



POULTRY AFRICA 2022

KIGALI, RWANDA | 5-6 OCTOBER
EXPO FOR SUB-SAHARAN AFRICA

SHOW REVIEW

FEED COST CHALLENGES AND HUGE MARKET OPPORTUNITIES:
HIGHLIGHTS OF THE 3RD EDITION OF THE SHOW



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VNU | EUROPE

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FEED COST CHALLENGES AND HUGE MARKET OPPORTUNITIES

Nearly 1,600 professional delegates from 53 countries visited the 123 exhibiting companies at the 3rd edition of Poultry Africa.

The poultry broiler and layer industry of the Sub-Saharan Africa met again in Kigali for a stimulating business gathering with global suppliers and international speakers of the feed to food poultry supply chain.

Poultry Africa 2022, the most complete trade show for poultry professionals in Sub-Saharan Africa powered by VIV worldwide, kicked off with an exciting program and 22 Speakers at the Leadership Conference on October 4th. The Poultry Africa 2-day Expo followed on October 5-6 presenting 123 exhibitors from 30 countries led by The Netherlands, Turkey, Belgium, France, Rwanda, India, Germany, Italy, United States, and Kenya. A wide range of products covering the full supply chain were on display.

Around 1,600 professional visitors took advantage of this 3rd edition of the event. Rwanda counted for 55% of the total visitors, while the remaining 45% came from 53 countries, with the African continent participation head by Uganda, Nigeria, Kenya, Tanzania, South Africa, Cameroon, Burundi, Ethiopia, Zimbabwe, and Mozambique. This marked an increase in the international audience, compared to the last edition ratio of Rwanda: 69% vs. outside Rwanda: 31%. The outstanding quality of the visitors gave great satisfaction to the exhibitors.

While officially opening the event, the Honorable Minister of Agriculture and Animal Resources, Dr. Gerardine Mukeshimana said "Rwanda's poultry industry is transforming from subsistence to a more knowledge intensive and market oriented poultry farming. With traditional feed prices on the rise, more research is needed to formulate alternative source of feed based on locally available and easily accessible components". This overall outline of the industry in Rwanda applies to many other countries of the region as well.

The show in numbers



3rd
edition!



1,571
professional
visitors

129
Industry Leaders



53
visiting countries



123
exhibitors from
30 countries



2 days
Expo



1 day
Leadership
Conference



VISITORS ORIGIN

An increase in the international audience

VISITORS BY REGION

RWANDA
55%



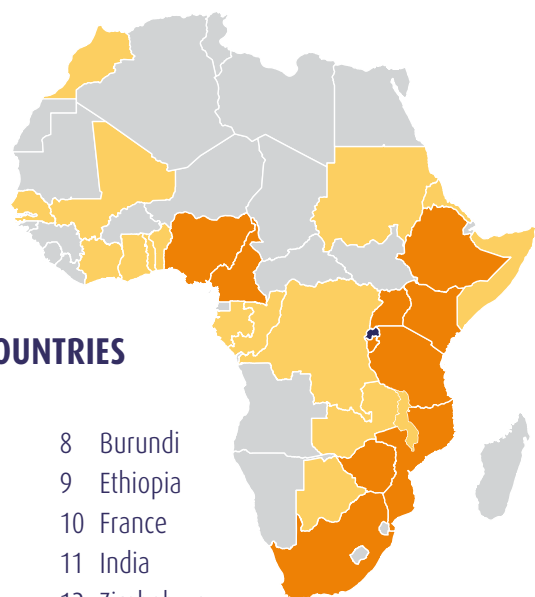
OUTSIDE
RWANDA
45%

TOP VISITING COUNTRIES

(excl. Rwanda)

- | | |
|-------------------|---------------|
| 1 Uganda | 8 Burundi |
| 2 Nigeria | 9 Ethiopia |
| 3 Kenya | 10 France |
| 4 Tanzania | 11 India |
| 5 South Africa | 12 Zimbabwe |
| 6 Cameroon | 13 Mozambique |
| 7 The Netherlands | 14 Belgium |

- Rwanda
- Top visiting (excl. Rwanda)
- Other African visiting countries



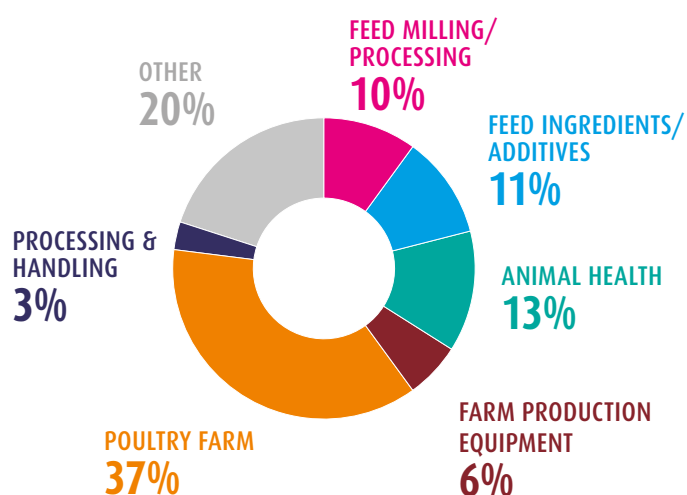


HIGHER QUALITY VISITORS

The Poultry Africa event attracts visitors of higher professional quality at each edition

SECTOR PROFILE

Which sector do you belong to?



VISITORS MAIN INTERESTS

In which range of products are you interested?

Feed ingredients/additives	45%
Animal health products	44%
Farm equipment & housing	31%
Industrial compound feed processing equipment	28%
Breeding & hatching equipment	24%
Processing & handling equipment	12%
Logistics/refrigeration	10%
IT & automation	7%
Media/consultancy	6%
Laboratory testing equipment and services	6%
Other	11%

VISITORS JOB FUNCTION

General manager/CEO/Director	22%
Farm owner	19%
Farm employee	8%
Marketing/sales manager/representative	7%
Veterinarian	6%
Consultant	4%
COO/ Operational Director	2%
Technical manager/engineer/technician	2%
Nutritionist	2%
Researcher	2%
Buyer/purchase/procurement manager	2%
Distributor/dealer/retailer	2%
Government representative	2%
Press	2%
Academic/professor	2%
Product/project manager	1%
Producer/processor	1%
Other	14%

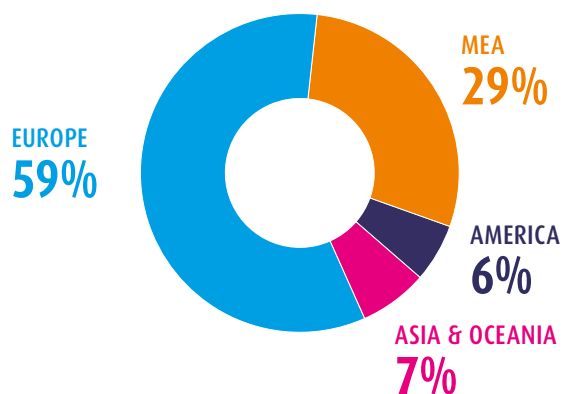
I was impressed with the overall organization of the event.
[Visitor quote]

The exhibitors really gave their best to share with us knowledge on their field of expertise.
[Visitor quote]

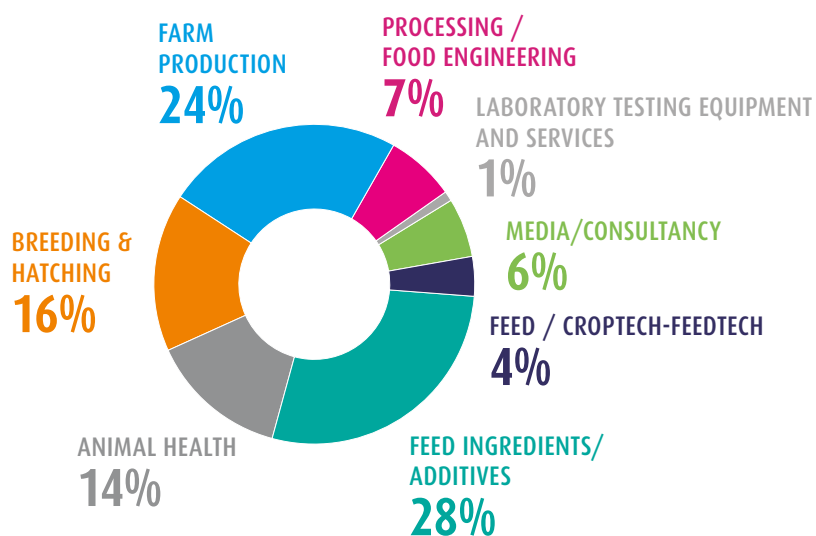
EXHIBITOR REVIEW



EXHIBITORS BY REGION



EXHIBITORS BY SECTOR



TOP EXHIBITING COUNTRIES

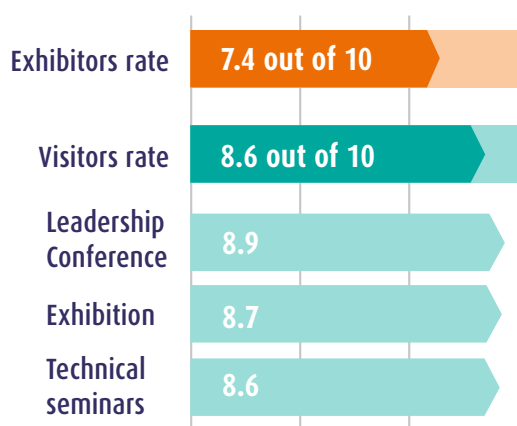
	1 The Netherlands		6 India
	2 Turkey		7 Germany
	3 Belgium		8 Italy
	4 France		9 United States
	5 Rwanda		10 Kenya

It is the biggest Poultry show in Africa featuring all the key players with a focus for the African market.
[Exhibitor quote]

I was truly impressed with the show.
Good quality of visitors!
[Exhibitor quote]

A THIRD EXCITING EDITION FOR VISITORS & EXHIBITORS

SHOW APPRECIATION MARK



MORE ON EXHIBITOR SATISFACTION

- 85% intend to exhibit again at the next edition
- 72% of the exhibitors found the quality of visitor "good" to "excellent"
- 72% is likely to recommend Poultry Africa to a friend or colleague in the industry
- 55% regards Poultry Africa as "fairly" to "very important" show for their business and 42% "somewhat important"

MORE ON VISITOR SATISFACTION

- 33% of the visitors spent between 5 and 8 hours at the show and 51% spent more than 1 day onsite
- 99% intend to visit again the next edition
- 94% is likely to recommend Poultry Africa to a friend or colleague in the industry
- 95% regards Poultry Africa as "fairly" to "very important" show for their business and 4% "somewhat important"

"Poultry Africa 2022 had the honor to provide once again a productive international environment for the sector to network and discuss the opportunities that the African markets have to offer in the long term. At the same time, the event offered an unique business-oriented platform for the development of the poultry & egg industry in the region"

Mrs. Nienke van Soest,
VNU Europe Project Manager Poultry Africa

It is a good place to interact with the poultry sector players in the region and connect with prospective partners and customers.

The show [...] included most of all aspects of what needed to be known about in the poultry sector. [...] The exhibitors were also very welcoming and open to networking, as one of the things I liked about this event.
[Visitor quote]

The sessions were well presented, informative and time was allowed for questions and answers.
[Visitor quote]

I got the knowledge I wanted about feeds.
[Visitor quote]

ENJOY THE AFTERMOVIE!



Surprisingly nice show with loads of good contacts.
[Exhibitor quote]

At Poultry Africa 2022 we interviewed a mix of participants, from our exhibitors, to industry leaders, to other visiting professionals. Hear what they had to say on the show, on the products on display and on the Sub-Saharan Africa market.

[VIEW MORE INTERVIEWS HERE](#)



DR. SUHEEL AHMED, CEO
ARABIAN FARMS DEV CO LLC, U.A.E.
VIV INDUSTRY LEADER



LOURENS HENNIE, CEO
QUANTUM FOODS, SOUTH AFRICA
VIV INDUSTRY LEADER



DR WESLEY RUTTO, BREEDING OPERATIONS
KUCHIC LIMITED, UGANDA,
VIV INDUSTRY LEADER



CECILIA KIWANUKA, POULTRY FARMER
SUUBI ORGANIC FARMS, UGANDA
VISITOR



STEPHAN JACOBS,
NATIONAL SALES MANAGER
SOUTH AFRICA
PLASSON LTD, ISRAEL, EXHIBITOR



REMIJUS HAYOYO, AREA MANAGER
CENTRAL EAST AFRICA
TROUW NUTRITION MIDDLE EAST & AFRICA,
THE NETHERLANDS, EXHIBITOR



H.E. BERT VERSMESSEN,
AMBASSADOR BELGIUM EMBASSY IN KIGALI,
BELGIUM, VIV INDUSTRY LEADER



KYLE HOMAN, DIRECTOR OF SALES
JACOBS GLOBAL, USA
EXHIBITOR



WILLIAM OPIYO, COMMERCIAL AND
TECHNICAL MANAGER EAST AFRICA
AVIAGEN, UNITED KINGDOM, EXHIBITOR



POULTRY AFRICA 2022 LEADERSHIP CONFERENCE

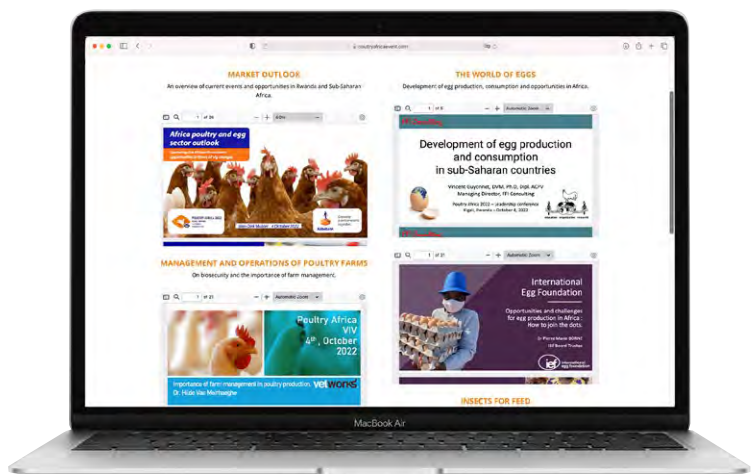
The Leadership Conference attendees experienced a full day of inspiring and informative presentations on:

- **170 Attendees**
 - **Rated by visitors with an 8,9**
 - **Top 3 best rated session**
 - General overview – Market Outlook
 - Animal Nutrition and feed cost management
 - The World of Egg – opportunities and challenges for the egg industry in Africa
 - **Plenary session and 7 break-out sessions**
 - **Other inspiring and informative presentations**
 - African industry updates and market trends
 - Sustainable poultry production
 - Innovative feeding solutions
 - Biosecurity for the African market
 - Panel discussion on alternative ingredients for animal feed
- and much more!

A lively panel discussion on alternative ingredients for animal feed also took place in the afternoon. Market trends, data management strategies, and other topics around the poultry and egg operations were disclosed to an engaging audience. The program was organized by VNU Europe in cooperation with the Ministry of Agriculture of Rwanda, TRAIDE Foundation, Rabobank, WPSA, NABC, IEC, the Poultry Association of Tanzania, Networks, the Netherlands Embassy in Rwanda, the Netherlands Enterprise Agency, the Netherlands Food Partnership and a good number of leading suppliers of the sector.

DID YOU MISS THE PRESENTATIONS ONSITE?

Here you have the chance to review the content discussed by our international speakers in 2022.



THE WORD SPREAD!

FROM THE SOCIAL MEDIA



DIGITAL CAMPAIGNS IN A NUTSHELL



54,835
Page views



46,575
impressions



3,776,737
impressions
1,707,271 Unique reach
and 30,952 clicks

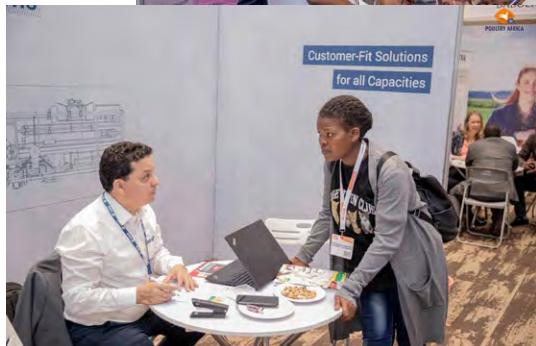


Google Ads
Africa target group
908,032
impressions
18,957 clicks
2.09% CTR

SHOW PARTNERS



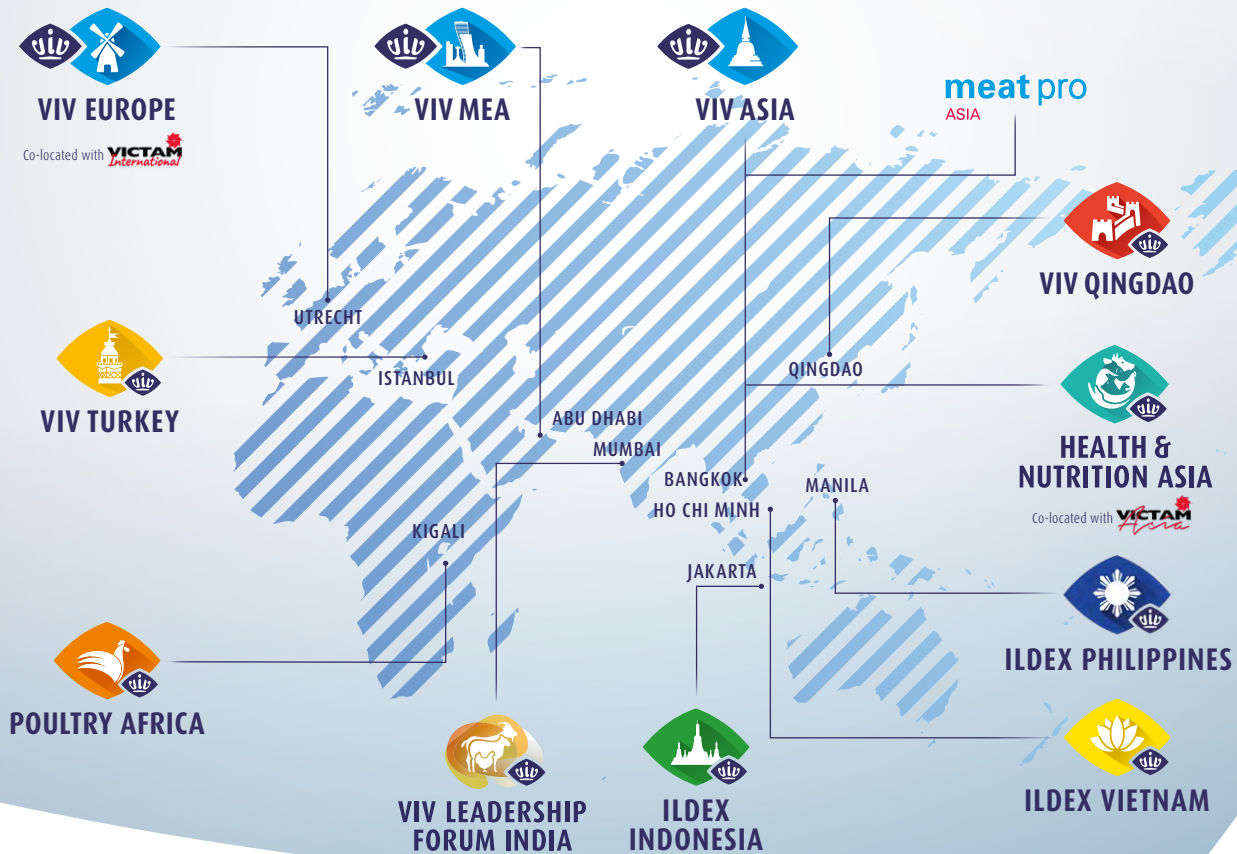
THANK YOU FOR ATTENDING



THE BUSINESS NETWORK LINKING
PROFESSIONALS FROM FEED TO FOOD



VIV WORLDWIDE



SEE YOU AT



POULTRY AFRICA 2024

KIGALI, RWANDA

2-3 OCTOBER

POWERED BY VIV