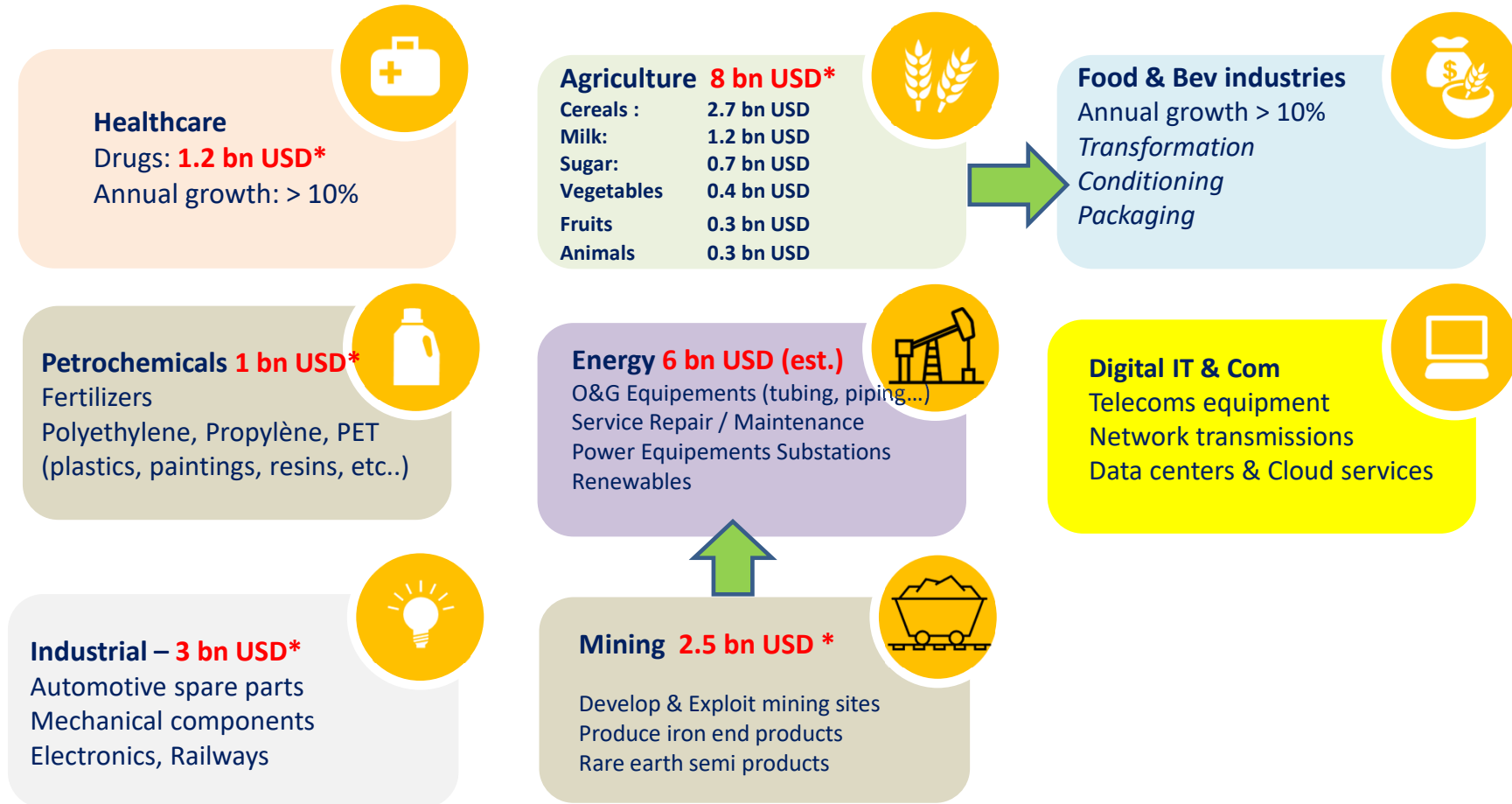
**Utilities are heavily subsidized**



- ☒ **Qualified, Young and Competitive** labour force
- ☐ Minimum Net Wage: 140 €/Month



### 3- Where to invest ? Look at the Algeria imports !



\* Source : 2019 Algerian Customs datas

**Strategic focus on local Manufacturing / Assembling only  
and only if volume is **RECURRING** and **PROFITABLE** !**

## Example 1 : overview of the agriculture / agroindustry markets



- Algeria is one of the main markets in the MEA region
- Annual growth is and has been around **4 %** in 2021
- GDP value > **USD 25 billion forecasted for 2024. Imports around 8 bn USD / year**
- Agriculture production in Algeria declared as a **national strategic priority** with the objective of modernizing the full value chain on farming & livestock



### What Algeria needs

- Equipments
- Raw materials & intrants
- Know how & training

### Promising sectors

- ☐ Production & transformation of Milk / Fruits & vegetables / Cereals / Meat
- ☐ Cold chain logistics & equipments
- ☐ Packing & Packaging



### Business Opportunities

- ☐ Cold equipment & process
- ☐ Equipments & processes on food production, transformation & conservation
- ☐ Packaging & Storage equipments
- ☐ Intrants & raw materials
- ☐ Transfer of know how (quality, trackability)
- ☐ Services: training, audit, engineering, conception



### Example of strategic project

**Bonifiche Ferraresi (BF)** in **JV** agreement with the National Investment Fund (FNI) to implement an **integrated project** to produce cereals, legumes and pasta in the Wilaya of Timimoun over an area of 36,000 hectares that will be used to grow wheat, lentils, beans and chickpeas and to build processing units to manufacture pasta intended to export as well as storage silos

# Example 2 of some infrastructure Projects



- ❑ **Water desalination plants**
  - ❖ 5 mega projects 300,000 m3/day already awarded thru Sonatrach EPC affiliates and under construction
  - ❖ 7 new projects to be tendered soon
  - ❖ Local manufacturing (membranes & other key components)
  - ❖ Service & Repairs (23 existing plants producing 2,6 million m3/d)
- ❑ **Sonatrach Investment plan : 50 bn USD 2024-2028**
  - ❖ Increase Algeria hydrocarbons production, invest in petrochemicals & hydrogen
  - ❖ Push for local content -> 50% purchases (valves, drilling equipment, chemicals, maintenance & repair services, mechanical spare parts,....)
- ❑ **Renewable Energy : 15 GW by 2035**
  - ❖ 3 GW Solar PV already tendered in 2023 and under construction
  - ❖ Plan to tender: 2-3 GW / year to reach 15 GW by 2035
  - ❖ Priority to local manufacturing (solar pv panels, metal structures, inverters, electrical equipment...)
- ❑ **Railways: 8.000 km of new electrified lines by 2035**
  - ❖ massive programme to connect people, goods & mining the country North to South, East to West...

# Conclusion: “Made in Algeria” : the new paradigm



## Context

- ❖ Priority to **national tenders**. Few international tenders
- ❖ Priority to entities registered in Algeria
- ❖ **National preference** for local manufacturers “Made in Algeria”
- ❖ **Drastic import regulations** challenging the operations

## Challenges

- ❖ Bureaucracy (customs, banks, local authorities...)
- ❖ HR manpower scarcity
- ❖ Difficulty to get access to raw materials
- ❖ Lack of strong local supply chain connected to global supply chains

## Type of implementation

Understand first your **strategic positioning**, define your best **Go to Market** and choose one of these 2 options

- ❑ **Option 1** – Set up **100% subsidiary** thanks to the deletion of 51/49 rule except for “Purchase to Resale” & Strategic Sectors
- ❑ **Option 2 - Joint Venture partnership** with a local partner : decide on your equity rate (minority or majority), on your corporate strategy (operatorship or not) and on the local partner capabilities such as:
  - state owned or private company
  - access to land & available industrial Workshop
  - access to market/key customers
  - access to local project financing



# Key success factors for a successful implementation



- 1** ▶ **Deep dive on the market and build the business plan to understand strategic positioning and justify the investment**  
**Understand the business legal framework to assess / mitigate risks / Study the local funding opportunity (up to 70% of the investment)**
- 2** ▶ **Do a robust due diligence on the local partner in case of JV (ethics / technical & financial capabilities)**
- 3** ▶ **Localize the site production or service where it makes sense but enjoy tax benefits**  
**Up to 10 years if located in the Geo zones as set out in the New Investment Code**
- 4** ▶ **Understand local ecosystem and build strong relationship with key stakeholders**  
**Build and make aware of local presence (prescription, lobbying & marketing)**
- 5** ▶ **For industrial manufacturing, improve local supply chain to reach the required local content**  
**Integration rate to get the “Made in Algeria” label / Qualification of local suppliers critical**
- 6** ▶ **Use the Algerian industrial/service platform to export into neighbouring countries**



***Your key entry point to Algeria:  
from conception to project completion***



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