



# Poultry Africa 2017

4&5 October 2017 - Kigali, Rwanda

EXPO & LEADERSHIP CONFERENCE FOR SUB-SAHARAN AFRICA

## **Pan-Africa in focus for the new Summit-Expo from VNU exhibitions Europe: Poultry Africa 2017**

*With the recent opening of the Kigali Convention Center, the beautiful, clean, safe and well-connected Capital of Rwanda is set to be the host of the launch-edition of Poultry Africa, on October 4-5, 2017. The event focuses to connect African and international producers and suppliers in Poultry & Eggs with **the whole African continent.***

### **Unique location**

Kigali, Rwanda. The country of 'thousand hills' has been chosen as the location of Poultry Africa 2017 to unite international and African suppliers and buyers from Pan-Africa.

The city of Kigali can be proud of its developments that it has undergone in the recent years. The most prestigious award of the United Nations, the UN Habitat Scroll of Honor Award was rightfully handed over to the city in 2008 for zero tolerance for plastics, improved garbage collection and a substantial reduction in crime.

Poultry Africa 2017 will be hosted in the Kigali Convention Center, one of the most advanced buildings in the African continent, competing with European standards.

### **A boutique-style event**

With this hassle-free and low-cost new series of events, VNU Exhibitions is ready to serve with a boutique-style event: the Summit-Expo. It's about Content, by means of the Leadership Conference and a series of Technical Best Practices Seminars, in combination with a small, quality Expo.

With a new uniform and "light" concept for live B2B events in animal protein production, VNU Exhibitions creates the opportunity to add value through platforms which are more **flexible** in terms of **frequency** and **pricing** and can act relatively fast in servicing markets and sectors with **smaller** and more **targeted** events which are **less international** and **cost intensive** for exhibitors and find a strong basis in the **content program**.

### **Versatile and compact**

These 2 days are entirely dedicated to knowledge-transfer and networking. The Leadership Conference offers participants an insight into Marketing & Trade opportunities for Africa as well as health & disease issues such as antimicrobial resistance or avian influenza, along with raising awareness about poultry

welfare, while international companies, active in any segment of poultry production are presented with a platform to showcase innovative solutions for the African continent.