

CHOCOLATE & PASTRY

November 19th, 20th & 21th 2026

📍 At The UTICA Headquarters - Tunis

🕒 10 am - 7 pm



Chocolate, Sweets & Pastries For All Tasters & 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 tradeshows 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 background features a close-up of two donuts: one with chocolate frosting and multi-colored sprinkles, and another with pink frosting and multi-colored sprinkles. They are set against a light pink background with abstract, darker pink shapes and brown curved lines 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

- Mosaique FM
- Mosaique FM Tounsi
- Mosaique 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
- Atessia 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

16:53

TN Rejoignez TN sur Telegram FR

SOCIÉTÉ

Tunisie : les amateurs de chocolat attendus au 7e Salon international du chocolat et des pâtisseries !

radiojeunes.tn/art

إذاعة الشباب

تنظيم الدورة السابعة للصالون الدولي للشكلاطة من 20 الى 22 نوفمبر 2025

اقتصاد

14.07 2025.11.06

Le septième salon international du chocolat... 100 exposants

العربية

Le Salon international du chocolat et des pâtisseries du 20 au 22 novembre, au siège de l'UTICA

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SALON DU CHOCOLAT & DE LA PATISSERIE

Les 20, 21 & 22 Novembre 2025

Au Siège De l'Utica - Tunis 10h - 19h



إذاعة المنستير

تنظيم الدورة السابعة للصالون الدولي للشكلاطة من 20 الى 22 نوفمبر 2025

14:32 2025.11.06



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 Salon du Chocolat & de la Pâtisserie

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