



# Poultry Africa 2017

## 4&5 October 2017 - Kigali, Rwanda

EXPO & LEADERSHIP CONFERENCE FOR SUB-SAHARAN AFRICA

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### **Poultry Africa 2017: Countdown starts to great new initiative in Rwanda**

Online registration has now opened for Poultry Africa 2017 Expo and Leadership Conference, an exciting new initiative that has been created by a partnership of international companies specifically to be the first and foremost professional business event for progressive poultry producers in sub-Saharan Africa.

Poultry Africa 2017 Expo and Leadership Conference takes place in the centre-east African country of Rwanda on 4th and 5th October 2017. Its venue will be the recently opened and fully equipped modern convention centre complex in Rwanda's capital city, Kigali.

### **Right place, right theme**

"In developing Poultry Africa 2017 we have been delighted to work in close co-operation with the Rwandan government's ministry of agriculture, its Development Board and also the national development bank Banque Rwandaise de Développement or BRD," says Elena Geremia, marketing manager at VIV worldwide which is organising the event in partnership with publications *International Poultry Production* and *International Hatchery Practice*.

"Rwanda is a great location geographically, being at the centre of our primary focus region that runs from West to East Africa. Plus, it has the advantage of being a safe and politically stable place to visit, while Kigali can be reached easily by air from all countries of sub-Saharan Africa as well as from other parts of the world."

Most known for its three big animal protein industry hubs (VIV Asia, VIV Europe and VIV MEA), Netherlands-based VIV worldwide has also developed a series of Poultry Summit conferences in Europe and South America in addition to hosting a VIV International Nigeria Summit in 2014. But Poultry Africa 2017 Expo and Leadership Conference marks the first time that the company has presented an African combination of exhibition and technical expert sessions with an exclusively poultry perspective.

"Poultry production and processing is the right theme for this event at the right time," Elena Geremia insists. "A big increase in poultry output is predicted for East and West Africa in order to meet the extra demand that will come due to economic growth, rising population size and greater urbanisation. Some forecasts say that the population of sub-Saharan Africa

will double by 2050, with the number of urban residents rising from 280 million to over one billion. Rwanda's own Ministry of Agriculture and Animal Resources has already recognised this potential by initiating a study into ways to strengthen and modernize the national poultry industry within the regional market represented by Kenya, Uganda, Tanzania, Rwanda and Burundi."

### **Three-part structure**

According to VIV worldwide's manager Ruwan Berculo, Poultry Africa is a boutique-style concept to present a high-quality networking and trade opportunity, hassle-free, at minimum costs for suppliers and buyers. "This concept is promising to be a very cost-effective investment into meeting sub-Saharan Africa's top poultry professionals."

With eyes firmly on what is needed in an African environment, the structure devised for Poultry Africa 2017 combines a trade fair featuring major international suppliers to the poultry industry with a technical programme that will bring in some top global experts on modern production methods and markets for poultry meat and eggs.

Both days (4th and 5th October) will have the expo running from 10:00 until 17:00 alongside an afternoon menu of technical best practice seminars presented by exhibitors. Entrance to the expo and to these seminars will be free of charge for pre-registered visitors and those registering upon arrival.

Out of about 70 organisations or companies in line to exhibit at the expo, most come from Europe and the United States although there will also be African exhibitors. The stands will cover the whole poultry chain from feed and hatching to farm systems and processing. Similarly, the technical seminars are due to discuss a range of practical aspects such as health and nutrition as well as the financing of farms.

### **Leadership Conference presents global expertise**

The organisers think that the first Poultry Africa will draw about 1,000 visitors, pan-African in origin with the largest numbers likely to be from East and West Africa.

"A big extra attraction for them all will be the Leadership Conference programme taking place on each of the two days of the event," explains Diàna Tóth, conferences manager at VIV worldwide. "There is an entrance fee of 99 US dollars per pre-registered or onsite-registered delegate to attend the conference, including coffee breaks, lunches and a networking cocktail reception.

"The morning session on each day is being presented in association with the World Veterinary Poultry Association (WVPA) and will feature international speakers on topical veterinary issues. Wednesday morning will be about zoonoses and antimicrobial resistance. The topics for Thursday morning are avian influenza and poultry welfare concerns."

The afternoon programme on both days has been lined up by VIV worldwide working with various international partners, Diàna continues. For Wednesday afternoon this brings an

entirely African focus, as experts from Europe and China discuss Africa in the context of trade opportunities and feed supplies. Thursday afternoon opens with a session compiled by Watt Global Media/*Poultry International* looking at the marketing outlook for broiler meat and eggs. It also will include a presentation on the improved profitability of poultry production achievable through precision nutrition, which sets the scene for a separate afternoon section dedicated to African speakers giving their view of profitable and sustainable poultry farm management in Africa.

More details of the Poultry Africa 2017 Expo and Leadership Conference can be found at [www.poultryafrica2017.com](http://www.poultryafrica2017.com), which is also the website to visit for pre-registering online to attend the event at Kigali in Rwanda in October 2017.

*Press contact:*

For any further information or visuals, please contact [elena.geremia@vnuexhibitions.com](mailto:elena.geremia@vnuexhibitions.com)