



Poultry Africa 2017

4&5 October 2017 - Kigali, Rwanda

EXPO & LEADERSHIP CONFERENCE FOR SUB-SAHARAN AFRICA

SHOW REPORT PRESS RELEASE [Utrecht, 20/10/2017]

Poultry Africa debut wins a high rating

Visitors to the first-ever Poultry Africa in Rwanda have recognised its high value to the leaders of Africa's poultry businesses by awarding it eight points out of a possible 10 in a poll taken at the time of the October 2017 event.

Poultry Africa 2017 Expo and Leadership Conference for Sub-Saharan Africa was held over two days at the Convention Centre of Rwanda's capital city, Kigali. For visitors and exhibitors alike, it proved to be a happy and dynamic fusion of commercial contacts and knowledge transfer within an extremely valuable platform in terms of the quality of companies and individuals present.

"It has been a great experience in Kigali with the first edition of Poultry Africa. We have already decided that the event will return in 2019," comments show manager Diána Tóth.

The number of unique visitors was a very healthy 1,081. This therefore fully justified the expectations of the organisers who had suggested the first Poultry Africa would probably draw about 1,000 visitors, with the largest numbers likely to come from East and West Africa. In fact the attendees represented all parts of sub-Saharan Africa, including important delegations from countries such as Nigeria, Ghana, Ethiopia, Morocco, Senegal, Kenya and Uganda.

Poultry Africa 2017 was also noteworthy for the considerable support it received from departments and agencies of the Rwandan government. At the Official Opening on 4th October, VIV worldwide manager Ruwan Berculo and show manager Diána Tóth were joined on the podium by Mr. Jean Claude Kayisinga, Permanent Secretary of the Ministry of Agriculture and Animal Resources of Rwanda.

Dr. Mrs. Gerardine Mukeshimana, Rwanda's Minister of Agriculture and Animal Resources, paid a long visit in the afternoon of the second day, stopping at many of the stands to talk to the exhibitors and also attending two sessions of the Leadership Conference taking place that day.

The premium trade fair received high praise from all visitors. Its stands for 75 exhibiting companies and organisations were strongly representative of poultry-oriented enterprises in East Africa as well as containing the displays of global names in equipment, feeds and services for poultry production and processing worldwide.

Technical seminars and the Leadership Conference sessions were well-visited on both days. A feature of the Leadership Conference especially welcomed by participants was its mixture of guest lecturers from inside and outside of Africa. As one example, on the same day as opening remarks by American avian influenza expert David Suarez there was a WVPA session on poultry welfare chaired by Nigel Horrox and Nduta Mbutia of *International Poultry Production* in which speakers included Anthony Nsoh Akunzule from the Ghana Poultry Network and Kenyan poultry veterinarian Victor Yamo.

Indeed, Diána Tóth notes that the popularity of the technical programme on this occasion looks likely to prompt a review of scheduling for the 2019 return of the event. Some fine-tuning may be needed, she says, so that visitors have enough time to go to the lectures of their choice and also to discover everything that the Expo has to offer them in terms of products and people.

Diána reveals, there is also the possibility that the coverage of the second event in 2019 may be extended to more farm food sectors. “At the request of local organisations for farming and food,” she reports, “we will look closely at whether to keep it as poultry-only or widen it to include other species such as dairy cows.”

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