

Overcoming Barriers to the Global Commercialization of Traditional Algerian Products

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تجاوز عقبات التسويق للمنتجات التقليدية الجزائرية في الأسواق العالمية

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Summary: The commercialization of traditional Algerian products in international markets faces significant structural and situational challenges, particularly regarding standards, logistics, and competitiveness. This research explores how these barriers can be overcome to fully realize the economic potential of these products. The study's first hypothesis suggests that the widespread adoption of international certifications, such as organic or HACCP, combined with improvements in logistics, could increase exports of Algerian traditional products by 30% by 2025. The second hypothesis proposes that a targeted marketing strategy, inspired by international success stories, could double the global visibility of Algerian products within five years. The research aims to offer practical solutions to address the challenges in the internationalization of Algerian products, contributing to the diversification of the nation's economy while promoting its rich cultural heritage. The study also evaluates employment trends, market potential, and the key obstacles in international marketing, providing a comprehensive analysis of these dynamics.

Keywords: Algerian Exports; Traditional Algerian Products; Export Barriers; Global Market Access;

Jel Classification Codes : F13 ; L63

ملخص: يواجه تسويق المنتجات التقليدية الجزائرية في الأسواق الدولية تحديات هيكلية ووظيفية كبيرة، لا سيما فيما يتعلق بالمعايير واللوجستيات والتنافسية. تستكشف هذه الدراسة كيفية التغلب على هذه الحواجز لتحقيق الاستفادة الكاملة من الإمكانيات الاقتصادية لهذه المنتجات. تقترح الفرضية الأولى أن اعتماد الشهادات الدولية مثل العضوي، إلى جانب تحسين اللوجستيات، يمكن أن يزيد من صادرات المنتجات التقليدية الجزائرية بنسبة 30% بحلول عام 2025. الفرضية الثانية تقترح أن استراتيجية تسويق مستهدفة، مستوحاة من قصص النجاح الدولية، يمكن أن تضاعف من رؤية المنتجات الجزائرية عالمياً في غضون خمس سنوات. تهدف الدراسة إلى تقديم حلول عملية للتغلب على التحديات في التدويل للمنتجات الجزائرية التقليدية، مما يساهم في تنويع اقتصاد البلاد وتعزيز تراثها الثقافي. كما تقوم الدراسة بتقييم الاتجاهات في التوظيف، وإمكانيات السوق، والعقبات الرئيسية في التسويق الدولي، مما يوفر تحليلاً شاملاً لهذه الديناميكيات.

الكلمات المفتاح: صادرات الجزائر؛ منتجات تقليدية جزائرية؛ عوائق التصدير؛ الوصول إلى الأسواق العالمية؛

تصنيف JEL: F13 ; L63

I- Introduction :

The commercialization of traditional Algerian products in international markets represents a strategic opportunity to diversify Algeria's economy, which remains heavily dependent on hydrocarbons. In 2022, hydrocarbons accounted for 98% of total exports, generating approximately 60% of the state's budget revenues (Ministry of Trade and Export Promotion, 2023). This dependency exposes the country to fluctuations in global oil and gas prices. For instance, in 2020, petroleum revenues dropped by 40% due to the COVID-19 pandemic. To mitigate this vulnerability, the government launched initiatives such as the Government Action Plan (PAG) 2021-2024, aiming to increase non-hydrocarbon exports to 10% by 2024. However, by 2022, these exports only reached \$5 billion, approximately 2% of total exports, highlighting the scale of the challenge.

Traditional Algerian products, deeply rooted in the country's cultural heritage and terroirs, include agri-food products such as dates, olive oil, and spices, as well as handicrafts like Berber carpets and pottery. Their economic potential is driven by a growing global demand for authentic, organic, and ethnic products. However, their internationalization faces structural and situational challenges, particularly regarding quality standards, logistics, and competitiveness.

This academic study aims to analyze the market potential of these products, identify the obstacles to their commercialization, propose improvement strategies based on empirical data, and illustrate these dynamics through case studies. The information is based on official sources, including reports from the Algerian Ministry of Trade, international market studies, and recent export statistics.

In 2023, the traditional industry sector recorded the creation of 53,726 new activities, with 47,950 initiated by men and 5,876 by women. This expansion led to the creation of 79,768 jobs, including 22,242 for men and 57,526 for women. Since the establishment of 716,447 activities and 1,264,159 jobs in the sector up until 2023, this highlights the growing role of traditional industries in employment generation.

In this context, traditional Algerian products are seen as a key lever for economic diversification. Their promotion could enhance local industries, stimulate employment in rural areas (where the agricultural sector employs 10% of the active population), and preserve cultural heritage. Some products, such as dates and olive oil, have already made their way into international markets, showcasing an underexploited potential that could be further expanded.

2. Research Problem

The commercialization of traditional Algerian products in international markets faces structural and situational obstacles, particularly concerning standards, logistics, and competitiveness. How can these challenges be overcome to fully exploit the economic potential of these products?

3. Hypotheses

1. Hypothesis 1: The widespread adoption of international certifications (such as organic or HACCP) and improvements in logistics could increase exports of traditional Algerian products by 30% by 2025.
2. Hypothesis 2: A targeted marketing strategy, inspired by international success stories, could double the global visibility of Algerian products within five years.

4. Research Objective

The study aims to propose concrete solutions to overcome barriers to the internationalization of traditional Algerian products, relying on empirical data and case studies. This would contribute to diversifying Algeria's economy and promoting its cultural heritage.

5. Historical Background

The commercialization of traditional products in Algeria dates back several centuries. These products often reflect the country's rich cultural heritage and ancestral craftsmanship. Traditional Algerian products are primarily sold in local markets, particularly in souks and traditional bazaars. Trade mainly occurs between different regions of the country, fostering diversity in products and artisanal techniques.

French colonization significantly impacted the commercialization methods of traditional Algerian products. Many of these products were exported to France and other European countries as exotic goods or luxury handicrafts. Western influence introduced new production and marketing techniques but also marginalized certain traditional products in favor of imported industrial items.

After gaining independence, Algeria sought to promote its culture and traditional products in both national and international markets. Government initiatives were launched to encourage commercialization, including the establishment of artisanal cooperatives and participation in international trade fairs and exhibitions. Efforts were also made to preserve traditional craftsmanship and encourage the use of local raw materials in artisanal production.

In recent decades, Algeria has faced challenges related to globalization and economic liberalization. The commercialization of traditional Algerian products has been influenced by international trade, market trends, and foreign consumer expectations. Efforts have been made to modernize production methods, improve product quality, and adapt offerings to international market demands.

Today, the commercialization of traditional Algerian products continues to evolve. Authorities, entrepreneurs, and artisans collaborate to promote these products, develop distribution networks, and highlight the "Made in Algeria" label in international markets.

Traditional Algerian products possess exceptional cultural and artisanal richness, reflecting the country's history and ancestral traditions. These products are increasingly attracting interest from international markets. However, despite their quality and authenticity, their exportation remains limited.

This article will explore the challenges and opportunities related to the international commercialization of traditional Algerian products, as well as the strategies needed to enhance and promote this unique heritage.

6 Concept of Traditional Craftsmanship

In this section, we will explore the definition of traditional craftsmanship, highlighting its importance and key characteristics.

The definitions of traditional craftsmanship vary worldwide depending on their objectives and uses. Below are some of the most recognized definitions:

6.1 Definition by the United Nations Industrial Development Organization (UNIDO) (OMPI, 2016)

UNIDO categorizes craftsmanship into three main types based on the target market:

- **Traditional Artistic Crafts:** These include products that express ethnic and heritage characteristics with a unique style. They are created individually and classified as works of art.
- **Traditional Crafts:** These products are made using artisanal methods, manually crafted from raw materials with traditional techniques.
- **Commercial Crafts:** These products are handcrafted but adapted to meet market needs and consumer preferences.
- **Manufactured Crafts:** This category includes all craft models reproduced using automated machines on a large scale (McKitdck, 1998).

6.2. Definition by the European Union (EU)

In November 2003, the European Commission proposed a specific economic and statistical methodology for small artisanal businesses within the EU (M Lopriore, 2009). This methodology was developed following a study aimed at establishing a standardized statistical definition of artisanal enterprises, facilitating the collection of comparable data among member states.

The adopted criteria include :

- The legal status of the business
- The trade practiced within the business
- The economic activities of the business
- The number of employees

Based on these criteria, the following definition was adopted:

"Artisanal enterprises are structures managed by independent workers or small businesses engaged in an activity classified in Group 7 of the international classification of professions, or an economic activity identified as artisanal, employing fewer than 10 employees."

6.3 Definition of Traditional Craftsmanship in Algeria

Traditional craftsmanship in Algeria is defined by Ordinance 05-90 of June 23, 1990 (JORDP, 1990), which establishes the regulations governing the craft sector and its implementation texts. Article 1 of this ordinance states:

"Traditional craftsmanship includes any activity related to production, creation, transformation, restoration, maintenance, repair, or service provision of a manual nature, carried out primarily and permanently, either in a stable, itinerant, or seasonal manner, and may be practiced individually, within a cooperative, or in an artisanal enterprise." (Dopico, 1990)

6.4 Classification of Traditional Craftsmanship in Algeria

Based on the activity performed, traditional craftsmanship in Algeria is divided into three main categories:

6.4.1 Artistic and Traditional Craftsmanship: These activities are primarily manual and sometimes involve tools to create utilitarian or decorative objects with artistic and cultural value.

6.4.2 Modern Utilitarian Craftsmanship: This category involves the production of everyday consumer goods that may not necessarily have artistic value, intended for households, industries, and agriculture.

6.4.3 Artisanal Services: These include activities performed by artisans related to the maintenance, repair, or restoration of artistic objects.

6.5 Importance of Traditional Craftsmanship

Traditional craftsmanship is a key sector with significant cultural, economic, and social dimensions. It serves as a fundamental pillar of the national economy, contributes to tourism promotion, and helps preserve cultural identity.

6.5.1 Cultural and Heritage Dimension

Craftsmanship plays an essential role in safeguarding a country's cultural and historical heritage. It allows :

- The transmission of cultural symbols and traditional motifs between generations (Ribašauskienė Erika & Sumyle Diana, 2016).
- The preservation of the historical and cultural memory of civilizations that have shaped a region

6.5.2. Social Dimension

Craftsmanship contributes to:

- Job creation for a broad segment of the population, helping to reduce unemployment. (Liouaeddine, Ouakil, & Lechheb, 2024)
- Combating rural exodus by providing employment opportunities in remote areas.

6.5.3. Economic Dimension

Craftsmanship plays a crucial role in economic development by:

- Contributing to national production and increasing local incomes.
- Adding high value to its products, as they rely on manual labor and local resources (rabie & Guerin, 2022).

6.5.4. The Role of Craftsmanship in Tourism Development

Craftsmanship is a key driver (Kevika Ahlawat , 2024) in tourism promotion because:

- It accounts for approximately 50% of global souvenir sales.
 - Tourists often seek artisanal products that reflect the authenticity and culture of the country
- Traditional craftsmanship is one of the fundamental pillars of cultural identity and the national economy. It is not merely a legacy of the past but a dynamic economic sector that generates employment and supports sustainable development. Supporting this sector through preservation policies and innovation strategies is essential to ensure its growth both locally and internationally.

6.6 Definition of Traditional Algerian Products

Traditional Algerian products stand out for their strong connection to the land and their cultural significance (Bengeuttaf & Gassa, 2024). According to a study by the National Institute of Agronomic Research of Algeria (INRA, 2021), these products include:

- Agri-food products :
 - Dates (notably the Deglet Nour variety)
 - Olive oil
 - Honey
 - Dried figs
 - Spices (such as *ras el hanout*)
 - Traditional dairy specialties (e.g., goat cheese)
- Handcrafted products :
 - Berber carpets
 - Pottery
 - Silver jewelry

- Copperware, often made using ancestral techniques

These products reflect a strong regional identity, such as Biskra's dates or Kabylia's olive oil, and are part of efforts to promote local expertise. Their international appeal lies in their authenticity, but their commercialization requires adaptation to modern global market standards.

7. An Official Label for Algerian Crafts: A Challenge for Enhancement and Promotion

Traditional industry and handicrafts in Algeria are divided into three main sectors: art and traditional handicrafts, modern utilitarian handicrafts and handicraft services. Art crafts are those where manual work predominates, with objects of a functional and/or decorative nature, often distinguished by their originality and authenticity. Utilitarian crafts involve the manufacture of everyday consumer goods for households, industry and agriculture, while craft services include maintenance, repair and restoration of works of art (LAOUDJ, KRIM, & BOUCHETARA, 2024).

There are various legal forms for carrying out craft activities in Algeria. An individual craftsman is a natural person who is registered as a craftsman, practises a traditional trade and has specific skills. They may be master craftsmen, qualified craftsmen or home-based craftsmen. The craft cooperative is a civil association bringing together several craftspeople, with variable capital and open membership. The craft enterprise, introduced by law 82/12, is structured into two categories: the traditional craft enterprise, which complies with the legal forms of commercial law and employs a limited number of workers, and the production and service craft enterprise, which fulfils the same conditions but has a limited number of workers. (TABLE 1)

Table 1. Evolution of the establishment of traditional activities by fields of activity

Year	2019	2020	2021	2022	2023	2024
Traditional arts and crafts	123456	132035	140404	142207	143100	146012
Traditional craftsmanship in the production of materials	74053	77468	81226	83305	85034	87580
Traditional crafts and services	189477	200419	210126	214576	219628	227399
Total	386986	409922	431756	440088	447762	460991

Source Prepared by the researchers based on <https://www.mta.gov.dz/statistique>

The table provides insights into the percentage increase in artisanal craft, material production, and service crafts, along with the overall growth trend.

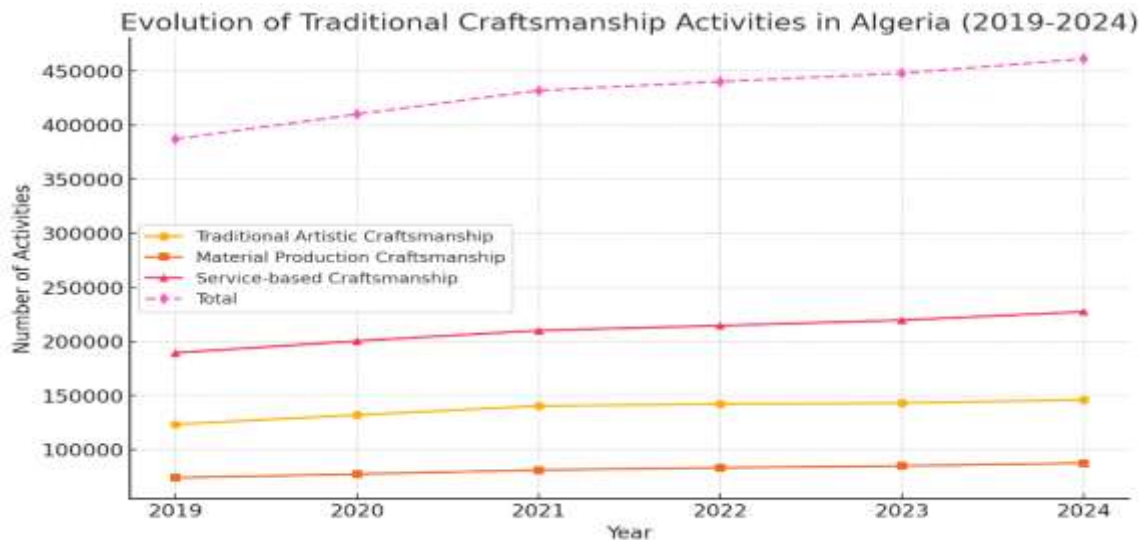
Key Observations

1. Strong Growth in Artisanal Craft (2019-2021)
 - The sector grew by 6.95% in 2020 and 6.34% in 2021, showing a stable increase.
 - However, after 2021, growth slowed down significantly, dropping to 1.28% in 2022 and 0.62% in 2023.
2. Material Production Shows a Steady, Moderate Increase
 - Growth was 4.61% in 2020, then 4.85% in 2021.
 - After 2021, growth declined slightly to 2.55% in 2022 and 2.07% in 2023, indicating a slowdown.
3. Service Crafts Dominate the Sector but Also Show Slower Growth

- This sector saw a strong 5.77% increase in 2020, followed by 4.84% in 2021.
- Growth slowed in 2022 (2.11%) and 2023 (2.35%), suggesting saturation or economic challenges.

4. Total Business Growth Trends

- The total market expanded significantly in 2020 (5.92%) and 2021 (5.32%).
- Post-2021, growth declined to 1.92% (2022) and 1.74% (2023), indicating an overall slowdown.



7.1. Objectives of the Algerian Handicraft Label

The implementation of this label aims to achieve several key objectives (rabie & Guerin, 2022):

- Promote Algerian handicrafts at both national and international levels by providing official recognition and increased market visibility.
- Ensure the authenticity and quality of artisanal products by distinguishing creations that adhere to traditional methods and use local materials.
- Protect artisans from counterfeiting and industrial imitations by establishing a regulated certification system.
- Encourage the export of handicraft products, offering foreign buyers and collectors a guarantee of authenticity. (Adesegun Oyedele & Emily Goenner-Munson, 2025)
- Boost the local economy and artisanal employment, highlighting skills and craftsmanship passed down through generations.

7.2 A Wide Range of Covered Products

The label will apply to various types of products representing Algeria's rich heritage, including:

- Pottery and ceramics (Kabylie, Aures, M'zab)
- Traditionnels carpets and textiles (Ghardaïa carpets, Tlemcen carpets, Haïk, Burnous)
- Handmade jewelry (Kabylie silver and coral, Tuareg ornaments, filigree work)
- Leather goods (handmade leather slippers, bags, and belts)
- Copper and wrought ironwork (engraved trays, lanterns, decorative objects)
- Basketry and palm-based crafts (woven baskets, mats, Alfa plant crafts)

- Wood carving and cabinetmaking (sculpted doors, traditional furniture)
- Artisanal perfumes and cosmetics (essential oils, black soap, henna)

7.3. A Rigorous Certification Process

To obtain the label, artisans must meet strict criteria outlined in a detailed specification, including:

- Product authenticity, ensuring adherence to traditional techniques and the use of local raw materials.
- High-quality craftsmanship, guaranteeing superior standards for consumers.
- Commitment to sustainable development, favoring environmentally friendly artisanal methods. (Messaoudi Dalila, 2023)
- Guaranteed Algerian origin, certified by official institutions such as the Chamber of Handicrafts and Trades and the Ministry of Tourism and Handicrafts.

7.4 Positive Impact on Tourism and the Economy

The introduction of this label will enhance Algeria’s tourism appeal while boosting economic growth: (Manelle Bouchemal & Salah Chaouche , 2023)

- Developing cultural and artisanal tourism, offering dedicated tours where visitors can meet artisans and explore their workshops.
- Creating economic opportunities for young artisans, providing them with a structured framework and broader market access.
- Encouraging digitalization and e-commerce, allowing artisans to sell their products on online platforms with a recognized quality guarantee.

7.5. A Promotion and Awareness Strategy

For the label to succeed, a comprehensive national and international communication campaign will be essential, including:

- Labeled exhibitions and craft fairs held in Algeria and abroad.
- Collaborations with designers and international brands, modernizing and adapting Algerian handicrafts to current trends.
- Consumer awareness campaigns, encouraging the purchase of local and authentic products.
- Integration of the label into the luxury and corporate gifting sector, positioning Algerian handicrafts as high-end products. (BENDJEROUA Abdelaziz & MADOUI Hakim, 2023)

The Algerian Handicraft Label will not only be a symbol of authenticity but also a powerful driver of economic and cultural development. It will enable artisans to preserve their expertise, access new markets, and showcase Algeria’s unique creations worldwide. By combining tradition with modernity, this label will contribute to making Algerian handicrafts a globally recognized reference.

8. Employment trends in traditional crafts in Algeria (2019-2024)

The analysis of employment data in Algeria's traditional handicrafts sector between 2019 and 2024 reveals an irregular evolution, marked by periods of growth followed by sharp declines. In 2021, employment peaked at 98,403 jobs, before plummeting in 2022 to 75,120 jobs, and continuing to decline in 2023 and 2024 to approximately 68,946 jobs. This suggests the potential impact of various economic and structural factors on the sector. (Table2)

Table 2 Transformation of employment in traditional crafts in Algeria’.

Year	2019	2020	2021	2022	2023	2024
Traditional arts and crafts	39949	44707	52000	36401	31742	31528

Traditional craftsmanship in the production of materials	12372	12605	15882	13377	12355	11787
Traditional crafts and services	27234	28887	30521	25342	24829	25631
Total	79555	86199	98403	75120	68926	68946

Source Prepared by the researchers based on <https://www.mta.gov.dz/statistique>

The analysis of employment data in traditional handicrafts in Algeria between 2019 and 2024 reveals an irregular trend, with increases followed by significant declines. In 2021, total employment peaked at 98,403 jobs before dropping sharply to 75,120 jobs in 2022, and continuing to decrease in 2023 and 2024 to approximately 68,946 jobs. This suggests a potential impact of various economic and structural factors on the sector.

8.1. Category Analysis

Artistic Traditional Handicrafts

This category experienced significant growth between 2019 and 2021, rising from 39,949 to 52,000 jobs. However, after this peak, a sharp decline was observed in 2022, with employment dropping to 36,401 jobs. This downward trend continued in 2023 and 2024, reaching 31,528 jobs. The decline may be attributed to marketing challenges, shifts in market demand, or reduced investments.

Traditional Handicraft Production of Materials

This category exhibited a more stable evolution, with a slight increase from 12,372 jobs in 2019 to 15,882 in 2021. However, after 2021, employment gradually declined, reaching 11,787 jobs in 2024. This could indicate a slowdown in production or a decreased demand for locally crafted materials.

Traditional Handicraft Services

This segment also showed growth until 2021, reaching 30,521 jobs, before experiencing a decline in 2022 (25,342 jobs). However, unlike other categories, it showed a slight recovery in 2024, with employment increasing to 25,631 jobs, suggesting potential stabilization.

8.2. Factors Explaining the Observed Trends

Impact of the Economic and Health Crisis

The growth period up to 2021 may be linked to a renewed interest in traditional handicrafts and market adaptation. However, the post-2021 decline could be partially attributed to the effects of the COVID-19 pandemic, which slowed economic activities and reduced both domestic and international demand. (Svitlana Zaika & Andrii Avriata , 2024)

Structural Challenges and Lack of Support

The decline in employment may also be linked to structural challenges in the sector, such as:

- Lack of institutional support and funding for artisans.
- Marketing and promotion difficulties in national and international markets.
- Insufficient training programs to enhance competitiveness and innovation.

Competition from Industrial and Imported Products

Traditional handicrafts face strong competition from industrial and imported products, which are often cheaper and mass-produced. This competition could explain the decrease in the number of artisans, particularly in artistic handicrafts and material production.

The evolution of employment in Algeria’s traditional handicrafts sector between 2019 and 2024 shows a growth phase until 2021, followed by a concerning decline. This trend underscores the urgent need for strategic intervention to revitalize the sector and ensure its long-term sustainability.

9. Market Potential Analysis

International demand for Algerian traditional products is driven by global trends identified by Euromonitor International (2023), including a growing preference for organic, ethnic and heritage products and the following table analyses the market by target region.

Market Analysis by Target Region

Région	Key Market	Trends & Opportunities	Challenges & Recommendations
Europe	France, Germany, UK	High demand for organic and fair-trade certified products	Analyze competition (Tunisia, Morocco) and optimize certifications
North America	United States, Canada	Growing interest in organic Mediterranean products	Strengthen the presence of Algerian brands and obtain appropriate certifications
Middle East	Gulf countries	Favorable market for halal and sweet products	Comply with strict sanitary standards and anticipate local competition
Sub-Saharan Africa	Senegal, Mauritania	Cultural ties and optimized logistics	Analyze import volumes and optimize distribution channels

The international demand for traditional Algerian products is driven by global trends identified by Euromonitor International (2023), including a growing preference for organic, ethnic, and terroir-based products. The main target markets include:

9.1 Europe: France, as Algeria's historical leading trade partner, absorbs a significant share of date exports (*Deglet Nour*), with an estimated annual demand of 10,000 tons in 2022 (Algerian-French Chamber of Commerce, 2023). Italy and Spain, major consumers of olive oil, also represent promising markets (Benmehaia, Matallah, & Benziouche, 2024).

9.2 North America: The United States and Canada show interest in certified organic Mediterranean products (Nadia Bouguedoura, Malika Bennaceur, & Souad Babaha, 2015), with a 15% increase in date imports between 2020 and 2022 (USDA, 2023).

9.3 Middle East: Gulf countries (United Arab Emirates, Saudi Arabia) highly value halal products and sweet specialties like dates and honey, with Algerian exports increasing by 12% in 2023 (Ministry of Trade, 2023)

9.4 Sub-Saharan Africa: Emerging markets such as Senegal and Mauritania, where Algerian showrooms were established in 2023, offer promising opportunities due to cultural affinities and facilitated regional logistics.

Statistics confirm this potential. In 2023, date exports reached 30,000 quintals in the first five months, with projections to double by the end of the year (algex, 2023). Additionally, in 2022, non-hydrocarbon agricultural exports generated \$63 million, primarily driven by fruits and vegetables

10. Challenges in International Marketing

Despite its potential, several obstacles hinder Algerian products' access to global markets:

10.1 International Standards and Certifications

Developed markets impose strict standards, including ISO 22000, HACCP, and organic certifications (e.g., EU Organic). According to a World Bank study (2022), only 15% of Algerian agricultural producers meet these requirements due to high costs (estimated at

\$10,000–\$20,000 per certification) and a lack of training. For example, inadequate traceability limits olive oil exports to the European Union.

10.2 Competitiveness and Quality

Competition is fierce, particularly from Morocco (*Medjool* dates) and Tunisia (olive oil). A report by the Food and Agriculture Organization (FAO, 2021) highlights that Algerian products sometimes suffer from inconsistent quality and packaging that does not meet international standards.

10.3 Logistical Infrastructure

Fresh products, such as dates and vegetables, require a well-functioning cold chain. However, according to a report by the Algerian Chamber of Commerce and Industry (CACI, 2022), only 40% of Algerian warehouses meet modern standards, and delays at ports (e.g., Algiers, Oran) increase costs by an average of 20%.

10.4 Access to Financing

Small and medium-sized enterprises (SMEs), which dominate the traditional sector, lack resources to invest in compliance and promotion. The credit access rate for agricultural exporters is below 10% (Mondiale, 2023)

10.5 Administrative Barriers

Complex customs procedures and bureaucratic delays slow down exports. Despite free trade agreements with the EU and the African Continental Free Trade Area (AfCFTA), implementation remains partial.

10.6 Proposed Strategies

To overcome these challenges, the following strategies—supported by data and academic recommendations—are suggested:

10.1 Labeling and Certification

- Develop national labels, such as TEDJ (Terroir and Export Development of Jouets), launched in 2021, to highlight product origins.
- Facilitate access to international certifications through public subsidies, such as the FODDEX Export Development Fund, which supported 200 companies in 2022).
- Benchmark: Tunisia, where 60% of olive oil exports are certified organic, serves as a relevant model

10.2 Promotion and Marketing

- Increase participation in international trade fairs (e.g., SIAL Paris, Gulfood Dubai), where Algeria doubled its presence between 2021 and 2023
- Leverage digital platforms such as "ALGERIA EXPORTERS", which registered 500 companies in 2023, to connect producers with international buyers.
- Benchmark: Morocco's "Morocco Food Export" campaign increased exports by 25% in five years

10.3 Capacity Building

- Train producers on international standards through partnerships with institutions such as INRAA and international NGOs. In 2022, 300 farmers received HACCP training in Biskra
- Benchmark: Egypt increased its agricultural exports by 18% through similar training programs.

10.4 Improving Logistics Infrastructure

- Modernize ports, such as Oran, which exported nearly one million tons of agricultural products in 2024.
- Develop dedicated logistics zones for fresh products, similar to Moroccan hubs in Casablanca

10.5 Government Support

- Provide tax incentives (e.g., VAT exemption on export equipment) and simplify customs procedures, as promised by the High Council for Import Regulation .
- Benchmark: Turkey tripled its agri-food exports through targeted subsidies between 2015 and 2020

11. Conclusion

The study has highlighted a strong potential for exporting traditional Algerian products. However, their recognition on the international stage requires a comprehensive and structured approach. By combining infrastructure modernization, standardization of norms, and an adapted marketing strategy, Algeria can unlock new opportunities.

Internationalization is not limited to mere exportation; it also involves building a strong identity, complying with regulatory requirements, and successfully integrating into foreign distribution networks. By leveraging digital transformation, innovation, and strategic partnerships, Algeria can turn its artisan and agri-food products into economic and cultural ambassadors, strengthening its global influence and generating sustainable growth.

Algeria possesses untapped economic potential in exporting its traditional products. To maximize their global impact, a multidimensional strategy should be implemented, focusing on several key areas.

1. Creating a National Brand: "Made in Algeria"

Developing a strong visual identity associated with a national brand is essential to enhance the visibility of Algerian products in international markets. This strategy should be supported by global media campaigns to position Algeria as a producer of high-quality goods.

2. Commercial Expansion Strategy

The internationalization of Algerian products can start with a direct export approach, allowing for rapid market testing without requiring heavy investments. This method offers benefits such as process standardization and cost reduction but demands rigorous logistics management and adaptation to regulatory requirements in target markets.

3. Participation in International Trade Fairs and Exhibitions

These events provide greater visibility for traditional Algerian products and help establish connections with potential business partners. Trade fairs facilitate networking with distributors and importers while also offering immediate customer feedback on product quality and packaging.

4. Compliance with International Standards and Regulations

To enter foreign markets, products must meet quality and safety standards (e.g., ISO, HACCP, organic labels). Packaging and labeling should align with consumer expectations, and customs and administrative formalities must be well-managed to prevent trade barriers.

5. Establishing Local Partnerships

Collaborating with local importers and distributors helps integrate products into existing distribution networks and accelerates export growth. These partners provide valuable insights into consumer preferences and local regulations.

6. Online Promotion and Digital Marketing

Digital marketing is a powerful tool to boost the visibility of Algerian products globally. Key actions include creating multilingual e-commerce websites, optimizing SEO, leveraging social media advertising, and partnering with influencers to reach targeted audiences.

Thus, the first hypothesis is confirmed through this study, while the second proves to be correct, provided certain success factors are in place.

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