



Expo for Sub-Saharan Africa
Poultry Africa 2019
2-3 October 2019 - Kigali, Rwanda

SHOW REVIEW





THE SHOW IN NUMBERS

SHOW FEATURES

2ND EDITION
of Poultry Africa

22+
Conference &
seminar sessions

52
International
speakers



1 DAY
Leadership
Conference

2 DAYS
technical best
practice seminars



2 DAYS
Expo

50+
Media: local, regional,
and international

EXHIBITOR NUMBERS

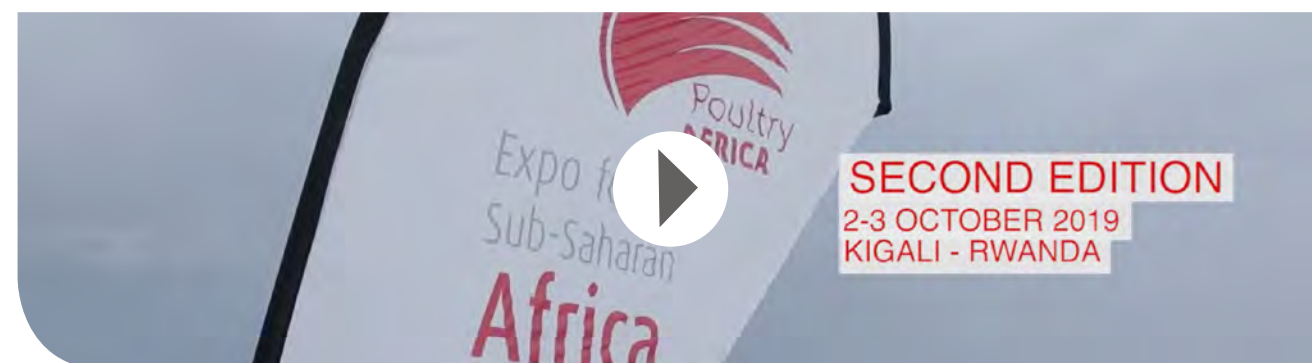


128
Exhibiting companies
70% exhibitors growth
compared to 2017



29
Exhibiting
countries

WATCH THE AFTERMOVIE



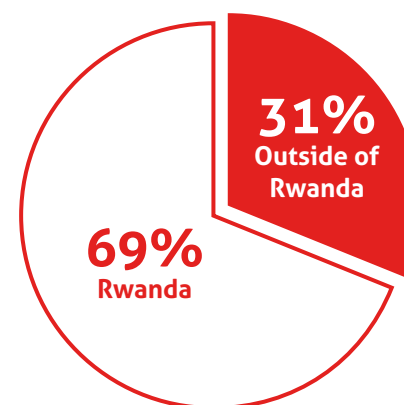
2,026
Professional visits
(over the three days)

"[Poultry Africa is] a rare opportunity
for key players in the poultry industry
to network and explore ways and
means of improving their different
poultry operations [...]"

Dr. Gerardine Mukeshimana, Minister of Agriculture
and Animal Resources, speaking at the opening of
Poultry Africa 2019.

VISITING PROFILES

ORIGIN

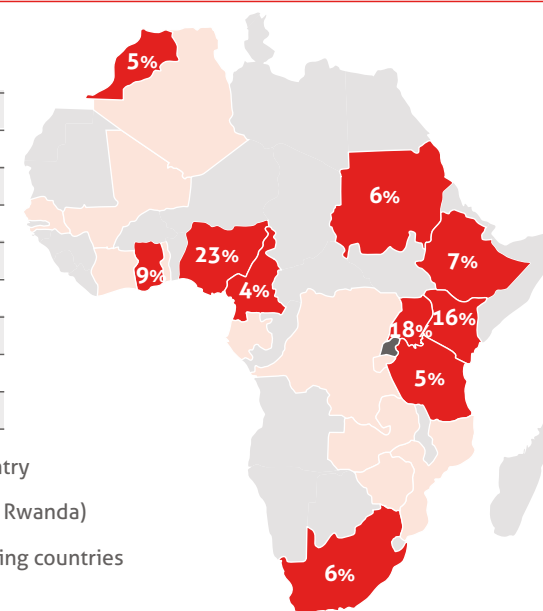


TOP 10 COUNTRIES

(excl. Rwanda)

1	Nigeria	23%
2	Uganda	18%
3	Kenya	16%
4	Ghana	9%
5	Ethiopia	7%
6	South Africa	6%
7	Sudan	6%
8	Morocco	5%
9	Tanzania	5%
10	Cameroon	4%

■ Rwanda, host country
■ Africa top 10 (excl Rwanda)
■ Other African visiting countries



JOB FUNCTION

24,3%	Farm owner
19,0%	General manager / Managing director / CEO / President
8,6%	Farm employee
8,1%	Marketing / Sales manager / Representative
4,5%	Consultant
3,8%	Technical manager / Engineer / Technician
3,8%	Veterinarian
3,5%	Government / Institutions / Association
3,0%	Researcher
2,8%	Press
1,9%	Producer / Processor
1,8%	Nutritionist
1,3%	Purchase manager
1,3%	Distributor / Dealer
1,0%	Academic / Professor
0,6%	Regulatory manager
0,4%	Retailer
10,4%	Other

SECTOR PROFILE

48,2%	Poultry Farm (broilers & layers)
15,4%	Feed ingredients & additives
11,6%	Feedmill
10,5%	Animal health & Pharmaceutical products / ingredients / equipment
9,7%	Processing & Handling
4,8%	Animal Industry equipment

PRODUCTS OF INTEREST

multiple choice	
47,9%	
Feed additives / ingredients	
33,9%	
Animal health / Pharmaceutical products /ingredients / veterinary equipment	
33,2%	
Animal farm equipment & housing	
27,5%	
Industrial compound feed processing equipment	
24%	
Breeding & hatching equipment	
14,4%	
Slaughtering / Processing / Food engineering equipment	
9,6%	
Logistics / Handling / Packaging / Refrigeration	
7,1%	
Media / Consultancy	
5,7%	
Laboratory testing equipment and services	

60
INDUSTRY
LEADERS

joined the event
in Kigali, Rwanda
and the several
ad-hoc activities
planned for
these top level
specialists and
buyers of the
poultry and egg
industry.





LEADERSHIP CONFERENCE

227 were the delegates who took part in the Leadership Conference thanks to a strong line-up and a variety of topics and speakers. The conference started with a most welcomed presentation by Rabobank Senior Global Animal Protein Analyst who presented the up-to-date **poultry market outlook** and strategic perspective on **investments in Sub-Saharan Africa (SSA)**, Mr Mulder. Africa as a region will represent 15% of the global poultry market growth, and 12% of the global egg market growth until 2027. SSA poultry and eggs industries are now bigger than North African ones, he explained.

The conference continued with a powerful presentation about Ghana **Egg consumption campaign** aiming at expanding the trade in eggs. A smart combination of traditional and digital media campaigns, school feeding activities, and other initiatives reaching different communities, the campaign managed to increase Ghana egg consumption from 1-digit to 2-digit per capita. A eye-opener for the many African countries participating at the Conference. More was then presented on **poultry nutrition** such as the use of amino acids to reduce production cost and improve diets.

DID YOU KNOW?

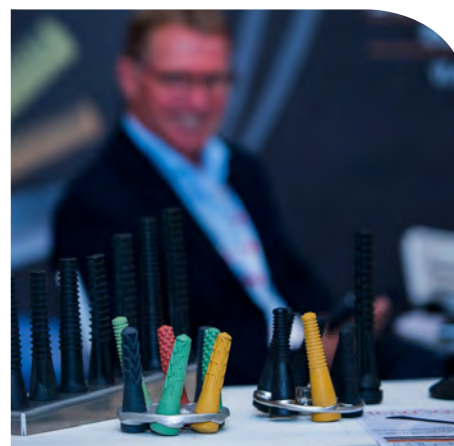
Rwanda's poultry population has been growing at an average annual rate of 9% over the past seven years from 3.5 million in 2010 to 7.6 million in 2018.

The country currently has 15 large commercial poultry farmers raising between 20,000 and 100,000 layers, 108 medium with 5,000 – 20,000 layers and 222 small commercial poultry farmers raising between 1,000 and 5, 000 layers.

There are 10 large commercial, 25 medium and 50 small broiler farmers and poultry meat increased from 13,718 tons in 2010 to 45,000 in 2018.



→ Click
to view all
presentations



THE EXPO

With 70% more exhibitors than its first edition, Poultry Africa 2019 **Expo** proved that the Sub-Saharan region is an **attractive market** for the companies with equipment, feeds and services for poultry production and processing market.

The total feed to food supply chain was represented among the 128 international and African exhibitors, making Poultry Africa **the most complete poultry event in Africa.**

Exhibitors at Poultry Africa are well aware that Sub Saharan African poultry and egg productions are still relatively small, but **fast growing**. To enter early in this market is a very logical strategy to benefit from a well established network of relations and clients once the industry will take off in the near future and to be active part of the growing investment and development plans in the region. The Expo provided the opportunity for suppliers to understand the real need of the local industry and work on the possible solutions for this specific market. New partnerships and collaborations were established during the 2 days Expo. The **Technical best practice seminars** were on the other hand a great tool for the companies to open up a dialogue with the local farmers and vets and share the knowledge needed to actually develop the sector and bring it to the next level.



EXHIBITORS PROFILES

Feed / Crop-tech & feed-tech
Feed ingredients / additives
Animal health
Breeding & hatching
Farm production
Processing & handling



SURVEY

EXHIBITOR SATISFATION

7.4 / 10

VISITORS SATISFATION

8.2 / 10

Rate to the event

Leadership Conference (1 Oct)	7.8 / 10
Exhibition (2-3 Oct)	8.2 / 10
Technical seminars (2-3 Oct)	8.2 / 10
Egg promotion event (3 Oct)	8.5 / 10

Investment/buying plans for the coming 12 months

Yes	67%
No	33%

"I enjoyed
and found
the technical
seminars most
beneficial and
educative."

"I found
answers to
most of my
challenges
during these
events"

- Visitors Survey -

HIGHLIGHTS 2019



EGG PROMOTION

Live cooking, egg tasting, detailed information about the nutritional value of eggs, and **fun** were the ingredients for the Egg promotion event "recipe" at Poultry Africa 2019, held on the last show day at the Kigali Convention Center square.

Dr. Piet Simons of the Foundation for Promoting Poultry Science, and Mr. Idowu Asenuga, from the Poultry Association Nigeria were two of the experts who shared their knowledge at the square.

Egg consumption in Africa is low. This is due to misconception and lack of knowledge about the nutritional value of eggs. As part of the Poultry Africa 2019 program, the event was jointly conceived and supported by the Embassy of the Kingdom of the Netherlands in Rwanda, Abusol, GAIN, and VIV worldwide.

FIELD TOURS



Poultry Africa 2019 also offered organized visits to broilers and layers businesses in Rwanda. Poultry East Africa Ltd (PEAL), the first integrated poultry farm in Rwanda, with feedmill, broiler farm and slaughtering – processing facilities, and SIMBA supermarkets, at this stage still the only Supermarket chain present in Rwanda, gave important insights on the meat proteins production.



The second tour covered ABUSOL, a major egg producer in Rwanda. The location of the Abusol farm makes that they can easily do cross-border trade with neighbouring countries, such as Uganda, Kenya, Burundi and the Democratic Republic of Congo.

FISA – RWANDA



The Moroccan Poultry Federation and Rwanda Poultry Industry Association signed MOU at Poultry Africa 2019 aiming at transferring knowledge and skills in poultry production.

WOMEN IN POULTRY

As one of the **Technical Best Practice Seminars** at the show, the "Women in Poultry Business" session touched different aspects of the poultry production in Africa, with relation to women involvement in the value chain.

How to **empower women** in rural areas and increase their productivity is a main target. Financing to women, as well as training are two of the ways towards an increase in rural production.

Best practice - Women in Poultry Business:

Ms Shumei Lam, a Singaporean investor and the founder and Managing Director of PEAL shared her best practice.

During her first visit to Rwanda in 2011, Shumei realized that chicken meat was the most expensive meat in the market due to lack of supply. PEAL was thus established to provide a sustainable solution to this problem, providing affordable and accessible meat proteins to a growing population. PEAL has now been operating for 5 years and is the largest poultry player in Rwanda, commanding over 70% share of the poultry meat market.

Ms Frances Muwonge is a young entrepreneur, born in the US and returned to Rwanda after graduation to bring the parents' home farming to a commercial level: 4000 laying and meat chickens at present. She runs purely organic production. Her birds are fed on a vegetarian diet. Because of this, her hens produce rich yellow, orange yolk eggs that fetch a premium on the market. She today supplies three supermarkets and is a member of Seven Hills Farmers' market.



Poultry Africa 2020



3rd edition

Nairobi is going to host the 3rd edition of Poultry Africa. In the even years the event will be travelling to different destinations, alternating with Poultry Africa in Kigali in the odd years.

20 October
VIV Summit

21-22 October
Expo and Technical
best practice seminars

See you at

The most complete event for
poultry professionals in Africa





THANK YOU FOR ATTENDING!





VIV MEA 2020

**ABU DHABI, U.A.E.
MARCH 9-11**

أبو ظبي، الإمارات العربية المتحدة
11-9 آذار (مارس)



3RD EDITION
الدورة الثالثة

**INTERNATIONAL TRADE SHOW FROM FEED TO FOOD
FOR THE MIDDLE EAST AND AFRICA**

المعرض الدولي من الحلف إلى الغذاء للشرق الأوسط وأفريقيا

**WORLD LEADERSHIP
CONFERENCE**
on March 8
المؤتمر العالمي للقياديين
8 آذار (مارس)

WWW.VIV.NET

SHOW PARTNERS



vnu exhibitions
europe



Ecobiol®
Stabilizing the gut
flora – with probiotics

Stress, varying feed quality, opportunistic bacteria: maintaining intestinal balance in livestock isn't always easy, especially when undigested nutrients in the gut result in overgrowth of pathogens. Ecobiol® takes out the guesswork by consistently supporting a healthy gut microbiome for enhanced wellbeing and animal performance – top priorities in poultry production.

animal-nutrition@evonik.com
www.evonik.com/animal-nutrition

Ecobiol®

EVONIK
POWER TO CREATE



THE BUSINESS NETWORK LINKING
PROFESSIONALS FROM FEED TO FOOD

VIV WORLDWIDE EVENTS CALENDAR 2020-2022

VIV **MEA** 2020

Abu Dhabi, March 9-11

VICTAM AND ANIMAL HEALTH
AND NUTRITION **ASIA** 2020 BY VICTAM & VIV

Bangkok, March 24-26

VIV **QINGDAO** 2020

Qingdao China, September 17-19

POULTRY **AFRICA** 2020

Nairobi, October 20, 21-22

VIV **ASIA** 2021

Bangkok, March 10-12

VIV **EUROPE** 2022

WORLD EXPO FROM FEED TO FOOD

PARTNER EVENTS SUPPORTED BY VIV WORLDWIDE

ILDEX **VIETNAM** 2020

Ho Chi Minh, March 18-20

MEAT & POULTRY INDUSTRY **RUSSIA** 2020

Moscow, May 26-28

VIV **TURKEY** 2021

Istanbul, June 10-12

ILDEX **INDONESIA** 2021

Jakarta

WWW.VIV.NET



Online

24/7 knowledge networking from feed to food