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## **Trade fair SITP 2018 Continuing interest of international companies for Algerian construction industry**

Every year at the end of November, Algerian and international companies from the construction industry meet at SITP (Salon International des Travaux Publics) in Algiers to establish contacts to public and private business partners. The trade fair which is considered to be the most important platform of the Algerian construction and infrastructure industry, is mostly about commissions related to public and governmental construction projects. From 21 to 25 November 2018, 307 exhibitors from ten countries presented their portfolio at about 14,500 square meters, among them many small- and medium-sized companies. Abdelghani Zalane, Algerian Minister of Public Works and Transport, inaugurated the trade fair. The Algerian Ministry of Public Works is partner of the event and introduced their plans for communal projects.

The trade fair figures remained stable compared to the previous year. Germany, France, Italy and China were present with country pavilions. The participating companies from abroad appreciate Algeria as an interesting market with potential despite the forthcoming elections in spring 2019. They used the trade fair to cultivate existing contacts with responsible project managers and decision makers or to make new ones. Algerians, in turn, highly value the presence of international exhibitors in times like these.

Currently, big infrastructure projects are in progress in Algeria, financed by the surpluses from the oil business. About 70 per cent of the investments within the Algerian program for economic promotion have been budgeted for construction projects in road and rail networks, housing and building and extension of public institutions. International know-how plays an important role in that process: About 85 per cent of the required construction machinery and vehicles have to be brought into the country from abroad.

IMAG, a subsidiary of Messe München, has been international partner of the SITP for years.

### **About IMAG GmbH**

IMAG, a subsidiary of Messe München GmbH, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the following sectors: automotive, commercial vehicles and auto parts industry / construction machinery, building material and mining / machine tools and further industries / environmental technology and analytics.

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