



# VIV AFRICA 2024

KIGALI, RWANDA

2-3 OCTOBER

[WWW.VIVAFRICA.NL](http://WWW.VIVAFRICA.NL)

## SHOW REVIEW

**MOST COMPLETE TRADE SHOW  
FOR LIVESTOCK PROFESSIONALS  
IN SUB SAHARAN AFRICA**



Organized by: **VNU** EUROPE





## VIV AFRICA 2024 CONCLUDES IN KIGALI WITH RECORD NUMBERS AND INDUSTRY ENGAGEMENT

**VIV Africa 2024 has officially come to an end after three dynamic days of connecting agricultural, poultry, and dairy professionals from across the continent and beyond.**

With 153 exhibitors from 35 countries and 1,732 visitors from 60 countries, this year's edition broke new ground, underscoring the importance of Africa, with Rwanda in the epicenter, in the global agriculture and livestock value chain. The event featured 40 specialized sessions, practical workshops, and networking opportunities, catering to a growing industry that supports sustainable practices in the region.

Hosted at the Kigali Convention Centre from October 2-3, with a Leadership Conference preceding on October 1, the event saw record-breaking attendance and engagement, underscoring its growing significance as a key platform for advancing the future of African animal protein production. Over the course of the trade show, industry professionals, thought leaders, local youth and innovators came together to exchange knowledge, build partnerships, and showcase the latest trends and developments in animal husbandry and agricultural scene.

### **A Platform for Industry Leaders**

VIV Africa 2024 saw strong participation from industry leaders, with over 200 key decision-makers from Africa and the global agri-food space attending the event. The Leadership Conference, a major highlight of this year's program, featured presentations from over 50 thought leaders and facilitated important discussions on issues such as global expertise and local practice, investment opportunities, and sustainable solutions in future trends.

Keynote speakers included international experts, from organizations such as the TRAIDE Foundation, the World Poultry Science Association, Rabobank from the Netherlands, Dutch Poultry Center, Dutch Greenhouse Delta, the Global Dairy Farmers and more. These sessions provided crucial insights into both the current state and future outlook of the African agricultural landscape, helping set strategic directions for industry attendees.

### **Exhibitor Engagement**

Exhibitors strongly supported this year's event with their presence, including companies from sectors such as animal health, feed production, farm equipment, and poultry production displaying innovative solutions tailored to the African market. Engagement with visitors and fellow exhibitors was exceptionally high, indicating strong business outcomes and networking connections.

An impressive 80% of exhibitors already confirmed their interest in participating at the next edition of VIV Africa in 2026, highlighting the confidence in the event's ability to drive the industry in the region and generate opportunities for growth. Many exhibitors noted the quality of discussions and the relevance of the audience, particularly in terms of regional needs and solutions.



### Focus on Innovation and Local Talent

Innovation was at the heart of VIV Africa 2024, with a special spotlight on new technologies and startup ecosystems designed to address the unique challenges facing African farmers. The Powered by TRADE Innovation Route featured vertical farming installations and other forward-looking agricultural solutions that attracted significant interest from visitors, who had the opportunity to discuss with experts onsite.

Youth engagement in the poultry sector was strongly reinforced as well, with a session discussing how to overcome challenges and unlock opportunities as well as how to obtain technical skills and ultimately secure success in the industry. The session was followed by a guided tour along the entire industry value chain within the exhibition and concluded with a networking lunch.

The technical workshops and best-practice seminars provided hands-on learning and knowledge exchange. Key exhibitors and partners supported content sessions, ensuring that visitors had access to up-to-date insights and trends.

### Networking and Special Events

Beyond the exhibition floor, networking is a key component at all VIV Worldwide events, and VIV Africa was no exception, as it featured numerous social gatherings and formal meetings. The Networking Cocktail on the first evening, supported by the Rwanda Convention Bureau, brought together exhibitors and industry leaders in a relaxed setting with local entertainment. The event closed with a highly anticipated evening event, where exhibitors and participants further cemented their relationships in an informal yet impactful setting.



### Looking Ahead

VIV Africa 2024 has solidified its position as a premier event in Africa's and VIV Worldwide's agri-food calendar. The high level of participation, the strong exhibitor contribution, and the quality of discussions are a testament to the growing importance of the agricultural sector in Africa and the role VIV Africa plays in facilitating it.

Plans for VIV Africa 2026 are already underway, as it is set to take place in Kigali, 7-8 of October 2026, with the promise of even greater engagement and further opportunities in the agricultural business and beyond. The success of this year's event has laid a strong foundation for the future, as VIV Africa continues to support Africa's ambitions and drive regional and international cooperation.



# FACTS & FIGURES



**1,732** professional visitors from 60 countries.



**117** Industry Leaders and **200** key decision-makers from Africa and the global agri-food space.



**153** exhibitors representing over **35** countries.



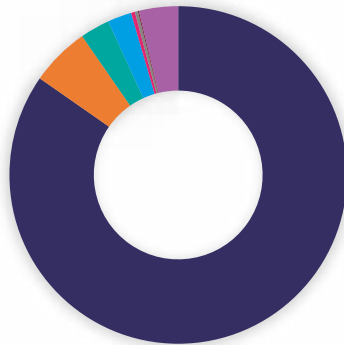
**40** conference sessions and **51** speakers.

# VISITOR PROFILE



## VISITORS BY REGION

Africa	85%
Europe	6%
Middle East	3%
Asia	2%
Rest of the world	4%



**1,732** professional visitors from 60 countries.

## TOP VISITING COUNTRIES

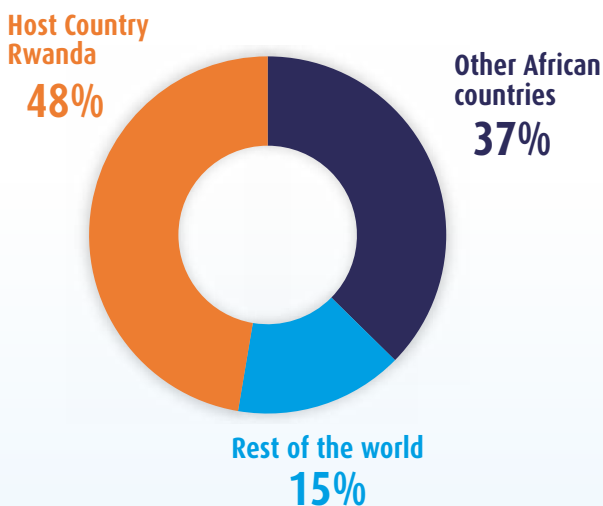
- |                 |                    |
|-----------------|--------------------|
| 1. Rwanda       | 6. Cameroon        |
| 2. Uganda       | 7. Tanzania        |
| 3. Kenya        | 8. The Netherlands |
| 4. Nigeria      | 9. Ghana           |
| 5. South Africa | 10. France         |

Total number of visiting countries: 60

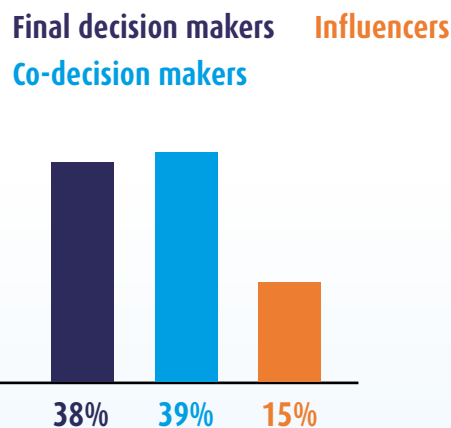
## VISITOR STATISTICS

- 53% attended both days of the show
- 96% registered their visit online in advance

## VIV AFRICA: REGIONAL HUB



## DECISION MAKING VISITORS



# VISITOR PROFILE



## VISITORS JOB FUNCTION

Management	23%
Veterinarian	12%
Marketing/Sales manager/Representative	11%
Other (please specify)	10%
Farm manager	9%
Business Developer	9%
Animal Scientist	6%
Animal Breeder	5%
Technical Manager/Engineer/Technician	4%
Nutritionist/Formulator	4%
Agronomist	2%
Press	2%
Government official/Institutions	1%
Quality Control / Food Safety	1%
Buyer/Purchase/Procurement manager	1%
Total	100%

## VISITING COMPANIES Y-O-Y TURNOVER

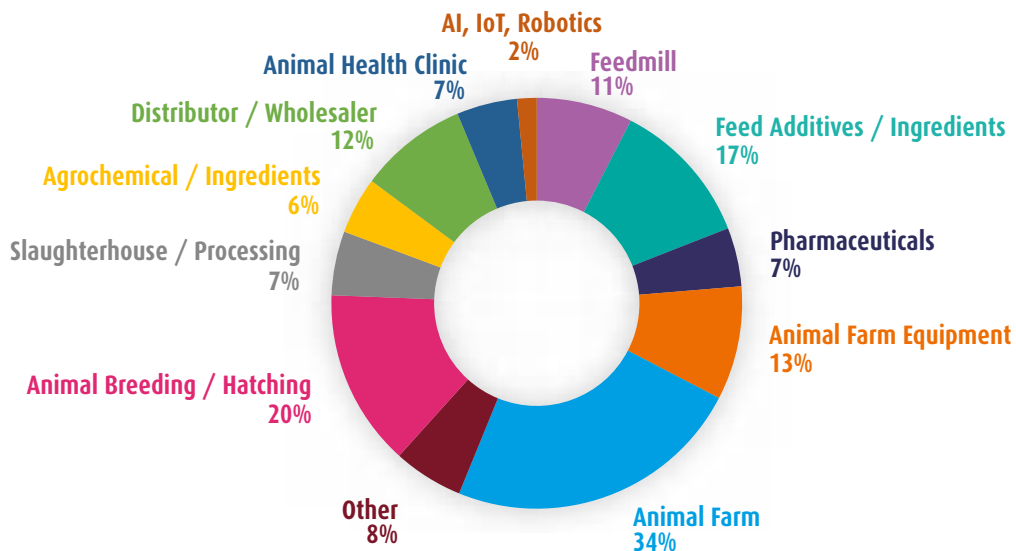
USD \$ 0 - 100.000	4%
<b>USD \$ 500.000 - 1 million</b>	<b>12%</b>
<b>USD \$ 1 million - 10 million</b>	<b>36%</b>
<b>USD \$ 10 million - 50 million</b>	<b>28%</b>
USD \$ 50 million - 100 million	4%
USD \$ 100 million - 500 million	12%
More than USD \$ 500 million	4%
Total	100%





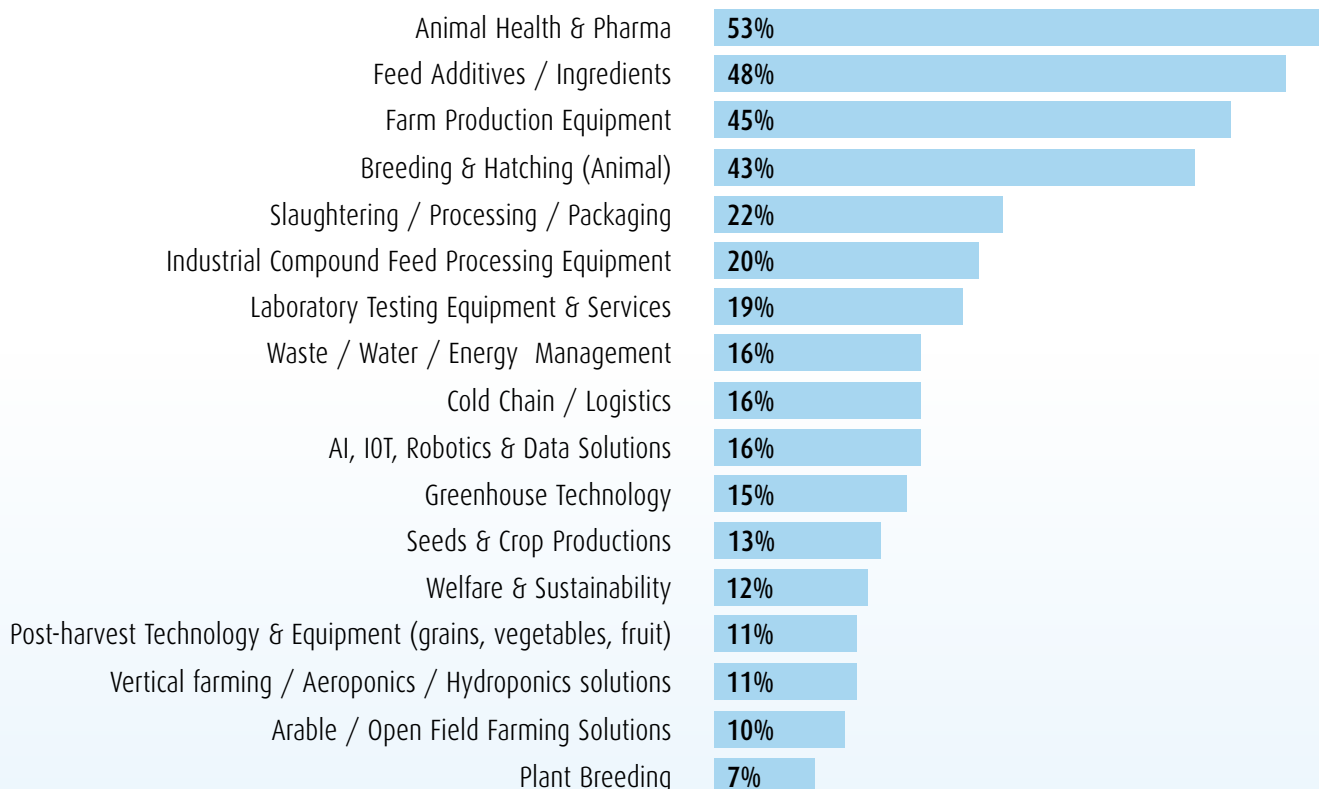
## VISITORS BY SECTOR

What is the nature of your business?



## VISITORS MAIN INTERESTS

Which of the following sectors have your interest?



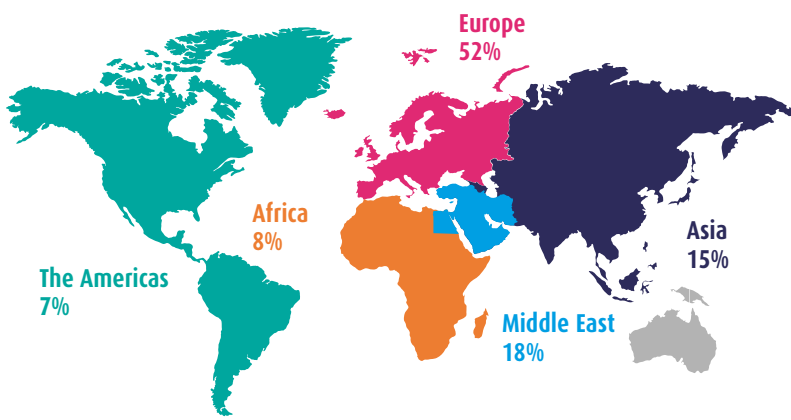
# EXHIBITOR PROFILE



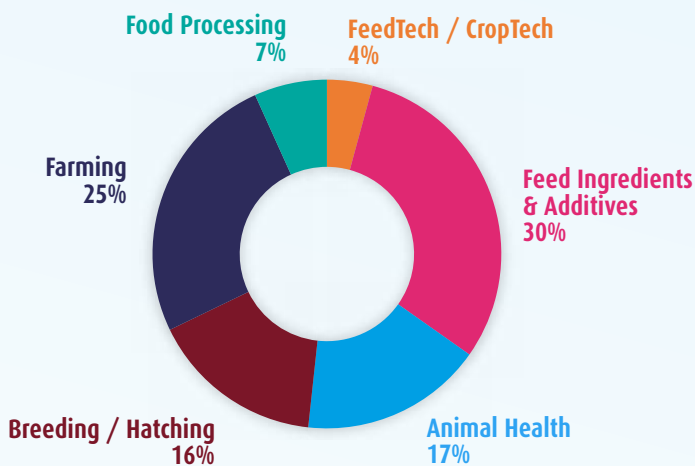
**153** exhibitors representing over 35 countries.



## EXHIBITORS BY REGION



## EXHIBITORS BY SECTOR







## SUCCESSFUL DEBUT OF THE HORTI AGRI NEXT (HAN) PAVILION AT VIV AFRICA 2024

**For the first time at VIV Africa, a dedicated Horti Agri Next (HAN) Pavilion took center stage in the show's main lobby, highlighting the importance of the full Seed to Feed supply chain in Africa. The pavilion was a focal point of the event, drawing significant attention from attendees and showcasing innovations in plant and crop-based food production and processing.**

The introduction of this pavilion reflected a growing interest in the broader agricultural landscape, with over 65% of visitors at VIV Africa expressing a keen interest in plant-based solutions alongside livestock and feed sectors.

The HAN Pavilion was supported by key industry partners, including TRAIDE Foundation, Dutch Greenhouse Delta, and the Netherlands African Business Council (NABC). These organizations, known for their leadership in sustainable agricultural development, provided insights into how innovative solutions can address the food production challenges in Africa.

### Special Focus at the Leadership Conference

In addition to the exhibition pavilion, the Leadership Conference featured a dedicated section on Horti & Agri, centered around the theme „Global Expertise | Local Practice“. National and international companies presented their innovations in sustainable farming and food production, with presentations from renowned firms such as Jiffy Products International B.V., Koppert B.V., Delphy B.V., and Infinite Acres B.V.. Local experts, including Tuyishime Jacques, Regional Manager East Africa at Holland GreenTech, Jean Claude of Rwanda Best, and Samreen Nurmohamed, Founder and CEO of Tecgrw, also contributed valuable perspectives on leveraging local resources to boost agricultural productivity.

The event concluded with a thought-provoking panel discussion that explored ways to sustainably increase food production in Sub-Saharan Africa. Experts shared insights into the role of innovation and collaboration in creating resilient agricultural systems that meet the continent's growing food demands.

### Positive Reception and Looking Ahead

Renate Wiendels, Senior Project Manager of HAN, shared her enthusiasm about the pavilion's success, saying, „I was delighted to have a first presence of Horti & Agri Next (HAN) at VIV Africa. It was a small presentation but considering the interest we experienced and the talks we have had with various stakeholders, I believe that plant & crop-based food production & processing will become more important in Africa in the near future.“

With this strong debut, the HAN Pavilion at VIV Africa has set the stage for future collaborations and discussions around sustainable horticulture and agriculture in the African context, marking a crucial step toward addressing food security and agricultural sustainability on the continent.





## HIGHLIGHTS

The Leadership Conference, prior to VIV Africa 2024, was a major highlight of this year's program. Presentations from over 50 thought leaders and important discussions on issues such as global expertise and local practice, investment opportunities, and sustainable solutions in future trends. The Conference program of VIV Africa featured 40 specialized sessions, practical workshops, and networking opportunities, catering to a growing industry that supports sustainable practices in the region.

## LEADERSHIP CONFERENCE

Keynote speakers included international experts from organizations such as the TRAIDE Foundation, the World Poultry Science Association, Rabobank from the Netherlands, Dutch Poultry Center, Dutch Greenhouse Delta the Global Dairy Farmers and more. These sessions provided crucial insights into both the current state and future outlook of the African agricultural landscape, helping set strategic directions for industry attendees.



## CONFERENCE PROGRAM

As part of the show VIV Africa gave the opportunity to join 40 different practical seminars, sessions and presentations covering animal health, nutrition, biosecurity and more.

The technical workshops and best-practice seminars provided hands-on learning and knowledge exchange. Key exhibitors and partners supported content sessions, ensuring that visitors had access to up-to-date insights and trends.



# PARTNERS VIV AFRICA



## SHOW PARTNERS



## MEDIA PARTNERS



# 2024 IMPRESSIONS



## VIV AFRICA 2024 AFTERMOVIE



# ASHISH LIFE SCIENCE

**We at Ashish Life Sciences** are committed to delivering exceptional animal healthcare solutions. Our unwavering commitment to this goal drives us to forge strong, enduring partnerships with customers across more than 60 countries.

By deeply understanding our clients' unique needs, we innovate to create products that not only meet but exceed industry standards.

Our stringent quality control ensures that every product and service surpasses expectations, solidifying our position as a trusted and reliable partner in animal health.



[www.ashishlifescience.com](http://www.ashishlifescience.com)

## Agromax is a fast growing company

We established in 1995 with the goal to produce and market poultry equipment worldwide.

For the last 20 year Agromax built a strong experience in the world market and now enjoy supplying equipment to clients in more than 40 countries.

Agromax produces a range of high quality poultry equipment like feeding and nest system and supply a full range of equipment like drinking, heating, ventilation, cooling, lighting, climate control, feed and bird weighing system.

We provide our clients with technical support.

Agromax deliver turnkey projects in accordant with local environment condition and with the best needs of each individual client.

[www.agromax.nl](http://www.agromax.nl)  
**Poultry Equipment**





**VIV ASIA 2025**  
IMPACT - BANGKOK, THAILAND  
12-14 MARCH

**REGISTER  
NOW!**

# THE COMPLETE FEED TO FOOD GLOBAL TRADE SHOW IN ASIA

**WWW.VIVASIA.NL**



Co-located with

**meat pro**  
ASIA



Organized by

**vnu** | EUROPE **vnu** | ASIA PACIFIC



# The Best from day one

Ceva Inside a holistic  
approach to poultry health  
and productivity.



# VNU AGRIFOOD CALENDAR 2024 AND BEYOND

## THE BUSINESS NETWORK LINKING PROFESSIONALS FROM SEED TO FOOD



**VIV ASIA 2025** meat pro ASIA  
MARCH 12-14, 2025 • BANGKOK, THAILAND



**HORTI AGRI NEXT ASIA 2025**  
MARCH 12-14, 2025 • BANGKOK, THAILAND



**VIV MEA 2025**  
NOVEMBER 25-27, 2025 • ABU DHABI, UAE



**HEALTH & NUTRITION ASIA 2026** VICTAM Asia  
MARCH 10-12, 2026 • BANGKOK, THAILAND



**HORTI AGRI NEXT ASIA 2026**  
MARCH 10-12, 2026 • BANGKOK, THAILAND



**VIV EUROPE 2026**  
JUNE 2-4, 2026 • UTRECHT, THE NETHERLANDS



**VIV AFRICA 2026**  
OCTOBER 7-8, 2026 • KIGALI, RWANDA



**VIV SELECT TÜRKIYE 2025**  
APRIL 24-26, 2025 • ISTANBUL, TURKEY



**VIV SELECT CHINA 2025**  
SEPTEMBER 10-12, 2025 • NANJING, CHINA



**ILDEX INDONESIA 2025**  
SEPTEMBER 17-19, 2025 • JAKARTA, INDONESIA



**HAN SELECT INDONESIA 2025**  
SEPTEMBER 17-19, 2025 • JAKARTA, INDONESIA



**ILDEX VIETNAM 2026**  
MAY 20-22, 2026 • HO CHI MINH CITY, VIETNAM



**HAN SELECT VIETNAM 2026**  
MAY 20-22, 2026 • HO CHI MINH CITY, VIETNAM



**ILDEX PHILIPPINES 2026**  
AUGUST 26-28, 2026 • MANILA, PHILIPPINES





# SEE YOU IN 2026!

7-8 October, Kigali, Rwanda

Organized by:

**VNU** EUROPE

Powered by:

**sib** WORLDWIDE