

CHOCOLATE & PASTRY

November 19th, 20th & 21th 2026

📍 At The UTICA Headquarters - Tunis

🕒 10 am - 7 pm



Chocolate, Sweets & Pastries For All Tastes & All Ages

PARTICIPATION FILE



Summary

- **I.F.E Tunisia** presentation
- Exhibition presentation
- Exhibitors' profile
- Visitors' profile
- Why should i participate ?
- Marketing campaign



Who are we ?

Our company was created in 1996, pioneering the field of organizing tradeshow and fairs in Tunisia

and abroad. With more than 25 years of experience, we organize highly publicized events worldwide.

Whatever the size and nature of your event,

I.F.E Tunisia accompanies you and takes a step-by-step approach for maximum satisfaction and success.



The header features a vibrant illustration of two donuts. The donut on the left is covered in dark chocolate glaze and topped with a generous amount of multi-colored sprinkles. The donut on the right is coated in bright pink glaze and also topped with multi-colored sprinkles. Below these donuts, there are abstract, flowing shapes in shades of pink and red. The entire header is framed by stylized, curved lines in a dark brown color on the left and right sides.

Exhibition presentation

“Chocolate & Pastry – Expo 2026” is a festive event that will take place on November 19th, 20th & 21th, 2026 at the headquarters of UTICA in Tunis.

A true celebration of indulgence, this event will offer the public a wide selection of chocolates, confectionery, and pastries, accompanied by an exclusive program of activities and entertainment. Numerous exhibitors, as well as renowned pastry chefs, will be present.

For its eighth edition, the expo promises to delight enthusiasts and invite them to immerse themselves in this universe dedicated to cocoa, where they can taste, savor, and appreciate chocolate in all its forms.

Exhibitor's profile



Chocolate manufacturers & craftsmen



Chocolate suppliers



Pastry chefs & bakers



Confectioners & ice-cream makers



Packaging companies



Soft drink & juice companies



Pastry schools & training centers



Ingredient suppliers



Coffee & tea manufacturers



Pastry, bakery equipment & materials



Visitors' profile

-  General public
-  Pastry & chocolate lovers
-  Importers, distributors and consumers
-  Initiators of similar projects
-  Curious people looking to discover the world of chocolate



**WHY SHOULD
I PARTICIPATE?**



The Chocolate & Pastry Show invites you to enjoy an exceptional gourmet escape. For three days, chocolatiers, pastry chefs, confectioners, and ice-cream makers will showcase their expertise and unveil their most delicate creations.

On the occasion of its 8th edition, this now unmissable event will celebrate innovation and the latest trends in the world of chocolate, pastry, and ice cream.

Tastings, discoveries, and special moments will punctuate this gathering dedicated to lovers of sweet delights.

An unmissable event for all enthusiasts of refined flavors.

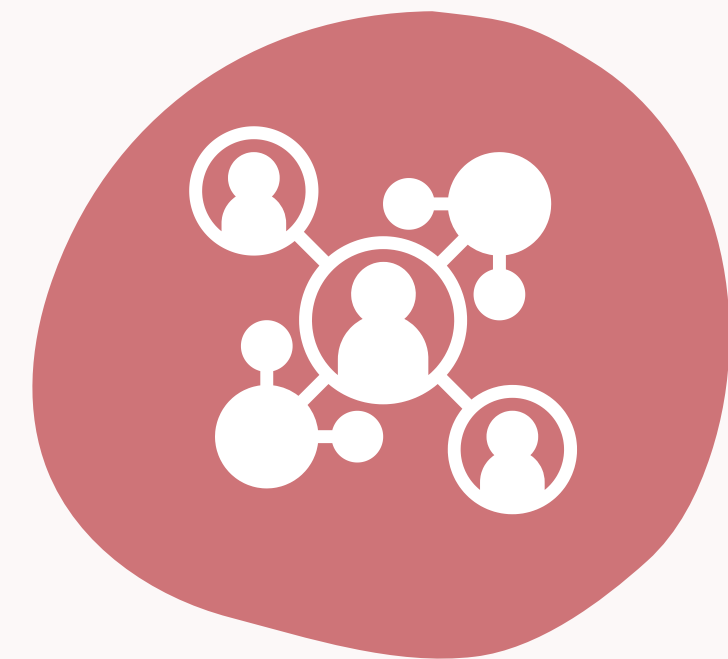




THE REASONS WHY IT IS A REAL OPPORTUNITY & PRIVILEGE TO PARTICIPATE



BRAND IMAGE



NETWORKING

10 Good reasons to participate

- ✓ Develop your brand image.
- ✓ Generate national and international sales during and after the show.
- ✓ Launch and test your new products live.
- ✓ Target new customers .
- ✓ Find new business opportunities and create partnerships.
- ✓ Participate in events with an important coverage.
- ✓ Enjoy continuous visibility on social networks with a captive and powerful community .
- ✓ Be associated with an event acclaimed by the international press.
- ✓ Be at the heart of the trends of an entire sector.
- ✓ Establish and secure the loyalty of adherents and customers.

MARKETING CAMPAIGN



The Media Coverage

Pre-Event

(Press conference
&
Advertisement
in Major Media Outlets)

During The Event

(Photos & Videos Reporting)

Post-Event

(Media Review:
TV, Radio, Physical
& Digital Press)





Digital Newspapers

- Tunisie Numérique
- Business News
- Web Manager
- Tunipages
- Kapitalis
- Tunis Webdo
- Leaders
- Réalités
- Tuniscope
- Tunisia Now
- WMC (Tekiano)
- Femmes & Réalités
- Mangeonsbien.com
- African Manager
- Mag 14
- Webmanagercenter
- Mabapost
- Tixup
- Tunisien.tn
- Femmes de Tunisie
- Espace Manager



Radio Channels

- Mosaïque FM
- Mosaïque FM Tounsi
- Mosaïque FM Gold
- Montecarlo Al Doualiya
- Radio Nationale
- Radio Jeunes
- Radio Med
- Radio Kelma
- Radio Misk
- Shems FM
- Diwan FM
- Jawhara FM
- Express FM
- Knooz FM
- Sabra FM
- Cap FM
- RTCI
- IFM



Digital Campaign

- Campagne d'E-mailing
- Campagne Facebook
- Campagne Instagram
- Campagne Programmatique





Newspapers & Magazines

- La Presse
- Le Temps
- Le Quotidien
- Tunis-Hebdo
- Alchourouk
- Le Maghreb
- Le Manager
- Tourisme-Info
- Réalités
- La Sultane Magazine
- Femmes de Tunisie



Print

- Flyers : 300.000
- Invitations : 15.000
- Banderoles : 300
- Roll ups : 20
- Habillages bus : 20
- Affichages urbains : 20



TV Channels

- Wataniya 1
- Wataniya 2
- Carthage +
- Tounesna
- Atteessia TV
- Nessma TV
- Hannibal TV
- Jawhara TV
- Telvza TV
- Al Janoubia TV
- El Hiwar Ettounsi

The 9 sqm stand includes:

- Aluminum profile panels
- Bright spots (3)
- Electrical outlet (1)
- Chairs (3)



Photos Edition 2025



Médias Outreach 2025



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Of Pure Delight With Us*

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📘 Salon du Chocolat & de la Pâtisserie

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International Fairs & Exhibitions Tunisia

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