



الجمهورية الجزائرية الديمقراطية الشعبية  
REPUBLIQUE ALGERIENNE DEMOCRATIQUE ET POPULAIRE

Embassy of Algeria in Zagreb

سفارة الجزائر بزغرب

Note No. 78 / 2025

The Embassy of the People's Democratic Republic of Algeria to the Republic of Croatia presents its compliments to the Ministry of Foreign and European Affairs of the Republic of Croatia – Diplomatic Protocol – and has the honour to inform that the Ministry of Tourism and Handicrafts is organizing the 26<sup>th</sup> edition of the International Handicraft Fair (SIAT) at the Palais de la Culture in Algiers, from 9 to 15 November 2025, under the slogan “Handicrafts, Art, Authenticity, and Creativity”.

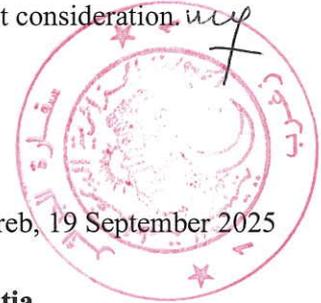
The Embassy wishes to inform the Ministry that the International Handicraft Fair is a major international event for both Algerian and foreign professionals in the handicraft sector. It provides a platform for the exchange of experiences and expertise between specialists, as well as opportunities to promote and commercialize handicraft products. This year's edition will focus on the importance of adopting digitalization and modern technologies in digital marketing and the sale of handicraft products on both the national and international markets.

In this regard, the Embassy shares with the Ministry the electronic platform dedicated to this event and attaches the related information sheet for dissemination among sector leaders and artisans interested in participating as exhibitors and visitors: [www.siat2025.dz](http://www.siat2025.dz)

The Embassy relies on the Ministry's collaboration to encourage substantial participation from professionals in the sector at this major event, which will significantly contribute to the promotion and strengthening of our relations.

The Embassy of the People's Democratic Republic of Algeria to the Republic of Croatia avails itself of this opportunity to renew to the Ministry of Foreign and European Affairs of the Republic of Croatia - Diplomatic Protocol, the assurances of its highest consideration.

Zagreb, 19 September 2025



Ministry of Foreign and European Affairs of the Republic of Croatia  
Diplomatic Protocol

Copy: Directorate-General for Economic Affairs and Development Cooperation  
Ministry of Economy

**People's Democratic Republic of Algeria**

**Ministry of Tourism and Handicrafts**

**Information Sheet on:**

**The 26<sup>th</sup> Edition of the International Handicraft Fair for the year 2025**

Under the patronage of the Minister of Tourism and Handicrafts, Mrs. Maddahi Houria, the Ministry of Tourism and Handicrafts is organizing the 26<sup>th</sup> edition of the International Handicraft Fair for the year 2025, from 9 to 15 November 2025, at the Palais de la Culture, Mufdi Zakaria.

The International Handicraft Fair is one of the major international promotional events organized annually in Algeria, bringing together stakeholders from the handicraft sector both nationally and internationally.

It serves as a platform to bring together Algerian and foreign artisans to exchange experiences, knowledge, and modern techniques used in handicrafts, and to display unique products that highlight heritage and authentic handicraft.

The 26<sup>th</sup> edition of the Fair will feature several activities, including:

- Workshops on traditional handicrafts;
- A special pavilion for each participating country;
- Direct sales of traditional products;
- Competitions and prizes for both national and international artisans;
- Study sessions discussing the interests of stakeholders in traditional handicrafts and emphasizing the importance of digitization in the sale and marketing of handicraft products;
- Spaces dedicated to traditional, popular, and refined cuisine;
- Organization of discovery tourism trips to promote Algeria's tourist destinations through various tourist routes.

The presence of various actors from the traditional handicraft sector will provide an opportunity to:

- Communicate with peers from different countries and exchange the best experiences and knowledge among them;
- Foster a spirit of competition among participants;
- Discover creations from both national and international artisans;
- Present the cultural and artistic heritage of the participating countries;
- Exchange the best experiences and expertise in the sale and digital marketing of traditional handicraft products.

**Target Participants:**

- Artisans' cooperatives, institutions, and associations;
- Foreign artisans and stakeholders in the traditional handicraft sector;
- Designers;
- University professors and experts specializing in traditional handicrafts and creativity;
- Partner sector organizations;
- Suppliers of raw materials and equipment for artisans;
- Tourism offices and organizations;
- Tourist guides.

**Registration and Participation Link:**

We invite you to register and participate in the activities of this important annual gathering by accessing the electronic platform:

[www.siat2025.dz](http://www.siat2025.dz)