

POSTSHOW

REPORT

26-28 October, 2023

ORGANIZER'S MESSAGE



We are thrilled to announce the commencement of the 12th Ethio Poultry Expo and 8th African Livestock Exhibition 3rd Aquaculture and Apiculture Ethiopia, with the distinguished presence of government officials, leaders of sectoral associations, representatives of development partners, sponsors, esteemed exhibitors, and prominent visitors within the animal husbandry field. While we may not have fully achieved the initial goals set during our inception meeting for this year's event due to several factors, we are delighted to share some significant highlights. This year, we take pride in welcoming the official Netherlands Pavilion for the second time in a row, marking a remarkable international presence. Moreover, we have witnessed substantial growth with the participation of 95 exhibiting companies from 17 countries, representing a remarkable 90% increase compared to the previous year.

These exhibitors collectively cover a wide spectrum of the entire value chain, and they had the privilege of engaging with over 4,000 trade professionals and visitors who gathered at the Millennium Hall in Addis Ababa. This event provided a valuable platform for networking, discussions, and transactions with both global leaders and key local stakeholders, with the shared goal of advancing and modernizing animal farming practices in Ethiopia and neighboring countries.



SHOW

SUMMARY



4,112

Visitors



17

countries



95

Exhibitors



4

Parallel session



400+

Delegates



21

Speakers

SPECIAL

THANKS



Institutional Partners



Pan African Chamber of
Commerce and Industry



MICE
Ethiopia
Meet in the Land of Origins



NL Netherlands

Member of



ETHIOPIAN
ASSOCIATION FOR
MICE

Media Partners



Registration Partner



System
Elements

Official Airline Partner



Official Hotel Partners



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The largest gathering of animal husbandry
trade professionals in the region.

OPENING CEREMONY DIGNITARIES



H.E. Amb. Henk Jan Bakker
Ambassador
Embassy of the Kingdom of the Netherlands.



Dr. Alemayehu Mekonen,
Advisor to the State minister
Ministry of Agriculture



Mrs. Julie Graham
Country Director
SNV Ethiopia



Mr. Nebeyu Lemma
Managing Director
Prana Events.



Mr. Kebour Ghenna,
Executive Director
Pan African Chambers of Commerce, and Industries



Mr. Daniel Olani,
Advisor to the state minister
Infrastructure and Resource sector
Minister Of Industry



Mr. Osama Moustafa
President & CEO
Expo team for Services Co. Ltd



Opening ceremony **SPEECHS**

H.E. Amb. Henk Jan Bakker, Ambassador

Embassy of the Kingdom of the Netherlands.

"I believe ALEC is an excellent platform to bring Ethiopian and foreign business partners, active in the livestock sector, together. Ethiopia shows that it can develop its own poultry and dairy value chain. At the same time, the Netherlands is well known for its knowledge and experience, its high-value inputs, and modern equipment and machinery. For that reason, for the second year in a row, we have decided to have not one, but three Dutch Pavilions at this wonderful African Livestock Exhibition, together with our partners SNV, PRANA Events, and East-West Trade."

Mr. Kebour Ghenna, Executive Director

Pan African Chambers of Commerce, and Industries

"When African nations come together in agreement, their collective effort is more likely to result in substantial investments in crucial aspects of the livestock industry. These investments encompass the development of infrastructure, research initiatives, and advanced technology, specifically aimed at enhancing livestock processing facilities. By doing so, they can effectively lower transportation costs and streamline the cross-border movement of livestock-related products. This collaborative approach significantly bolsters and advances the livestock sector in the region."

Dr. Alemayehu Mekonen, Advisor to the State minister

Ministry of Agriculture

"The 'Yelemat Tirufat' program exemplifies our commitment to boosting productivity in dairy, eggs, chicken meat, honey, and related hive products. By 2025, our aims are ambitious - increasing the production of cow's milk, eggs, chicken meat, and honey significantly. These goals not only signify economic growth but also the potential for increased exports, given the right government interventions and planned engagements with potential buyers."

Mr. Daniel Olani,

Infrastructure and Resource Sector advisor

"This event is dedicated to promoting the adoption of modern and efficient practices across various segments of the industry that aim to shift the focus from traditional practices to commercial production and processing, contributing to increased productivity and food security. I encourage all of you to make the most of this event by engaging in productive discussions, exploring partnerships, and seizing the opportunities it offers. Together, we can lay the foundations for a brighter, more prosperous future for Ethiopia and the entire African continent."

Opening ceremony

SPEECHS



Mrs. Julie Graham

Country Director, SNV Ethiopia

"I am pleased to announce the upcoming 'Bridge Plus' project, aimed at fostering inclusive income generation within Ethiopia's dairy industry. This robust initiative, combining the 'Bridge' project with additional elements, is set to be launched next month. It signifies the Dutch commitment to bolstering the dairy sector in Ethiopia, with the invaluable support of the Agricultural Counselor from our embassy. We are dedicated to preparing and fortifying the Ethiopian dairy sector."



Mr. Nebeyu Lemma

Managing Director – Prana Events.

The 2023 Ethiopian Animal Husbandry Tradeshaw, a global event with exhibitors from 17 countries, including the Netherlands Pavilion, signifies international collaboration for innovation. The platform fosters partnerships, exchanges, and business opportunities, with gratitude to supporting organizations like the Ministry of Agriculture, Livestock Development Institute, SNV - Netherlands Development Organization, and others. The speaker wishes all participants tremendous success in propelling the livestock industry to greater heights during these transformative days.



Mr. Osama Moustafa

President & CEO – Expo team for Services Co. Ltd

In Africa, a unique livestock revolution is unfolding, particularly in the Horn region, driven by a vast network of producers, traders, and transporters overcoming challenges like border restrictions and outdated controls. The unconventional economic model faces hurdles such as excessive taxation and insecurity. Emphasizing the need for implementation, the focus is on building not only physical infrastructure like roads, ports, and rail but also fostering robust livestock industries across the continent. The Expo team is committed to supporting efforts for broad-based growth and poverty reduction in Africa. Striving to showcase Africa's potential and create competitive market pathways globally, the team aims to share experiences and best practices at the upcoming important expo.

EXHIBITORS

OVERVIEW



- 

CANADA
- 

USA
- 

SPAIN
- 

FRANCE
- 

POLAND
- 

HUNGARY
- 

ETHIOPIA
- 

CHINA
- 

INDIA
- 

SCOTLAND
- 

NETHERLANDS
- 

GERMANY
- 

UKRAINE
- 

TURKEY
- 

JORDAN

Top 3 reasons for attending

**Chance of business
After the fair**

**Quality of visitors &
promotional campaign**

Number of sales leads

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



Exhibitors' **FEEDBACK**

Ashish Life Science Pvt. Limited **Vijay Swamy** Country Manager

Participating for the second consecutive year, we value the event's collaboration with the crowd. Our primary focus is engaging with high-level customers and stakeholders, discussing our products. As one of Ethiopia's largest companies, our extensive experience enriches the event. We highly appreciate the effective organization, especially the fruitful interactions with stakeholders. As a business, we aim to perform even better next year, anticipating continued participation and success for all involved

Caisley - International GMBH **Mrs. Britta Nehls** Owner & Manager

For us, it was indeed a remarkable event. The quality and quantity of interactions were exactly right, and we are extremely pleased and optimistic about establishing our company here. The show was phenomenally successful, completely meeting our expectations. This marks our second time participating, and we thoroughly enjoyed this exhibition. We have forged valuable contacts with locals and potential collaborators.

CPM **Woubshet Eneyew** Territory Sales Manager

Our first exhibition in sub-Saharan Africa, Ethiopia, proved highly engaging, yielding numerous leads and successful brand introductions. This unique market experience prompted us to extend our reach to East Africa. The event exceeded expectations, offering an excellent opportunity for brand exposure and lead generation. Currently working towards livestock exhibitions in Kenya, Uganda, Tanzania, Nigeria, and Ghana, aligning with our long-term strategy recognizing awareness creation as a continuous effort. We eagerly anticipate returning next year.

Famsun Group **Lven Li** Senior Sales Solution Engineer oils & Fats Division

The Ethiopian poultry market is substantial and exhibits rapid growth every year. Consequently, the Ethiopian market offers a lucrative opportunity for foreign companies such as ours. This is the reason we opted to participate in this event, and we would like to extend our gratitude to the event organizers for hosting this fantastic occasion. We have been effectively connecting with leads and are pleased with our success in this regard.

Exhibitors' **FEEDBACK**

Gartech Equipment's Pvt Ltd **Prasanna Patil** Sales Manager Export

Currently exporting to over 40 countries and actively involved in African business, it is our debut at this show with a keen focus on attracting quality visitors. We have secured potential leads and anticipated exploring future opportunities in Ethiopia. Meeting our expectations, especially with Ethiopian visitors, this event has proven promising. Participating in all exhibitions is part of our budget plan for the next year, and we are also considering involvement in the next version.

Jamesway Chick Master Incubator **Ziad Zaheib** Sales manager

Meeting new people, discovering fresh leads, and engaging with existing customers and it was a pleasant and interesting experience. This interaction has raised awareness among customers for the upcoming year. My outlook for the future is positive, anticipating meeting more individuals and generating additional leads. Our marketing efforts are expanding, and we are dedicated to sustaining our presence in this market. I persist in supporting existing customers while also striving to connect with new leaders and gain a deeper understanding of the market.

Gasco Trading PLC **Dr. Yetnayet Seyoum** Technical manager

We are involved in the import and export of poultry and dairy equipment. While we have participated in various events, this one stands out as unique because our potential customers are among the visitors to this event, making it exceptionally special. This year, we not only met potential customers but also got connected with our suppliers. We have also reached agreements to act as agents for foreign companies. We are highly satisfied with the outcomes of this event, and we are confident that we will participate again next year.

Sum John Veterinary Medicine and Equipment Importer **Yohanes Getnet**- Country Representative

The event, particularly engaging, especially on the second and last days, proved quite successful. We welcomed a diverse range of visitors, from those unfamiliar with the event's purpose to those cognizant of its significance. I find it noteworthy that Prana Event is improving annually, a development I genuinely appreciate. Our attendance has significantly increased, facilitating connections with more people, including potential business partners and farmers. The event met our expectations admirably. As one of East Africa's largest, missing any livestock-related event is not advisable. I look forward to attending again next year.

VISITORS
OVERVIEW

C-level president/General manager/
Board director

75.92 %

Head of department/Junior manager

7.65 %

Executive clerk\Technical expert

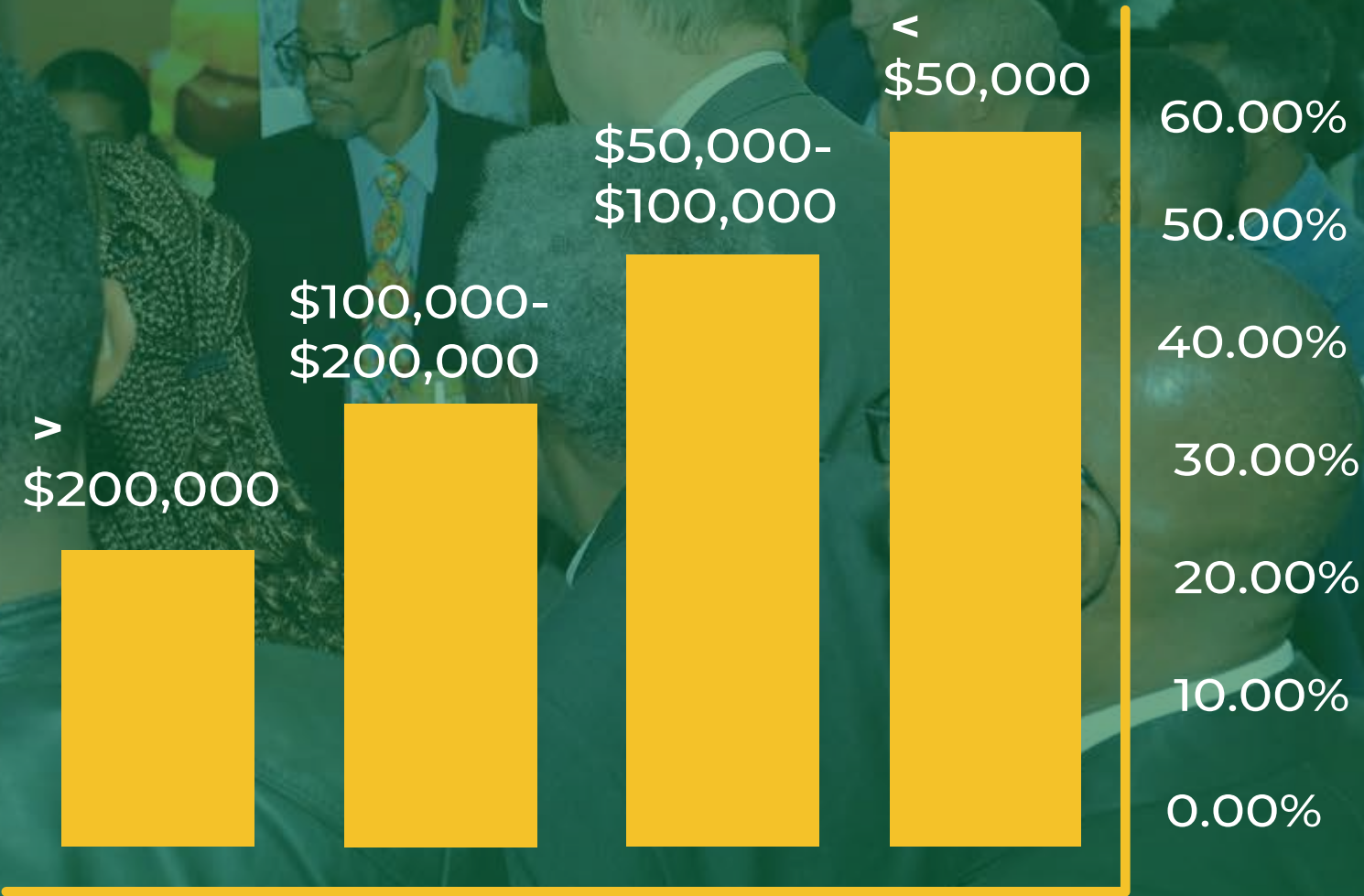
6.01 %

Other

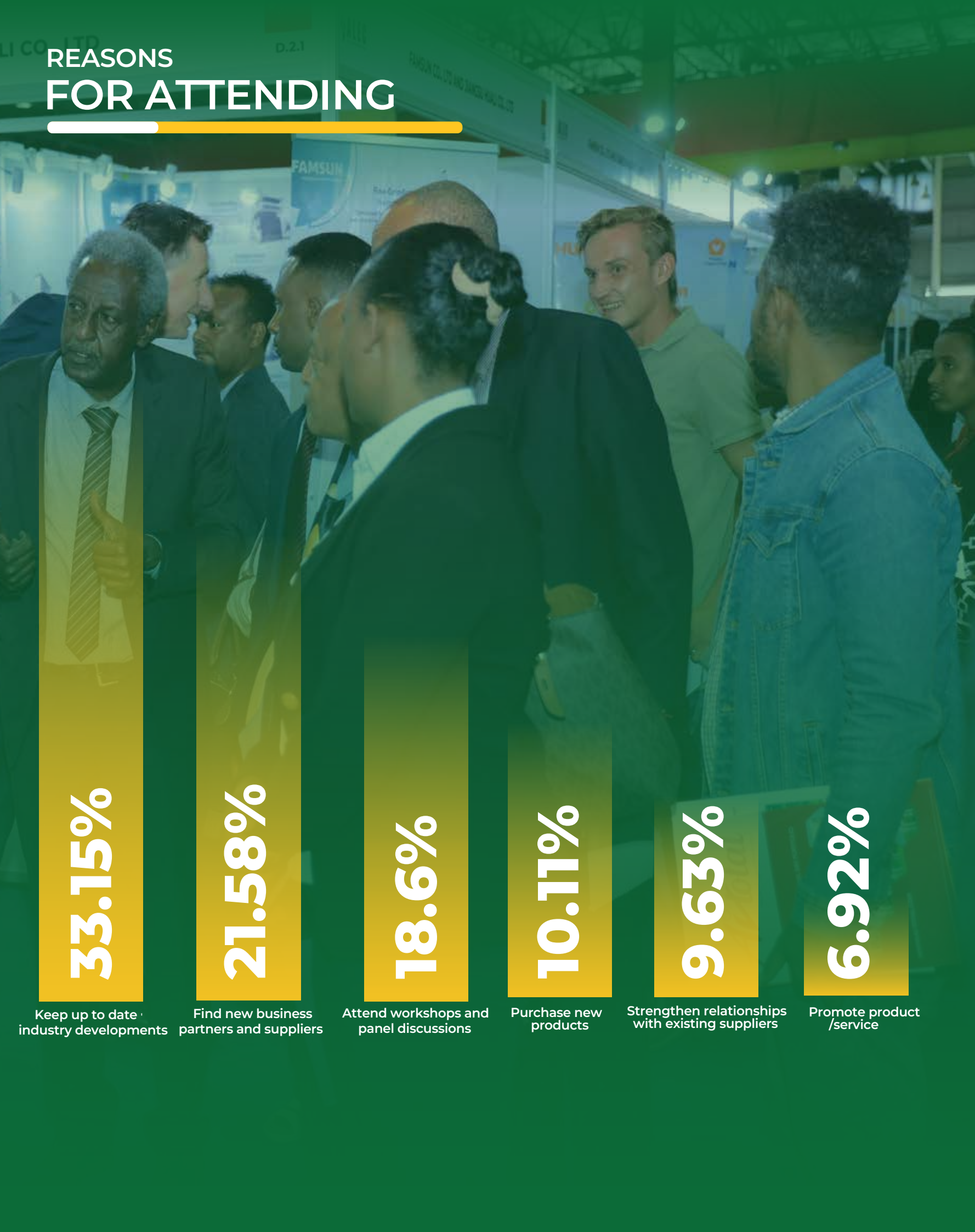
8.84 %

Visitors plan

To invest in the next 12 months



REASONS
FOR ATTENDING



33.15%

Keep up to date
industry developments

21.58%

Find new business
partners and suppliers

18.6%

Attend workshops and
panel discussions

10.11%

Purchase new
products

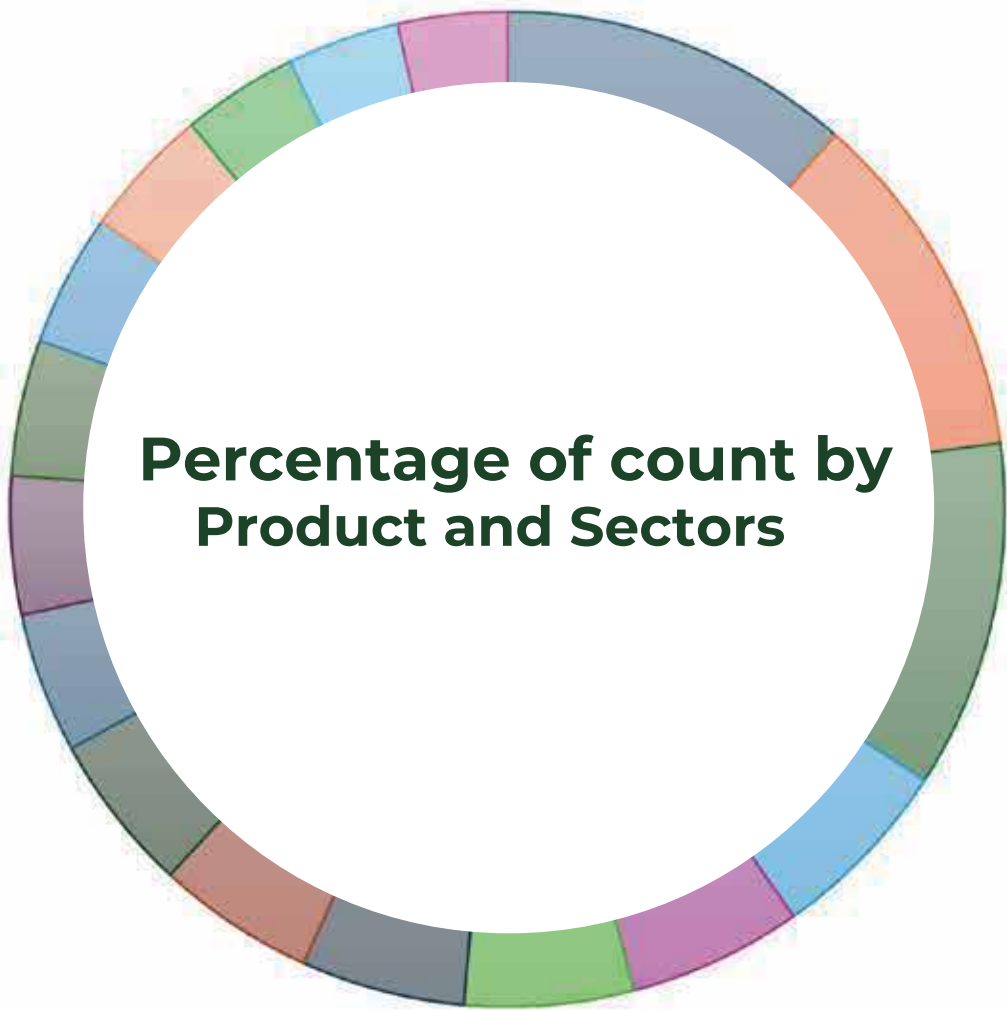
9.63%

Strengthen relationships
with existing suppliers

6.92%

Promote product
/service

Visitors'
product of interest



- Processing and packaging equipments and technology
- Animal housing and shed construction
- Animal Breeding, husbandry and reproduction technology
- Milking and Cooling Technology
- Feed production, storage and technology
- Marketing Technology and Products
- Meat and Meat Products
- Management and consulting services
- Animal Care and Animal Health products
- Academic and research Institutions, further education



EVENT RECAP

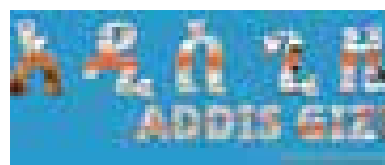


EVENT RECAP





MARKETING AND P R O M O T I O N



DIGITAL MEDIA COVERAGE



SOCIAL MEDIA



4,365,253
Reach

131,465
Engagment



237,209
Engagment

The background of the poster is a lush green field with a large, leafy tree in the background. In the foreground, there is a brown and white cow, a white goat, a black and white sheep, a brown chicken, and a goldfish. A large, detailed bee is also visible near the goat. The text "SEE YOU NEXT YEAR" is overlaid in the center, with "SEE YOU" in yellow and "NEXT YEAR" in white.

SEE YOU NEXT YEAR

31 OCTOBER - 2 NOVEMBER

2024