



The Culinary Road of Tunisia and its 6 flagship products will be in the spotlight until March 9 at the 2023 edition of ITB Berlin, Germany's international tourism trade fair.

The ideal opportunity to showcase the diversity and richness of the country's culinary heritage to a broad international audience.

*"This year, 2023, is a landmark year for us. We've been working since 2019 to create new alternative experiences in Tunisia on certain regions and we've also launched themed routes, such as the Culinary Route and the Cinematographic Route. We're starting to market these experiences to international markets with the aim of showing that there's another Tunisia with more sustainable immersive offerings."*

José Froehling, GIZ project manager