



Poultry Africa 2017

4-5 Octobre 2017 - Kigali, Rwanda

EXPO, LEADERSHIP CONFERENCE FOR SUB-SAHARAN AFRICA

SHOW REVIEW

A debut that wins a high rating



www.poultryafrica2017.com

Show review





Poultry Africa, held in Kigali, Rwanda, on 4-5 October 2017, won great appreciations and set solid basis for the development of this once-every-2 years boutique concept.

The number of unique visitors was a very healthy 1.081. This fully justified the expectations of 1.000 visitors to the first Poultry 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.

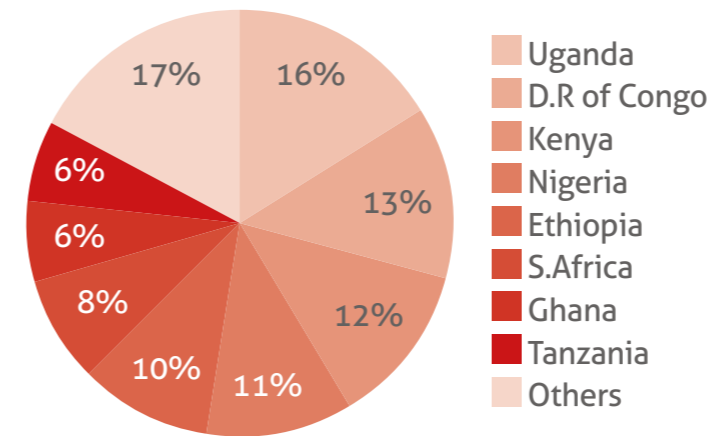
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Poultry Africa in Numbers

- 1** First Edition
- 1.018** Professional Unique Visitors
- 52** Visiting Countries
- 74** Exhibiting companies
- 12** Conferences Sessions
- 6** Seminars Topics
- 30** Media

Visitors from Africa (excluding Rwanda)



a VIV worldwide production for the Sub-Saharan market

Poultry Africa 2017 Expo and Leadership Conference for Sub-Saharan Africa was held over two days at the Kigali Convention Centre in the beautiful country of Rwanda. 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.

The choice of starting a new production in Africa, was a logical step in VIV development strategy following the significant growth in African poultry.

The event met exhibitors expectations in terms of organization and business opportunities, with most of the companies already planning the next edition participation in 2019.

Visitors were not only busy with one to one meetings at the Expo stands, but were also very much eager to acquire further knowledge on Poultry production offered by the many international speakers intervened in the conference and seminar programs where global Publications and International exhibitors joint forces to provide precious contents to the African audience.



Rwanda Minister of Agriculture and Animal Resources Visit
On the right, Dr. Mrs. Gerardine Mukeshimana - Rwanda's Minister of Agriculture and Animal Resources



Poultry Africa Opening Ceremony
Left to right: Mr Ruwan Berculo – VIV worldwide manager; Mr Kayisinga - Ministry of Agriculture and Animal Resources - Permanent Secretary; Ms Diána Tóth – Poultry Africa show manager.



Rwanda Minister of Agriculture and Animal Resources Visit

Great attention to the Conference and Seminars Program

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.



Big opportunities in the growing African poultry Market

Big opportunities in the growing African Poultry Market Population will double in Sub Saharan Africa by 2050, with urbanisation moving from current 40%, to 60% in 2050. Feeding Africa's mega cities in 2030 offers significant opportunities with the bigger middle class and the rising incomes shifting the food consumption from vegetable to animal protein – according to Rabobank expert Nan-Dirk Mulder at Poultry Africa 2017.

33 Speakers from 4 continents

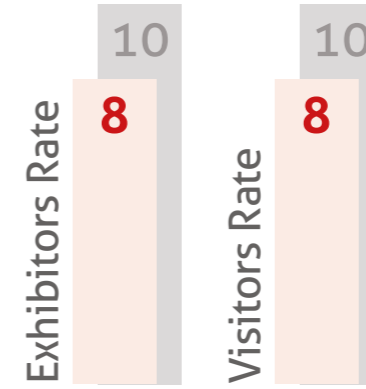
To review some of the presentations, please go to www.poultryafrica2017.com/review



Show review

Leadership conference

Poultry Africa scores high rating



Visitors to the first-ever Poultry Africa in Rwanda have recognised its high value by awarding it eight points out of 10 in a poll taken at the time of the October 2017 event and confirmed by a further poll conducted 2 weeks after the show end.

"Participation to the exhibition was a big success for Farmavet in many aspects. Farmavet had successful meetings..."

Farmavet International General Manager
Dr. Ercan Petekkaya

"Poultry Africa (...) allowed us to engage directly with industry experts from the region..."

Nutriad CEO Dr. Erik Visser

Poultry Africa 2017 Visitors expressed interest in the following Exhibition segments:

feed milling/grain milling equipment	27,97%
feed ingredients/additives	50,85%
poultry health	50,85%
poultry breeding/hatching equipment	44,92%
poultry farming equipment	49,15%
slaughtering equipment	24,58%
further processing equipment	14,41%
egg processing/handling	38,14%
other	6,79%

Poultry Africa 2017 Visitors are interested in the following species:

poultry and other species	75,00%
dairy	49,14%
meat cattle/calves	25,86%
aquaculture species	21,55%
pigs	38,79%
only poultry	25,00%

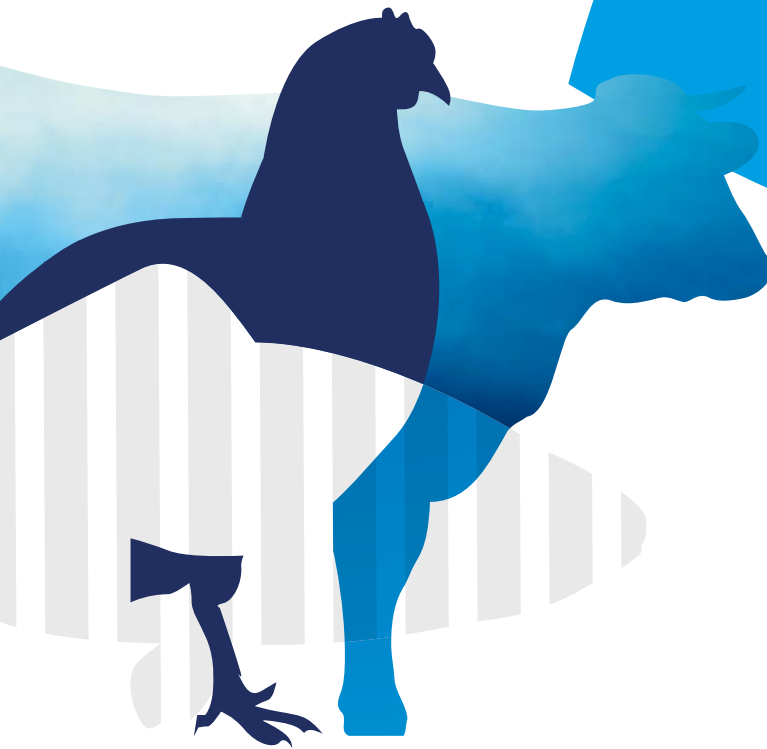


See you in Kigali in 2019



VIV MEA 2018

FEBRUARY 5-7, ABU DHABI, U. A. E.



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VIV MEA 2018

FEBRUARY 5-7, ABU DHABI, U. A. E.

VIV Europe 2018

JUNE 20-22, UTRECHT, THE NETHERLANDS

VIV Asia 2019

MARCH 13-15, BANGKOK, THAILAND

VIV China 2018

SEPTEMBER 17-19, NANJING, CHINA

VIV Turkey 2019

JUNE 13-15, ISTANBUL, TURKEY

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