



POULTRY AFRICA 2022

KIGALI, RWANDA | 5-6 OCTOBER | POWERED BY VIV

Press Release – Press Conference
[May 31, 2022 | Utrecht, the Netherlands]

POULTRY AFRICA 2022 OFFICIALLY LAUNCHED

The 3rd edition is scheduled on October 5 & 6 in Rwanda, preceded by a Leadership Conference on October 4. Visitor registration is now open.

Today, Poultry Africa 2022 has been officially launched during the press conference held at Jaarbeurs, Utrecht amidst the ongoing edition of VIV Europe 2022. Poultry Africa started in 2017 as a biennial B2B international trade show, and is now in its 3rd edition bringing the Feed to Food concept to the poultry industries in Sub-Saharan Africa. Kigali Convention Centre (KCC), which is one of the largest in the region, will be again the venue for this premium event. Rwanda, Kigali is a popular MICE destination in the East African region as highlighted by the press conference opening video “Meet in Remarkable Rwanda”.

2022 Edition Gaining Momentum

“After a halt caused by the pandemic, the industry is looking forward to meeting again in person and doing business face-to-face. The excitement can clearly be seen in the exhibition space booking that has already been sold out to the capacity of 60% by May 2022,” said Ms. Nienke van Soest, Poultry Africa Assistant Project Manager. Some of the exhibitors you will meet at the show are: Agrotech, AgroMex / Champrix, Aviagen, CEVA, Evonik Africa, Hendrix Genetics, Jacobs Global, Marel Poultry, Peruvian Pharmaceutical, Trouw Nutrition Middle East & Africa, Vencomatic Group.

During the Press Conference, Mr Peter-Bart Lichtenbeld, Sales Director at Vencomatic shone a light on why should international companies jointly enter the Sub-Saharan market and how European suppliers can tackle local challenges together. He emphasized on how being one of the first key players of the livestock markets in the Sub-Saharan Africa will serve as a great advantage over competition. The final goal is to bring knowledge and sustainability to the region and grow together with the local farmers.

Following in the footsteps of the last edition, this year as well the show will be opened with the **Leadership Conference** taking place a day before the exhibition, on October 4, 2022 at the KCC – giving Poultry Africa just the right start.

The most complete trade show for poultry professionals in Sub-Saharan Africa

The fast-growing market of Africa will represent 15% of the global poultry market growth and 12% of the global egg market growth until 2027.

After a successful 2nd edition in 2019 that solidified Poultry Africa’s grasp in the region, this international event comes back for the 3rd time in full swing. With **over 100 exhibiting companies** from Europe, North-America, Asia and Africa that represent more than 25 countries, this edition of Poultry Africa will be as big as the last one. The event is truly a Sub-Saharan platform with visitors coming from Rwanda, Nigeria, Uganda, Kenya, Ghana, Ethiopia, Tanzania and also from South Africa, Sudan, and more African countries. This year, the show is expected to welcome **more than 2000 visitors, decision-makers, and buyers** – nutritionists, vets, farmers and food manufacturers are the main target profiles for the event.

The sectors that will be highlighted during the show are: breeding and hatching, animal health, feed milling, feed ingredients and additives, farming and animal housing, slaughtering and processing, egg handling.

Further plans: Themes & Concepts

Mr Zhenja Antochin, Senior Project Manager at VNU Europe explains, "Poultry Africa 2022 will see two new additions to the usual poultry focus of the event – Dairy and Horticulture. By providing high-quality content on these topics via dedicated conferences and seminars, we offer our attendees the tools to address the current challenges and solutions in the dairy farms and horticulture business in Africa." A detailed lineup of these content-driven sessions will be made available in the coming months on the official show website.

Poultry Africa will also focus on increasing local production thereby decreasing dependency on imports. Bio-security, automation, farm management and cold chain solutions are the other reoccurring themes that will be showcased during the show.

Femke Konatey-Dekker, program manager at NABC introduced during today's press conference the Impact Cluster Kukua Na Kuku project, which was officially launched on May 26. This is a collaboration between Tanzania and the Netherlands to transform Tanzania's poultry sector using Dutch technologies. The potential of the poultry sector in Tanzania opens up opportunities for investments, and Poultry Africa is honored to help facilitate this process by bringing to the region a highly professional event for top suppliers to meet with local markets.

Important Stakeholders

The show is supported by some of the most important associations and organizations from within the industry - Ministry of Agriculture in Rwanda (MINAGRI), Africa Agribusiness Academy, Dutch Poultry Centre (DPC), Netherlands-Africa Business Council (NABC), Traide, Poultry Association of Rwanda and World Poultry Science Association (WPSA).

Poultry Africa 2022 will again prove to be the connecting bridge between the African and global players to take the industry forward by sharing knowledge, showcasing innovations, strengthening partnerships and building on new business relations. To reserve a booth space or to have any participation info as an exhibitor, please contact Ms. Nienke van Soest at nienke@vnueurope.com.

To **register as a visitor**, please visit the official website www.poultryafricaevent.com. The event benefits from very good accessibility and visa on arrival, which makes it easy for foreign visitors and exhibitors to enter Rwanda, a country that is famous for its high level of safety & security in the region.

The Leadership Conference opening time on 4 October will be from 09:00 – 17:00. Poultry Africa exhibition opening time on 5 & 6 October will be from 10:00 – 17:00.

See you from 5 – 6 October, in Kigali, Rwanda at Poultry Africa 2022.



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About Poultry Africa | Poultry Africa is organized by VNU Europe and powered by VIV worldwide, the business network linking professionals from Feed to Food WWW.VIV.NET

About VIV worldwide | VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 40 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. Visit WWW.VIV.NET.

About VNU Europe | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock and Feed to Food sector and specialized on the VIV worldwide portfolio. For more information, visit www.vnueurope.com