

Algeria's traditional industry promotion strategy

Abstract

The state strives to revive the traditional industry sector, due to the role of the local producer in establishing local development. This is evidenced by the importance of achieving economic development through the creation of jobs, contributing effectively to the development of economic activities and creating a spirit of initiative leading to the reduction of economic dependency. However, the traditional industry in Algeria still suffers from a number of constraints, including the sharp competition of many products from foreign traditional industries and environmental volatility and instability.

The objective of this research paper is to highlight the reality of the traditional industry and crafts in Algeria, as well as the policy and strategy pursued by the state to support the marketing of traditional and handicraft products for the advancement of this sector.

Keywords: Traditional industry, handicraft products, promotion strategy, marketing of traditional and handicraft products.

Stratégie de promotion de l'industrie traditionnelle en Algérie

Résumé

L'état s'efforce de relancer le secteur de l'industrie traditionnelle, en raison du rôle du producteur local dans l'établissement du développement local. Cela est démontré par l'importance de la réalisation du développement économique par la création d'emplois, en contribuant efficacement au développement des activités économiques et en créant un esprit d'initiative menant à la réduction de la dépendance économique. Toutefois, l'industrie traditionnelle en Algérie souffre encore d'un certain nombre de contraintes, notamment la forte concurrence de nombreux produits issus des industries traditionnelles étrangères et la volatilité et l'instabilité de l'environnement.

L'objectif de ce document de recherche est de mettre en évidence la réalité de l'industrie et de l'artisanat traditionnels en Algérie, ainsi que la politique et la stratégie poursuivies par l'état pour soutenir la commercialisation de produits traditionnels et artisanaux pour l'avancement de ce secteur.

Les mots clé : industrie traditionnelle, produits artisanaux, stratégie de promotion, soutenir la commercialisation de produits traditionnels et artisanaux.

Introduction

The traditional industry and crafts sector is one of the world's leading economic sectors, being an essential hub for economic development in many developed countries. It is more important in developing countries, because of its effective role at various cultural, social and economic levels, and also for having a great ability to drive social and economic development through the role it plays in the field of employment and investment.

The sector is also important for raising the economic and competitive capabilities that contribute to the creation of hard currency, as well as providing the necessary needs for citizens, especially in rural areas.

Through this, we are able to illustrate the parameters of the research that can be elaborated in the following question:

What is the strategy to promote the traditional industry and crafts sector? And what is the policy on the part of the state to support the marketing of the products of this sector?

To answer this problem, this research paper has been divided into axes, as follows:

- I. The definition and reality of traditional industry and crafts in Algeria;**
- II. The development of the traditional industry sector in Algeria;**
- III. Support policies for traditional industry and crafts in Algeria;**
- IV. Problems and obstacles to the development of the traditional industry in Algeria.**

I. The definition and reality of traditional industry and crafts in Algeria

1. The definition of traditional industry and crafts in Algeria

Article 5 of the Ordinance 01-96 dated 10/01/1996, which defines the rules governing the traditional industry and crafts, stipulates that the traditional industry and crafts are all production, creation, conversion, technical restoration, maintenance, repair or performance of a service dominated by manual labor and practiced:ⁱ

- Mainly and permanently,
- In a stable, mobile or exhibition form in one of following areas of activity:
 - Traditional industry, traditional art industry,
 - Handicraft industry for the production of materials,
 - Traditional craft services industry,
- And according to the following ways:
 - Either individually,
 - Or within the traditional industry and crafts cooperative,
 - Or in a contract for traditional industry and crafts.

1.1. Traditional industry and traditional art industry

They are all made of manual work, in which the craftsman will sometimes have to make things for utilitarian and/or decorative objects of a traditional character, and it is artistic to allow the transfer of a long-standing skill. The industry is a traditional art industry when characterized by its originality, its solitary character and its creativity.ⁱⁱ

1.2. Handicraft industry for the production of materials(or the traditional modern utilitarian craft industry)

Is all made for ordinary consumables, not of a special artistic nature and directed to families, industry and agriculture.ⁱⁱⁱ

1.3. Traditional craft services industry

Is the activities performed by the craftsman, which provide a service of maintenance or repair and technical renovation except those to which special legislative provisions apply.^{iv}

2. The reality of the traditional industry in Algeria

The traditional industrial sector represents a cultural, social and economic face, as it contributes to the preservation of heritage and the maintenance of traditions, and the traditional Algerian industry represents a diverse and varied cultural heritage to punish several civilizations and cultures in the rule of this country. The traditional industry is a beautiful art and cultural heritage that has its economic and intellectual dimensions and contributes to local development, among these dimensions, reviving the ancestral heritage, preserving the memory of the past and working on continuity in keeping with the spirit of the times and developing the talents of artisans and shows their creations and skills.^v

II. The development of the traditional industry sector in Algeria

In the wakes of independence, the Algerian economy was defined by a number of transformations and significant changes imposed by the circumstances and transformations that have taken place in the national and international arenas, and this transformation was accompanied by a series of successive economic measures and reforms that included various aspects of the activities in various sectors of the economy. Through the foregoing, the stages of the development of the traditional industrial sector have been divided in this phase according to the economic policy, such as the following:^{vi}

1. Phase 1: 1962-1969

In this period, the Algerian Government has issued several successive decrees under the title of the Great Self-management It began on 22 October 1962 and became vacant by the State by public committees to operate and organize it after the decree of March 1963, which for the first time expresses the directive of socialism by a government decision based on central planning and the dominance of the public sector in the economy. It has also embarked on a process of insurance that has not touched the strategic sectors of the economy but only touched Merchants and small trades the state has not been in the economic affairs in a comprehensive and coordinated capacity as it has focused the development model in Algeria to give priority to the industrial sector on other sectors that's why the traditional industry and crafts sector is one of the development priorities at the time, and there were no laws or strict legislation regulating the sector.

2. Phase 2: 1970-1980

This period has been known as a steady socialist trend in economic activity from nationalization and establishment of companies National general this stage was characterized by banking planning and the financing of investment projects was assigned to the central bank and the public treasury, and the first four-year plan was adopted in 1970 – 1973, leading to the emergence of a huge economic vitality that made the state change its financing policy with a view to controlling Economic activity has a positive impact on the traditional industry sector.

3. Phase 3:1981-1991

This phase coincided with the beginning of the application of the first five-year plan, 1980 – 1984, where corrections and adjustments were made necessary to solve the problems encountered by previous schemes and to work towards the achievement of comprehensive development and in order to achieve that the economic policy directives issued the stage of implementation of this scheme.

4. Phase 4: 1992-2002

After the 1980s, the Algerian economy introduced radical transformations, especially the weaknesses and rigidities of the central planning policy, which resulted in the direction of the national policy towards a market economy, coupled with changes in the economic structure by withdrawing Progressive state of economic activity or the level of reorganization of the

support and framing devices Thus, the process of reflection has begun to make sense in structuring the sector and reframing it in a manner that takes into account its specificities, so this phase has sought to enact a series of legislation and achieve a range of achievements.

Throughout this period, work has deepened the thinking about the effectiveness of the sector and its ability to provide textile the national economy in institutions that contribute to the country's crude income and provide jobs and reduce unemployment, strengthening exports outside the hydrocarbon sector and achieving a balanced balance this has led the authorities to integrate it with the small and medium-sized enterprises (SMEs) sector under their guardianship in 2002^{vii}.

III. Support policies for traditional industry and crafts in Algeria

In recent years, efforts have tended to focus on providing various forms of support and conditions that would help maintain the industrial base tissue formed by micro-enterprises of a literal nature and the conditions conducive to the advancement of the sector have been created, and for this only the work has been stimulated investments in the traditional industry and crafts sector through improved climate investment in it since the sector has been under the tutelage of the Ministry of Small and Medium enterprises and the traditional industry, it has been allocated the set of mechanisms and programs and measures that would help to achieve this, as indicated below:^{viii}

1. Financial support and loan authorities

- Financial and fiscal concessions are an important element of investment attraction, and through these benefits the sector will be able to reach its economic and technical objectives and financial assistance in favor dealers is so that practitioners or investors benefit from any artisan activity that meets the requirements associated with age, skill and personal contribution from the subsidy of many devices;
- Involve the mechanisms that we will mention as bodies responsible for providing support and consultation and accompany young people with projects in the framework of the completion, implementation and follow-up of their investment projects and put at their disposal;
- All information of an economic, technical and organizational nature related to the practice of their activities and accompany them in Obtaining a bank loan, i.e. acting as a broker, within the framework of an agreement signed between the banks that grant the loan and the latter in two form ;
- A bank loan at a low interest rate that the beneficiary is supplementing with an advance without interest;
- An advance without interest granted by the competent authority.^{ix}

Among these bodies we find:

- National Fund for promotion of traditional industry activities Fnpaat;
- National Agency for Youth Employment support ANSEJ
- National Agency for Micro-loan Angem;
- CNAC Unemployment Insurance Fund;

2. Algeria's strategy for the promotion of the traditional industry sector

The Algerian Government has recognized the importance of this industry, giving it its full support to revive it again. In order to export and stimulate the tourism sector, the Ministry has prepared and proposed a strategy for the development traditional industry through the application of several procedures including:^x

- Appropriate and softening of the legislative and regulatory apparatus taking into account the developments and transformations that
Known as traditional industry activities ;
- Support and strengthen the position and position of the traditional industry at the local and national level by educating the public ;
- The role and importance of this industry and highlight the importance of professional manual work;

- Providing legislative protection to the manufacturer whether it is a worker or employer by following the conditions of his environment and conditions his work and health and occupational safety in addition to providing social protection for the worker to organize and improve the supply of the two trades for raw materials, equipment and materiel, which is one of the obstacles Large-faced traditional industry activities ;
- Encouraging investment to stimulate production and reduce policies that hinder the growth of the industry and the development environmental work which is a peculiarity of the characteristics of the industry where women are practicing special craftsmen in the countryside ;
- Preparation of appropriate training programs to coordinate with the vocational training and education sector and the establishment of institutes specializing in traditional crafts training;
- Supporting industry in the field of marketing and opening the field for the traditional industry product to enter the internal and external markets.

The success of this strategy depends on the concerted efforts of all concerned at the local and national levels and on the ability of the two trades to organize themselves and to ensure that their concerns are well informed;^{xi}

- In addition to this strategy there is media and communication support including marketing support such as advertising support and promotion of products or services for the business, there are attempts to sell various permanent exhibitions and demonstrations and there also Marketing strategy for traditional industry products these strategies begin with the analysis of opportunities in the market through its study in order to identify the competitive advantages that it enjoys and to discover the unsaturated needs, and therefore the organization determines the markets you target and then all the variables that Owned in order to influence the market.

Starting with the traditional product type has been priced and how to distribute and promote it, but this strategy remains you need a general framing that traditional production gives it a dispersion character, it is not concentrated in a region one thus, in the pilot countries of the traditional industry, public sector-framed institutions play an important role in linking crafts and producers to both internal and external marketing outlets with the participation of governmental and concerned organizations.^{xii}

Therefore, the craftsman must find outlets for local marketing suitable for his activity and there are marketing outlets that we highlight in the:

- **Marketing outlets in the daily market**

Which includes various shops that sell the necessities of everyday life and which can add to it the traditional industry products such as clothes, bags, sweet and popular dishes bamboo products. etc. allows traditional industry organizations to expand sales from shops specializing in traditional industry to large shops.

- **Marketing outlets to satisfy the desires of the inside and outside environment**

This marketing is related to products related to urbanism, construction, public works and public parks and furniture related to the various public facilities – ornamental parts and furnishings – in this field the state can opening wide horizons for traditional industry organizations to contract tenders to give public projects an authentic model of uniqueness and excellence and use local materials such as bricks and lime, which provided warmth and long-lived and the palace of the best example.

- **Special Marketing Outlets**

It is related to the original craft products, which are unique and distinctive, which are products offered in specialized stores for the sale of craft and art products and exhibitions specialized in this field can contribute to the opening of permanent specialized exhibitions through which the researchers on all the distinguished can find it.^{xiii}

IV. Problems and obstacles to the development of the traditional industry in Algeria

The traditional industry sector in Algeria suffers from a number of problems and constraints, the most important of which are:

- The lack of clear legislation in the Organization and development of work;
- The inferiority of the occupations led to the recognition by the new generations of the practice of this activity and the denial of it because of making the importance of the traditional industry and its products from its cultural and economic aspects;
- The low level of conditions and the working environment and the Health and social care of workers ;
- Difficulty in obtaining shops to practice the profession and obtaining the necessary equipment for the production process in addition to the initial supply problems and having difficulty in providing them with acceptable presence and reasonable prices ;
- The decline of self-financial materials and the difficulty of obtaining loans that led to the migration of workers in in this sector to areas of work down and with higher returns ;
- Scarcity of research, documentation and registration in traditional occupations and industries has led to the absence of a base data on these trades and industries ;
- Lack of services and technical investments that are offered to employees with weak and poor training programs and few specialized centres ;
- Lack of scientific management in many types of traditional industry, which is reflected in the improvement the quality and optimization of the raw material and the use of technology, creativity and development ;
- The lack of tourist arrivals in Algeria, which affects sales, which is due to a number of reasons such as the security situation, the troubled that prevailed in Algeria ;
- The inadequacy of the majority of traditional industries to modern requirements and the inability to confront competition, which has led to obstacles in the field of marketing.^{xiv}

Conclusion

Through this research paper, it can be said that the traditional industry and crafts sector in Algeria possesses qualifications that make it a promising economic sector, and if the necessary support is found, it enables it to have a major role in the country's sustainable development and constitutes a significant competitive advantage. Since 1996, through the issuance of the 96-01 Ordinance, that sets out the rules governing traditional industry and crafts, which gives a detailed approach to the crafts activity.

This sector has many advantages that make it interesting and which is the motivation behind the development of activities in this sector motivated to protect and support it.

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