



# 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



[WWW.POULTRYAFRICAEVENT.COM](http://WWW.POULTRYAFRICAEVENT.COM)

Organized by

**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

	<b>3rd</b> edition!
	<b>1,571</b> professional visitors <b>129</b> Industry Leaders
	<b>53</b> visiting countries
	<b>123</b> exhibitors from 30 countries
	<b>2 days</b> Expo
	<b>1 day</b> Leadership Conference



## VISITORS ORIGIN

An increase in the international audience

### VISITORS BY REGION

RWANDA  
55%



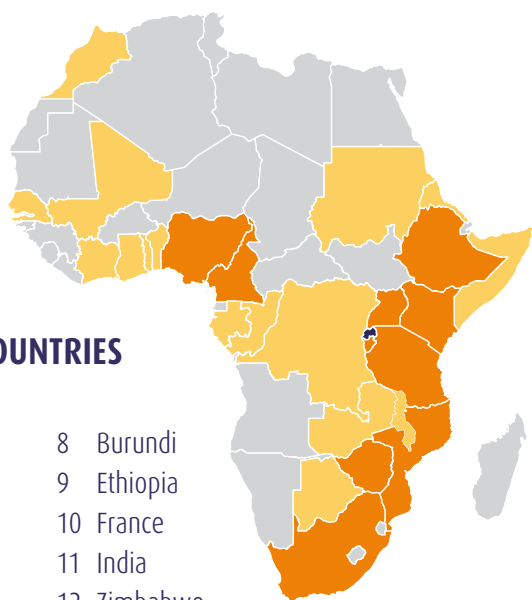
OUTSIDE  
RWANDA  
45%

### 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



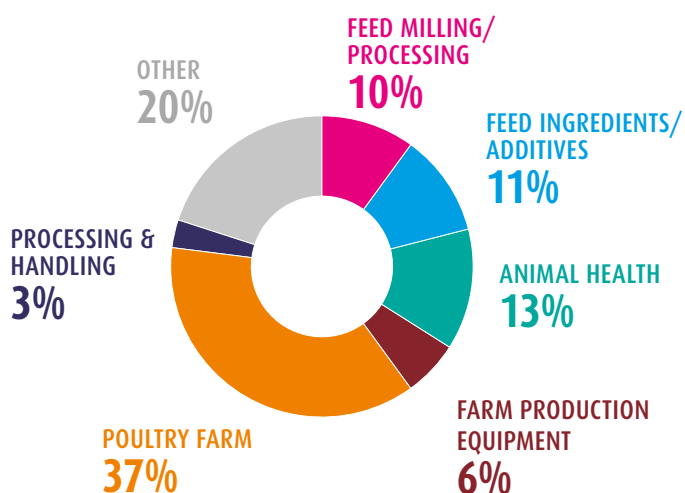


## HIGHER QUALITY VISITORS

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%

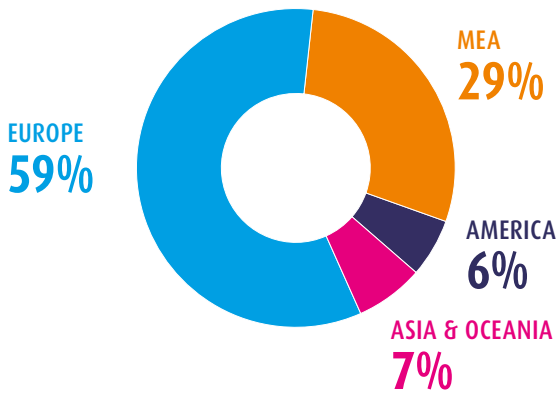
The exhibitors really gave their best to share with us knowledge on their field of expertise.  
[Visitor quote]

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

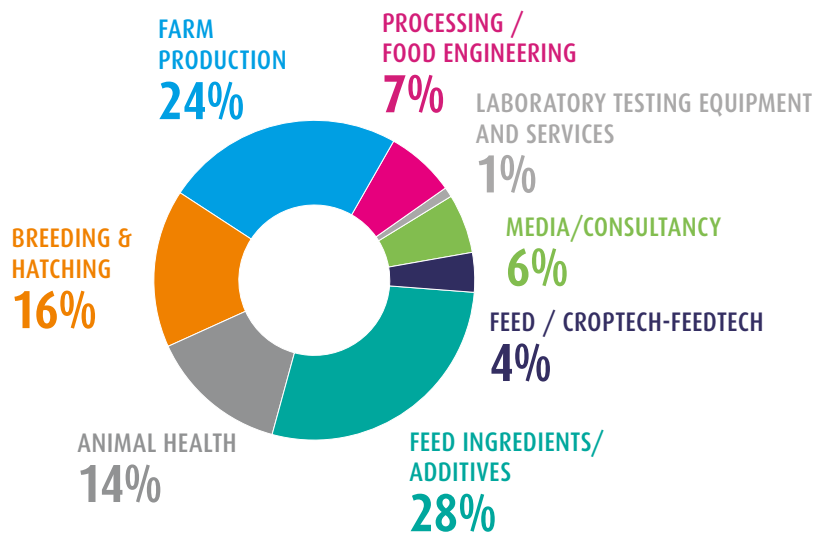
# EXHIBITOR REVIEW













## EXHIBITORS BY REGION



## EXHIBITORS BY SECTOR



## TOP EXHIBITING COUNTRIES

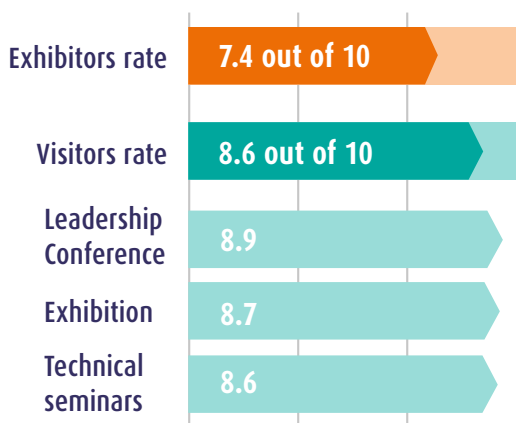
- |   |   |
|---|---|
|  1 The Netherlands |  6 India         |
|  2 Turkey          |  7 Germany       |
|  3 Belgium         |  8 Italy         |
|  4 France          |  9 United States |
|  5 Rwanda          |  10 Kenya        |

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]

## ENJOY THE AFTERMOVIE!



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

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**  
KUKUCHIC 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

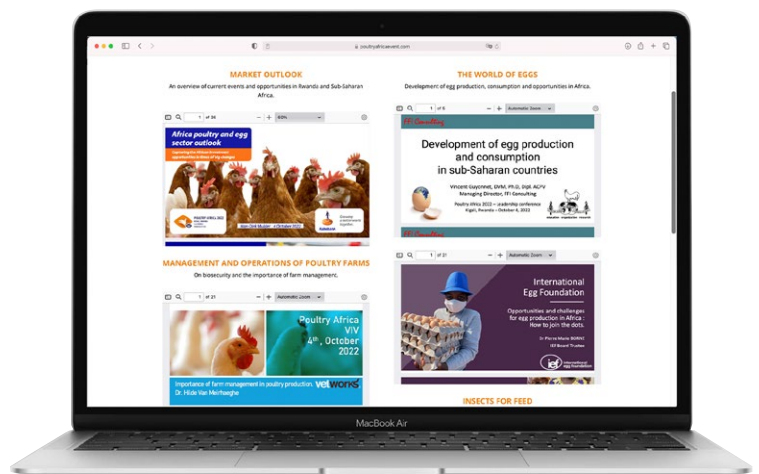
The Leadership Conference attendees experienced a full day of inspiring and informative presentations on:

- **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, TRADE 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

**Plasson Livestock SA** · Follow  
10 h · 🌐

This week we attended the Poultry Africa 2022 Exhibition in Kigali, Rwanda. The Plasson South Africa Team was delighted to have been part of this great initiative.

Thank you to all the prospective and existing clients and delegates that visited our booth... it was an absolute privilege and we look forward to the next exhibition. #plasson #plasslife #africa #thankyou #southafrica



**Insta-Pro International**  
973 followers  
11h · 🌐

A great week for **VIV worldwide** Poultry Africa and **World Dairy Expo**. Thank you to everyone who stopped by to see us!



**Ponco**  
155 followers  
1d · Edited · 🌐

It's a wrap! We look back on two very successful and busy days at **VIV worldwide Africa**

Offering solutions #Poultry #feed #worldwide #additives #advice #nutrition #thankyou #Africa



**Güres Technology**  
947 followers  
1d · 🌐

We are with our teammates at Poultry Africa Fair. Thank you for your great interest.

**VIV worldwide**

#poultry #equipment #PoultryAfrica #fair #trade #Güres #gurestechnology #kigali #rwanda



**Wadih Kai** · 2nd  
Agricultural Engineer, Area Sales Manager "Africa"  
1d · 🌐

During VIV Poultry Africa 2022 in Kigali, Rwanda. Thanks for visiting us!

**POULTEC NV INTRACO Ltd.** **VIV worldwide**  
#africa #poultryindustry #poultryfarming #poultryequipment



**Positive Action Publications Ltd**  
4,665 followers  
1d · Edited · 🌐

Another busy start at **VIV worldwide's** Poultry Africa event in Kigali, Rwanda.

#PoultryAfrica2022



**Hy-Line International** + Follow  
11,221 followers  
13h · 🌐

Thank you for joining us and Hy-Line distributor Hybrid Poultry Farm at Poultry Africa. We had a great time talking with you about the world's most balanced layer, the Hy-Line Brown.

Thank you for joining us at  
**Poultry Africa 2022**



**Marcel Bogerd** · 1st  
Regional Sales Manager @ HatchTech Incubation Technology  
1w · 🌐

Poultry Africa successful!

Just waved goodbye to the last visitors at the Poultry Africa in Rwanda where @HilbertvanderLinden and I had a HatchTech Incubation Technology booth. With many visitors from central and southern Africa: gained lots of inspiration and new insights for the roll-out of our HatchCare and other HatchTech equipment in South Africa.

#HatchTech #HatchCare #freshwater #feed #lightwill #PoultryAfrica



**Guido Stevens** · 2nd  
1d · Edited · 🌐

Day 1 of VIV Rwanda was a success! Meet us today for day 2 at the Agrotech/Koudijs **Animal Nutrition B.V.** booth T03 and enjoy face-to-face conversations with our experts. We hope to see you there!

#Koudijs #FeedingPerformance #AnimalNutrition #poultryafrica #vivworldwide



## 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



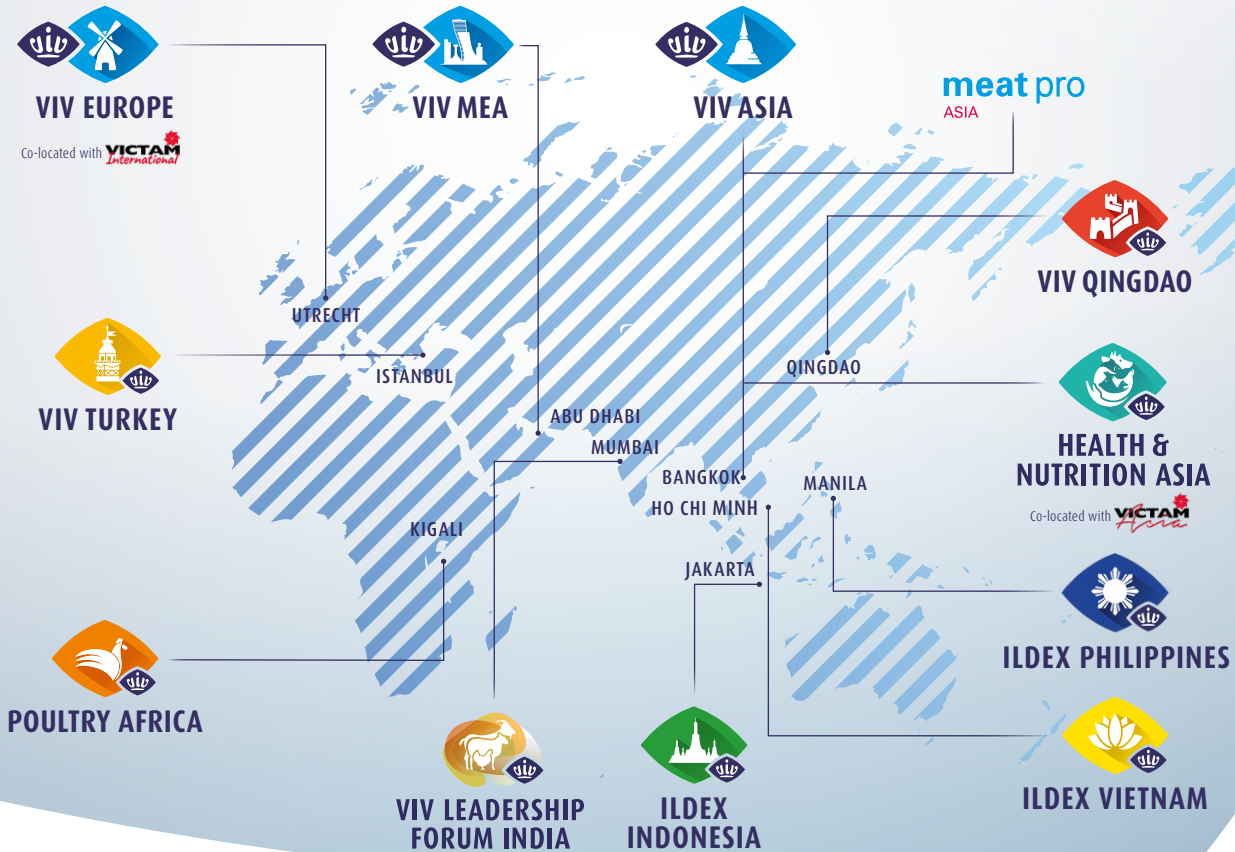
# THANK YOU FOR ATTENDING



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**