



# APICULTURE 2024



**31-02 2024**  
OCT NOV  
MillenniumHall



# 01 Unveiling

## The Buzz of Opportunity

Dive into the heart of Ethiopia's buzzing apiculture industry at Apiculture Ethiopia 2024, where tradition meets innovation. This premier event is a hive of activity, showcasing the vast potential of Ethiopia's beekeeping sector, from traditional practices to modern advancements.





# Show Summary 2023



Opening Ceremony Dignitary Attendants

## The expo in numbers

### With partner events



**Exhibitors**  
**95**



**Visitors**  
**4000+**



**Countries**  
**17**



**Forum and parallel  
sessions 4**



**Speakers**  
**21**

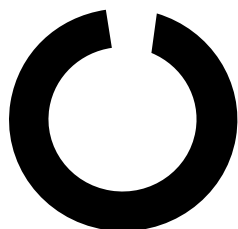


**Delegates**  
**400+**

## Exhibitor's feed back

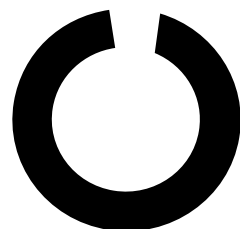
**89%**

Exhibitors satisfied with  
the Quality of Visitors



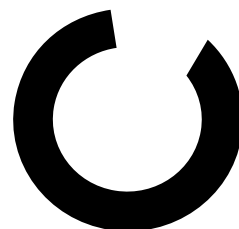
**88%**

Exhibitors satisfied with Service  
from the organizers



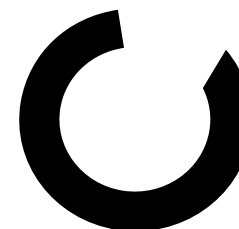
**86.8%**

Exhibitors satisfied with  
Floor plan layout



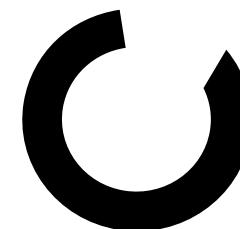
**81%**

Exhibitors satisfied with  
On-site setup & assistance



**81%**

Exhibitors satisfied with the  
Chance of business after the fair





# Impression 2023



# Ethiopia

## Facts and figures Population



**11<sup>th</sup>**

**largest population in world**

**2<sup>nd</sup>**

**largest population in Africa**

**127+**

**Million population**

## Economy

- According to the IMF Ethiopia is expected to achieve a 6.1% real gross domestic product (GDP) growth rate by the end of 2023, with a 6.2% growth rate predicted for 2024
- Over the past 15 years, Ethiopia's economy has grown at an average of nearly 10% per year, one of the highest rates globally.
- The agricultural sector contributes about 34% to Ethiopia's GDP and employs over 70% of the population.
- Ethiopia is focused on promoting industrialization to drive economic growth and create employment opportunities.
- The government has implemented various initiatives to attract FDI, including the development of industrial parks.
- Ethiopia has invested in infrastructure projects, including transportation and energy, to support economic development. Ethiopia aims to reach lower-middle-income status by 2025,



# Apiculture

## Sector in Ethiopia



Ethiopia is renowned for its rich biodiversity and favorable climatic conditions, making it an ideal destination for apiculture. The honeybee is an important fruit and vegetable pollinator and a producer of honey and other hive products. Beekeeping is a sustainable and high-potential activity for local communities and especially for the rural poor to gain additional income through non-timber forest products, does not require much land or high starting costs, maintains biodiversity and increases crop yields.

Ethiopia is one of the top ten honey and beeswax producers in the world but plays only a minor role in the international honey trade. Beekeeping has a long history in Ethiopia, with traditional practices passed down through generations. Today, the country is emerging as a significant player in the global honey market, offering unique and high-quality honey products. Unlike large-scale beekeepers using modern techniques found in most leading honey-producing countries, the majority of Ethiopian beekeepers are small-scale producers practicing traditional beekeeping.



# 07

## Targets to 2025 MOA

- Increase honey production from the present level of approximately 50 thousand tones to 200 thousand tones and beeswax production from 3800 t to 12 thousand tones by the end of 2025
- Increase honey export from the existing approximately 400 t to 2400 t by the end of 2025
- Increase beeswax export from the existing approximately 400 to 1000 t by the end of 2025
- while doubling production and exporting of all high-value hive products
- Increase export revenues of honey from the current estimated USD 1.5 million to USD 8 million and beeswax from the current estimated USD 1.4 million to USD 5 million by the end of 2025





# ETHIOPIA'S

## main honey bee races



- *Apis mellifera adansanii*
- *Apis mellifera jemenitica*
- *Apis mellifera monticola*
- *Apis mellifera litorea*
- *Apis mellifera abyssinica*

### Opportunities in the Apiculture Sector

- Abundant Floral Resources
- Export Potential
- Value-Added Products
- Growing Domestic and International Demand
- Organic and Sustainable Production
- Technology and Modernization
- Training and Capacity Building
- Ecotourism and Agri-Tourism
- Value Added Product Development



## Exhibitors Profile:

- Apiculture equipment and technology providers
- Beekeeping gear manufacturers
- Honey processors and packagers
- Bee health and nutrition companies
- Research institutions and NGOs in bee conservation

## Visitors Profile:

- Professional and hobbyist beekeepers
- Agribusiness investors and entrepreneurs
- Agricultural and environmental researchers
- Government officials in agriculture and trade
- Consumers interested in honey and bee products



# Why Participate?



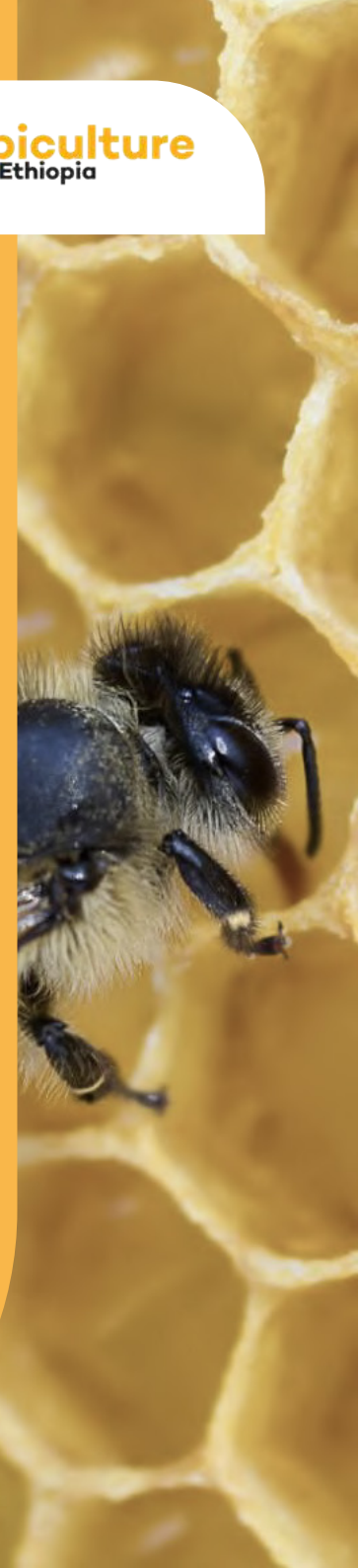
**Discover:** The latest in beekeeping technology, products, and sustainable practices..



**Learn:** From success stories and challenges within Ethiopia's apiculture industry.



**Explore:** Investment opportunities and initiatives aimed at boosting honey and beeswax production and exports.





# Marketing Campaign

A collection of colorful social media icons including hearts, speech bubbles, and various emoji-like faces.

**Social media**

A collage of print media including a newspaper, a magazine, and a book.

**Print media**

A collage of mass media advertisement icons including a television, a blog, a newspaper, a news site, and an internet connection.

**Mass media  
Advertisement**

A collage of PR and communication icons including a speech bubble, a heart, a mail icon, a location pin, a bar chart, and a person icon.

**PR and communication,**

A collage of outdoor campaign icons including a city skyline, a large billboard with the text "YOUR AD HERE", and a person icon.

**Outdoor campaigns**

A collage of VIP campaign icons including a person icon, a speech bubble, a lightning bolt, and a document icon.

**VIP  
campaigns**

A collage of telemarketing and hosted buyer program icons including a person wearing a headset, a speech bubble, a gear, a shield, and a rocket icon.

**Telemarketing  
and a hosted buyer program**

# About the Organizers

Prana Events, renowned in Ethiopia, stands as a pivotal trade fair organizer and a comprehensive event management firm. Known for integrating knowledge, technology, and innovative solutions, we are instrumental in elevating Ethiopia's presence on the global trade fair stage. With a team of young, dynamic, and creative professionals, Prana Events excels in transforming concepts into world-class events across diverse sectors. Their expertise encompasses the entire spectrum of event services, from organizing exhibitions and trade fairs to meticulous planning and execution, thereby significantly contributing to the growth of various industries within Ethiopia. For more details, you can visit [www.pranaevents.net](http://www.pranaevents.net)



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**Website:** [www.pranaevents.net](http://www.pranaevents.net)



# Join Us at

## **Apiculture Ethiopia 2024**

Be part of a transformative event that promises to elevate Ethiopia's apiculture sector to new heights. Apiculture Ethiopia 2024 is where tradition, innovation, and opportunity converge, offering a platform for learning, networking, and growth.