

# MEDIA RELEASE N 15



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## Tahar Aoudi: A faithful fellow

If one thinks about a way to define **Tahar Aoudi**, the best would be to say that he is a faithful companion who has always been strongly linked to the Tunisia Pavilion destiny whatever the direction of the wind is taking. Let's see and make a judgment: He has participated with the National Pavilion to Seville World Exhibition in 1992 and didn't miss to take part simultaneously in Spain to the Christopher Columbus Expo; he participated also (Portugal) in 1998 as he has Expo (Germany) in 2000 as But that is not all! Not only following the Aoudi's long-at international shows. fairs since 1935. At that date Expo in 1958 and to 1975 that Tahar, then 12 father's shop situated in familiar with his new independent first by and broadening later his



What Tahar Aoudi is doing goes in fact from handicraft products, to Tunisian trading Baklawas, Kaak other delicious traditional cakes that delight visitor's mouth with their incomparable flavor. Then he manages a pretty Moorish coffee where you can taste a green tea with pine nuts, and savor «Okashi», rocked by a soft « Malouf » the traditional Tunisian music of Andalusia origin.

at the Tunisia Pavilion? Good question: It products dealing with pottery and ceramic traditional perfumes sales. He also works at ambars, Bjaouias, Tajines, Daouamas and

At the end, if you happen not to identifying him and that you hear a voice rising and saying « DOZO », « DOZO », there is no doubt, it is him.

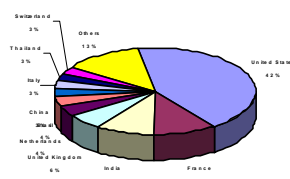
## Tunisian Essential Oils: a potential market in Japan

World exports to Japan of essential oils (HS 3301) have reached during 2003, 103.8 Millions \$. This amount is mainly shared between The United States (42.9%), France (10.2%), India (9.4%), United Kingdom (5.7%), Netherlands (4.1%) and Brazil (3.8%). Japan represents 6% of total world imports and ranks 5<sup>th</sup> World importer during the same period regarding this specific item. Besides, the major part of Tunisian Essential Oils, which reaches a rough value of 6 Million \$ annually, is currently traded on the French Market, but despite Tunisia is not being classified among World exporters, to Japan, Essential Oils have a big chance to enter the Japanese



especially The '**Neroli**' which from the Orange Flowers Para pharmaceutical product. Japanese consumers know essential oils, the Tunisian include in its program a exhibition devoted to promising item. We shall much more about this

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Tunisian Market, is extracted and used as a To make more about our Pavilion shall specific promoting this soon know project!

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