

Made in TUNISIA







*The tradition of hand & the modernity
of thought united to create exceptional products...*



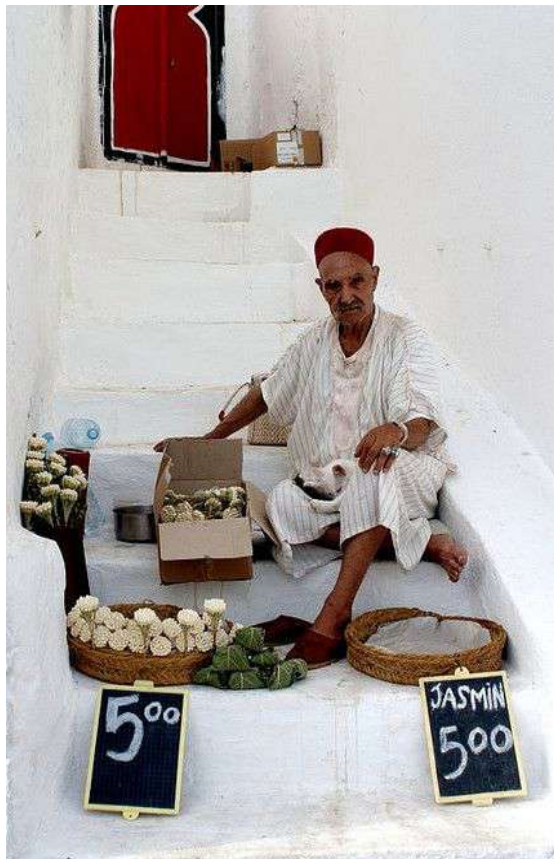
Export Handcraft: A travelling product, History, Culture

Tunisian Handicraft is well established. It's present, confirmed, imposing and climbing the ladder internationally. And this is for good reason!

The craft resulting from this know-how meets the international standards of quality, taste and principles of the fair trade, while carrying with it a beautiful history, rich and precious, the one of those all patient, creative and ambitious hands which want to continue a wonderful profession or better a "sanâa".

Women and men, young and old, are fighting to jealously preserve their heritage trying to protect a typical Tunisian stamp that is constantly evolving and acclimatizing itself to the world new trends , aesthetics and functionality.

Whether to please someone, for a business gift or to promote your living space, at home, at office or other, this catalog will certainly introduce you to new products and guide you through your choices through 5 headings (interior and exterior decoration, tableware, handmade textiles, fashion accessories,) and its panoply of 100% Tunisian crafts.



Made in TUNISIA

Ambiente Tradeshow
Frankfurt, February 09 to 13th 2018





Introduction to the National Office for Tunisian Handicrafts

O.N.A.T

The National Office for Tunisian Handicrafts was established on October 14, 1959. It is supervised by the Tourism and Handicrafts Ministry.

Its mission consists in preserving the national cultural heritage and in rescuing numerous crafts from fading out and disappearing. Such crafts should become artistic crafts matching the spirit of this era and consumer's tastes.

The ONAT has been restructured in 1990. This laid the ground for the sector's reform. It renounced production and marketing missions and directed all its attention and activity to shape up the sector, develop traditional product in both inside and outside markets, promote investment, control the quality of the produce and encourage research and design.

Handicrafts in Tunisia

The history of Tunisia is rich with the different civilizations it has known and men who have perpetuated its brilliance through time. The craft heritage of Tunisia bears today the imprint of each of them, whether Numidian, Carthaginian, Roman or Arab Muslims. Currently, the craft sector serves some dynamism in the economy. Activities and professional craft practices are spread all over the country and draw deep in the rich history of the oldest traditions of our ancestors.

Enjoying special care by public authorities, craft occupies 11% of the entire workforce. 85% of Tunisian craftspeople are women. The craft generates about 300 thousand jobs and represents to this day, 4% of GDP.

It is a fact; job creation in the handicraft sector is characterized by a reduced cost of spin-off activities across the territory. Today, contemporary Tunisian handicrafts are a mirror image of the country: modern, with a footprint of tradition.

Through a process which consists in rehabilitating traditional crafts, master craftsmen: potters and ceramists, weavers, wool silk carpet artisans, jewelers, carpenters and stonemasons... perpetuate these traditions giving rise to great creations, certainly inherited, but updated and redesigned to suit contemporary trends.

Many handicraft products made in the pure tradition, and in the secret of the artisanal workshops, are the result of an innovative power, built up over the years under the guidance of the National Office of Tunisian Crafts.

The tradition of hand and the modernity of thought united to create exceptional products

Artisan Resources

Fifteen creators of Tunisian luxury craft whose expertise combines tradition and modernity, offer their Tunisian inspiration. Already identified by individuals or professional buyers they will meet this year at the International Exhibition Ambiente 2018.

A demanding and consistent selection

Real bridges between ancestral heritage and abundant creativity of designers and artisans eager to revive shapes, graphics and old techniques. The selection consists of fashion accessories such as natural weaved baskets, and also decoration objects from carpets, textile in linens, fouta. Lighting, dinnerware and kitchen accessories made from ceramic, copper and olive wood complete the collections.

All these quality new collections are made of materials from traditional local crafts (flax, wool bunting, silk, natural bers) and revisited in the light of urban and international trends.

A responsible concept

The trend is to save values, objects which convey a story and whose ethical spirit brings its letters of nobility in the act of purchase. «The Craftsmen of Tunisia» seek to be the actors of a more friendly trade of man and his environment. Selected craftsmen benefit from the support of the National Office of Tunisian Crafts (ONAT) to promote exports of handicraft products in the European market.



ONAT - Office National de l'Artisanat

Madame Sonia Latrous Guidara

Marketing Director ONAT

sonialatrous5@gmail.com

www.artisanat.nat.tn



Fremdenverkehrsamt Tunesien

Riadh Dekhili

+49 691 338 350

fvatsekretariat@discovertunisia.com

www.discovertunisia.de



International Trade Centre

ITC

The International Trade Centre (ITC) is the joint agency of the United Nations and the World Trade Organization. ITC is fully dedicated to supporting the internationalization of small and medium-sized enterprises (SMEs). The agency enables SMEs in developing and transition economies to become more competitive and connect to international markets for trade and investment, thus raising incomes and creating job opportunities, especially for women, young people, and poor communities.

This work has been prepared under a technical assistance programme, funded by the Government of Japan, supporting export-driven economic growth in the handicrafts sector in North Africa.



International
Trade
Centre

CCI - International Trade Centre
Sadiq Sayed
Gestionnaire de programme Bureau
pour les États Arabes
syed@intracen.org
+41 76 447 85 27
www.intracen.org

BB&DD

Hall 8.0 B70/B71

Behind bb&dd Export Sarl, a small dedicated team that is based in Tunisia and Germany, we have made it our mission to work for the preservation of traditional arts and crafts. One craft, at the end of something special is: Woven Hand substances that tell their own story.

It is precisely our "hobby": the Fouta, comes in Tunisia manifold for use - as a scarf, shawl or blanket in all conceivable situations. Items such as shepherdesses their traditional Berber costumes often with a Fouta.

Yet the Fouta is also worn on special occasions - embroidered with real gold and silver threads. Color and material of the Fouta and the way they can, in addition, provide information on the respective region in Tunisia. This shows how deep the Fouta is interwoven as fabric and garment with the life of Tunisians.

Our scarves, shawls and blankets are unique pieces that are reproduced in limited quantities. All of our products are of the highest quality and are made of selected, fine and pure cotton, which is partly replaced by pure silk in our shawls.

Traditionally handcrafted in elaborate and sustainable process, we protect the environment and contribute to the preservation of arts and crafts and the associated jobs.

The people who stand behind our products, live in rural areas of Tunisia. For the design of our products we work together with weavers who are masters of their craft and maintain the traditional craft of weaving for generations.



Berbère Carpet

Hall 8.0 - B70/B71

The Tunisian brand Berbère Carpet offers a wide range of Kilims and Margoums in two styles: the traditional and the modern... 100% handmade sheep wool.

In order to be always up-to-date, the brand is required to follow trends, colors used by designers, geometric patterns in vogue, or the style of the most influential furniture of the moment such as Scandinavian style, industrial style or even Navajo style.

Note that the brand uses a lot of colors and especially those inspired by nature such as lemon yellow, fresh mint or sky blue ... Weaving at Berbere carpet is a craft of art and culture!

The shape of the Berbere Carpet logo is a Berber letter created by the painter Ben Marzouk. By choosing the logo in English, the brand aims for the international.



Cluster Nabeul

Hall 8.o B70/B71

The Nabeul Cluster focuses on ceramics, more generally on tableware and home goods. The portfolio presented here includes dishes, pots and tea services, all produced from white and red clay for decorative and design purposes.

The range also covers a variety of kitchen utensils made with heat resistant clay, table decorations such as candlesticks, napkin holders, lamps and vases, as well as items made of olive wood and hand-blown glass.

Of the 24 clusters identified throughout the country, Nabeul was selected because of its strong potential for the region's economic development. Located on the east coast of Tunisia, Nabeul has become one of the major places of ceramic production and thus a leading tourist destination.



Centre 3T

Hall 8.0 B70/B71

The Technical center of creation “Centre 3t” - specializes in carpet conception and weaving. The team encourages inovating designs whilst maintaining the original details and know-how of the national patrimony.

Hand weaving, manual spinning and traditional dying of floor carpets, tapestries and wool blankets are achieved by expert artisans to enhance the quality and diverseness of raw materials.



Etandart

Hall 8.0 B70/B71

Etandart was created in 1992 by Mina Ben Miled, a Tunisian architect whose passion is handicraft design.

She explores multiple traditional craftsmanship methods, which inspire her to produce authentic but modern artefacts. The techniques she uses are purely traditional, but the dimensions, patterns and colors are constantly updated and adapted to modern taste and needs, in order to be integrated in a contemporary universe.

The company offers complete collections of wool and cotton Mergoums (Tunisian flat woven rugs), wool throws, wool and natural fiber Kilims, rush floor mats and baskets, etc. All products are hand made in genuine materials and freely inspired from classical traditional models.

Our main textile production of bedcovers, scarves and especially Foutas (hammam towels) are woven on antique semi-mechanical looms, unlike those currently available on the market, which are woven on industrial looms. They come in multiple sizes, have very absorbent textures and are ideal for either the bathroom, the gym or the beach.

The whole collection is produced in various regions of the country, from North to South, to promote and sustain the unique craftsmanship of each region. These handicraft traditions are part of the culture, soul and history of Tunisia. Creating new models and prospecting new markets, our aim is to preserve this heritage.



La Carthagenoise

Hall 8.0 B70/B71

Clay pottery is an activity going back to millennia.

Whenever you visit the Tunisian Sahel, you are welcome to Walid Nacef in moknine where you can see different clay-made in different sizes and shapes capturing a whole past with rich civilizations: Phoenicians, Punics, Romans, Arabs...

Every item you buy is the result of long hours of skilled hand labour.

Please visit us and you will see how reasonable our prices are and how beautiful our pottery is made from three basic materials: Clay, water and salt.

Placed in the basin, it is then mixed with a machine "Molaize" - when the mixture becomes a paste the pottery is made by hand. After 30 days, the pottery is ready to go in the oven to be burned with olive wood and olive waste.

After completing eight days in the oven, the pottery is ready to go out and offered for sale.



L'Artisan

Hall 8.0 B70/B71

The "L'Artisan" is a family business based in the east central region of Tunisia and on the shores of the Mediterranean Sea.

The main activity of the company is the weaving of the authentic FOUTA with different techniques. Flat weaving, honeycomb weaving, chevron weaving and jacquard weaving proposed in different sizes: 100cm x 200cm, 150cm x 250cm up to 200cm x 300 cm.

We also offer solutions to meet the needs of our customers either by custom logo embroidery or by printing patterns on our supports. We also produce custom designs and dimensions.

We diversify our range of products by offering accessories such as beach bags, beach dresses, table runners and placemats, all of them made from the authentic FOUTA.

Our expertise over the years has allowed us to offer highly competitive, modern products while respecting the superior quality and social values.

The artisanal touch of our products gives them a unique value inspired by Tunisian rich heritage.



Né A Tunis

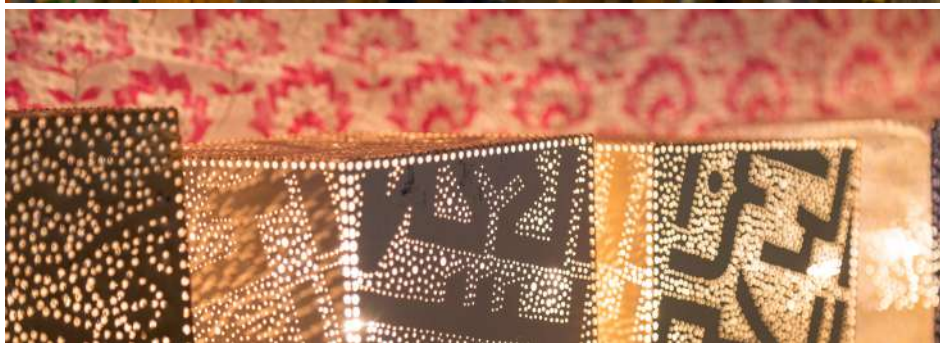
Hall 8.0 B70/B71

“Né à Tunis” is a Tunisian brand that specializes in the creation of lamps, furniture and accessories.

Founded in 2005 by designer Chems Eddine Mechri, the products of “Né à Tunis” are made from local materials and uses processes and methods of craftsmanship and industry - a combination that makes the products rich in quality with a unique new look.

Responsability, ethics and sense of identity are our main values when working our produits.

The creations “Né à Tunis” express a certain belonging to the environment and culture that generate them while assuming their universal and current side. They seduce more and more the public in Europe and elsewhere.



Olive Art

Hall 8.0 B70/B71

Olive Art offers a wide range of olive wood products. Each handcrafted piece possesses unique characteristics in color and style. Kitchen tools and table ware such as bowls, cutboards and mortars... gifts and decorations are all produced from olive carving.

We are based in Sfax where olive carving remains committed to preserving the rare craftsmanship of olive wood quality, promoting Tunisian culture and respecting the environment by producing objects from natural resources.

We have a wide range of olive wood products that is ever-growing to keep up with our clients demands.

Olive Carving




Olive
Carving



Amphora

Hall 10.1 A76

Authenticity and quality

Amphora Sarl is a craft company specializing in the production and export of garden pottery, located in the governorate of Nabeul.

Its founder, Mr. Fethi Jazi, also manages the representation of the company in Germany



Bachmara

Hall 10.1 A81

The creations and productions of Bachmara are distributed in 18 countries including the United States, Canada, Australia, Colombia, Japan and the European Economy Community states.

Our ceramics workshops are located in the heart of Nabeul, in Korba. Region where the ancestral art of ceramics originates in Tunisia. This millennial know-how is reproduced by our mostly female employees. All our products meet the highest international standards.



Ets. Mohamed Driss

Hall 3.0 A31

Based in Sfax, the region most known for its beautiful olive trees in Tunisia. Since 1996, DRISS company designs and manufactures products made of olive wood, famous for its strength, its very compact composition, very strong and magnificently beauty.

DRISS company presents a wide range of features and decorative needs. It focuses on art and craft skills to deliver masterpieces with high cultural value.



L'Authentique

Hall 10.1 C48

L'Authentique SARL has been founded in 2002 with more than 15 years of experience.

During this time, the founder and manager was responsible of exportation in the National Office of Handicrafts, then in the Commercial subsidiary of the office (SOCOPA).

Being convinced that the link between local craftsmen and foreign Importers should be reinforced to adjust production to foreign demand. Now, we can consider that "L'Authentique" is achieving its purpose in consideration of the diversity of its Customers. In fact, we are exporting to several destinations such as : Germany, United Kingdom, Italy, France, Spain...

Since 2006, we are participating steadily at the international professional fair of Frankfurt: in the winter session (Ambiente) and summer session (Decorate life).



Olivawood

Hall 10.1 B 86

Olivawood is a factory that uses olive wood to produce items for kitchen & table, furniture, decor and gift items.

We are based in Sousse city in the center of Tunisia, where the olive trees are abundant. We are using more than 7600 m² for production. We are in treatment and supply of olive wood since 1988.

Our experience and know-how are the source of our success. Today we are able to produce, supply and satisfy large customer orders, fast and in high quality.

We produce upon customer request, design and models.



Tunart

Hall 6.1 A 50

Tunart is specialized in artisanal and handcrafted products, such as olive wood products and Ceramic tableware.

We guarantee the quality you expect and the best price-quality ratio. We have been exporting arts and crafts to different customers in Europe since 1994.

We have the know-how concerning product quality control and storage, and can accommodate large-volume orders.

We can customize products and design according to customer ideas and specifications.

We are able to supply the required quantities in compliance with agreed delivery dates.

- Ceramic dinner services & product ranges
- Kitchen items



**O.N.A.T STAND
HALL 8.0 B70 / B71**

BB&DD Export Sarl
Nabil Ouesleti / Aida Ben Achour
10 Rue du Kef Manouva
2010 Tunis, Tunisia
+216 71 60 95 27
kontakt@bb-fouta.com
www.bd-fouta.com

Berbère Carpet
Ibtissem Azzebi
485 El Behi Ladgham, app 32
Borg Louzir, Ariana
+ 216 55 13 21 31
ibtissem.zid@gnet.tn
fb: Berbere Carpet Store

Centre 3T
Centre Technique de Création
d'Innovation du Tapis et de Tissage
14, rue Kairouan 1006 Tunis, Tunisia
+ 216 71 791 819
centre3t@citt.nat.tn
www.citt.nat.tn

Cluster Nabeul
National Office of Handicrafts
Avenue Habib Thameur
8000 Nabeul Tunisia
+ 216 71 28 39 23
t.sahmim@unido.org

Etandart Sarl
Emna Ben Miled
05 Rue Ibn Mandhour Gafssi
Sidi Daoud 2046 Tunisia
+ 216 98 31 38 20
mbenmiled@gmail.com
www.etandart.net

L'Artisan
Makram Rehiif
Avenue Tapssise
Bkalta 5090
+ 216 53 228 104
info@foutapro.com
www.foutapro.com

La Carthagenoise
Walid Nacef
105 Rue Ali Belhouane
5050 Moknine Tunisia
+ 216 25 22 94 47
ste_lakartgenoise@yahoo.fr

Né A Tunis
Chams Eddine Mechri
06, Maison de l'artisanat
2011 Den Den, Tunisia
+ 216 53 52 57 76
neatunis@gmail.com
www.neatunis.com

Olive Art Plus
Faycal Snoussi
Route Saltania Km8
3067 Sfax Tunisia
+ 216 26 16 11 20
info@olivecoming.com

ONAT - Office National de l'Artisanat
Sonia Latrous Guidara
Directrice Marketing ONA
sonialatrous5@gmail.com
www.artisanat.nat.tn

Fremdenverkehrsamt Tunesien
Riadh Dekhili
Eschersheimer Landstrasse 10
60322 Frankfurt am Main
fvtsekretariat@discovertunisia.com
www.discovertunisia.de

Amphora SARL Hall 10.1 A76

Rue Mohamed Ali Chelli
8000 Nabeul
+ 216 23 35 13 29
www.amphora-sarl.com

Bachmara Hall 10.1 A81

Avenue Farhat Hached
8070 Korba Tunisia
+216 55 40 85 58
www.bachmara.net

Driss Hall 3.0 A31

Mohamed Driss
69, Rue Driss El Akbar
3021 Sakiet Ezzit Sfax Tunisia
+ 216 98 41 69 94
www.sculture-driss.com.tn

Ennaïm Sarl Hall 6.2 D51

117 Avenue Habib Thameur, Oued
Souhil 8000 Nabeul Tunisia
+ 216 72 27 22 00

L'Authentique Hall 10.1 C48

14, Rue du Commandant Bejaoui
Le Bardo 2000 Tunis, Tunisia
+ 216 71 50 91 19
www.lauthentique.com.tn

OlivaWood Hall 10.1 B86

Cite Louina Oued sidi kacem
4054 Sousse Tunisia
+ 216 55 85 48 02
www.olivawood.com

Tunart Hall 6.1 A50

187 - 2091 El Menzah 6
Tunisie
+216 31 12 31 48
info@tunart.net
www.tunart.net

ITC - Centre du Commerce International

Sadiq Syed
Gestionnaire de programme Bureau pour
les États Arabes
syed@intracen.org
+41 22 730 02 99
www.intracen.org

Contact Presse / Commercial

Sotévy Ly
+33 6 42 73 30 03
sotevy.ly@gmail.com





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Sotévy Ly +33 642 733 003 - sotevy.ly@gmail.com

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