



POULTRY AFRICA 2022

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

Press Release

[August 24, 2022 | Utrecht, the Netherlands]

JOIN THE MOST COMPLETE POULTRY SHOW IN SUB-SAHARAN AFRICA

Meet 120 exhibitors from Europe, Asia, Middle East, America and Africa at Poultry Africa 2022

Poultry Africa 2022 is ready to kick-off in less than two months. Leading suppliers will show you the best in poultry products and services at this unique B2B international trade show, powered by VIV worldwide. Already at its 3rd edition, the event brings once again the full supply chain from Feed to Food to the poultry industry professionals in Sub-Saharan Africa from October 5-6, 2022 in Kigali, Rwanda. Professional visitors' access to the Expo is free upon registration available on www.poultryafricaevent.com.

Poultry Africa presents international and regional exhibitors of the poultry broiler and layer production sectors, including feed, feed ingredients & additives, compound feed milling equipment, animal health & pharmaceuticals, breeding & hatching, genetics, farm management systems, farm production, slaughtering, processing & handling. Here are few exhibiting brands of this edition: Adisseo, Abusol, Aviagen, BAADER Food System, Big Dutchman, CEVA, Chore-Time, DANISCO, Evonik Africa, Güres, Hubbard, Jamesway, Lipidos Toledo (LIPTOSA), Petersime, Plasson, SKA Poultry Equipment, Yemtar, and many more. The complete exhibitor list is available on the official show website. Meet the exhibitors at their booths and join their Technical Best Practice Seminars: a perfect opportunity to interact with the suppliers and shine a light on specific technical issues, increase your management skills and run your operations more profitably. On October 6, for example, you can hear from Mr. Saad Gilani, Regional Technical Manager of Danisco Animal Nutrition & Health (IFF) on how to address the challenge of raw material prices and the key benefits of using enzymes.

As a member of the poultry industry, this is the most complete event you could attend in 2022 to find practical solutions, discover new products and bring your production to the next level. Visitor profiles include: farm owner; general manager, managing director, CEO, president; farm employee; marketing, sales manager, representative; consultant; technical manager, engineer, technician; veterinarian; government, institution, association; researcher; press; producer, processor; nutritionist; purchase manager, buyer; distributor, dealer; academic, professor; regulatory manager; retailer; and all the professional players in the poultry Industry.

The event is truly a Sub-Saharan platform, with visitors from Rwanda, Nigeria, Uganda, Kenya, Ghana, Ethiopia but also South-Africa, Sudan, and many more countries. Meet the industry at Poultry Africa.

A strong line-up of international experts at the Poultry Africa Leadership Conference

On October 4th, one day prior to the Expo opening at the Kigali Convention Centre (KCC), the Leadership Conference offers the opportunity to gain in-depth knowledge from international experts. With a rich program tailor-made for Sub-Saharan poultry players, the conference will bring inspiration to a selection of attendees. The online pre-registration allows you to save 30% of the Leadership Conference onsite ticket price. Make sure you prebook now.

The Leadership Conference hosts high-level industry experts from Rabobank, WPSA, Traide, Vetworks, NABC and more. The program addresses key topics for successful poultry production, including:

- Market outlook: an overview of current events and opportunities in Rwanda and Sub-Saharan Africa.
- Trade & Marketing: traditional Strategy Dual Purpose Poultry Marketing and customer relations.
- Eggs: development of egg production, consumption and opportunities in Africa.

- Farm Management: on biosecurity and the importance of farm management.
- Dutch Solutions: smart solutions for African Poultry Farms, by NABC and the Dutch Embassy.
- Data Management: using data for egg optimization and a hands-on workshop record keeping.
- Feed Management: managing feed and feed costs on poultry farms.

The event benefits from very good accessibility and visa on arrival, which makes it easy for all attendees to enter Rwanda, a country that is famous for its high level of safety & security in the region.

In addition, African visitors flying within Africa can make use of the special offer of RwandAir for Poultry Africa participants. Find more on www.poultryafricaevent.com/visit/travel-and-stay.

Plan your visit now and join the business opportunities at Poultry Africa 2022 from 5-6 October, in Kigali, Rwanda.



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Note for editors

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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.poultryafricaevent.com

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/events.

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.