



2022 POSTSHOW REPORT



Dear valued stakeholders of the animal husbandry sector

The 11th Ethio Poultry expo and 7th African livestock exhibition has been opened with the presence of high government officials, Leaders of Sectoral Associations, Representatives of Development Partners, Sponsors, Valued Exhibitors, and key visitors in the animal husbandry sector. Though we haven't reached the level we planned during the inception meeting for this year's edition due to various factors: We are happy to have welcome an official Netherlands Pavilion for the 2nd time and **72** exhibiting companies from **11+** countries: showing an 83% growth from the previous year.

These exhibitors represent a wide range of the entire value chain and met with more than **2000+** trade and professional visitors gathered at the Ethiopian Skylight Hotel to network, discuss and transact with global leaders and Key local stakeholders for modernizing animal farming in Ethiopia and neighboring countries. We would like to take this opportunity to thank everyone who attended Ethiopex and ALEC 2022 in Addis Ababa.

If you are interested in exhibiting at or sponsoring the 2023 event, please contact our team: projects@pranaevents.net or isales@pranaevents.net to discuss opportunities further.



SPECIAL THANKS



Supported by

Institutional partners

Gold sponsor



Member of

Official Hotel partner

Registration partner

Advertising partner



Organizers:



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72
EXHIBITORS



2000⁺
VISITORS



31
CONUTRIES



2
FORUM



76
SPEAKERS



400⁺
DELEGATES

SHOW SUMMARY

Exhibitors satisfied from
Chance of business after
the fair

90%

Exhibitors satisfied
from Number of
visitors

88%

Exhibitors satisfied
from On-site setup &
assistance

75%

90%

Exhibitors satisfied
from Floor plan layout

80%

Exhibitors satisfied
from Service from the
organizers

75%

Exhibitors satisfied
from Quality of Visitors



Mr. Nebeyu Lemma
Managing Director
Prana Events



Mr. Meeuwes Brouwer
Agricultural Counsellor
Embassy of the Kingdom
of the Netherlands



H.E. Selamawit Dawit
State Minister
Ministry of Tourism



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



Mr. Tariku Teka
Livestock product & Feed
Processing Sector
Coordinator
Livestock Development
Institute



Mr. Wondale Habtamu
Deputy Director General
Ethiopian Agricultural
Authority

OPENING CEREMONY SPEECHS



Mr. Wondale Habtamu
Deputy Director General

Ethiopian Agricultural
Authority

Livestock plays a critical role and improving the livelihood of community stabilizing, food and nutrition security, accelerating export and Industrial growth in our country. There is a blessed natural endowment which needs great care to keep the sectors sustainable to contribute for food nutrition security of elevations and hands prosperity and to attain a better human life.

Urban Development and income improvements and all Dimensions has triggered extreme demands for livestock products as food sources for the better life in the world. To augment the achievements of the SDGs goals, livestock production environments, handing and management operations are critical. I would like to thank all contributors and organizers of this exhibition. Wishing you all the successful and fruitful livestock event, and I declare that the exhibition is officially commenced.



Mr. Tariku Tekla
Livestock product & Feed
Processing Sector Coordinator

Livestock Development
Institute

ALEC has proven to be a valuable platform to bridge the various gaps in the livestock value chain by attracting numerous first-class exhibitors to do business and share their knowledge with sector stakeholders besides attracting investment, transfer technology and serve as professional development forum in one place a time.

This event has a paramount contribution in promoting the aforementioned plans, initiatives and programs of the It is my believe that the exhibition will enable participants and exhibitors from the regional agriculture and livestock institutions and other stakeholders to take sufficient experiences and co-learning and in the agriculture sector in general. Finally, I would like to congratulate prana for the successful organization and thank all those who collaborated to make this beautiful event possible.



Meeuwes Brouwer
Agricultural Counsellor

Embassy of the Kingdom
of the Netherlands

I believe the ALEC is an excellent platform to bring Ethiopian and foreign business partners, active in the livestock sector, together. The Ethiopian and Dutch relations and cooperation in particular in poultry and dairy are excellent, both from a commercial as well as a governmental point of view. Ethiopia shows that it is capable to 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. We see a huge potential for the Ethiopian livestock sector. The Netherlands is keen to work together with Ethiopian partners on certain important topics. On Friday afternoon there will be at ALEC a B2B dairy event where Ethiopian and Dutch companies present themselves followed by a matchmaking session and to create more business opportunities.



Osama Moustafa
President & CEO

Expo team for Services
Co. Ltd

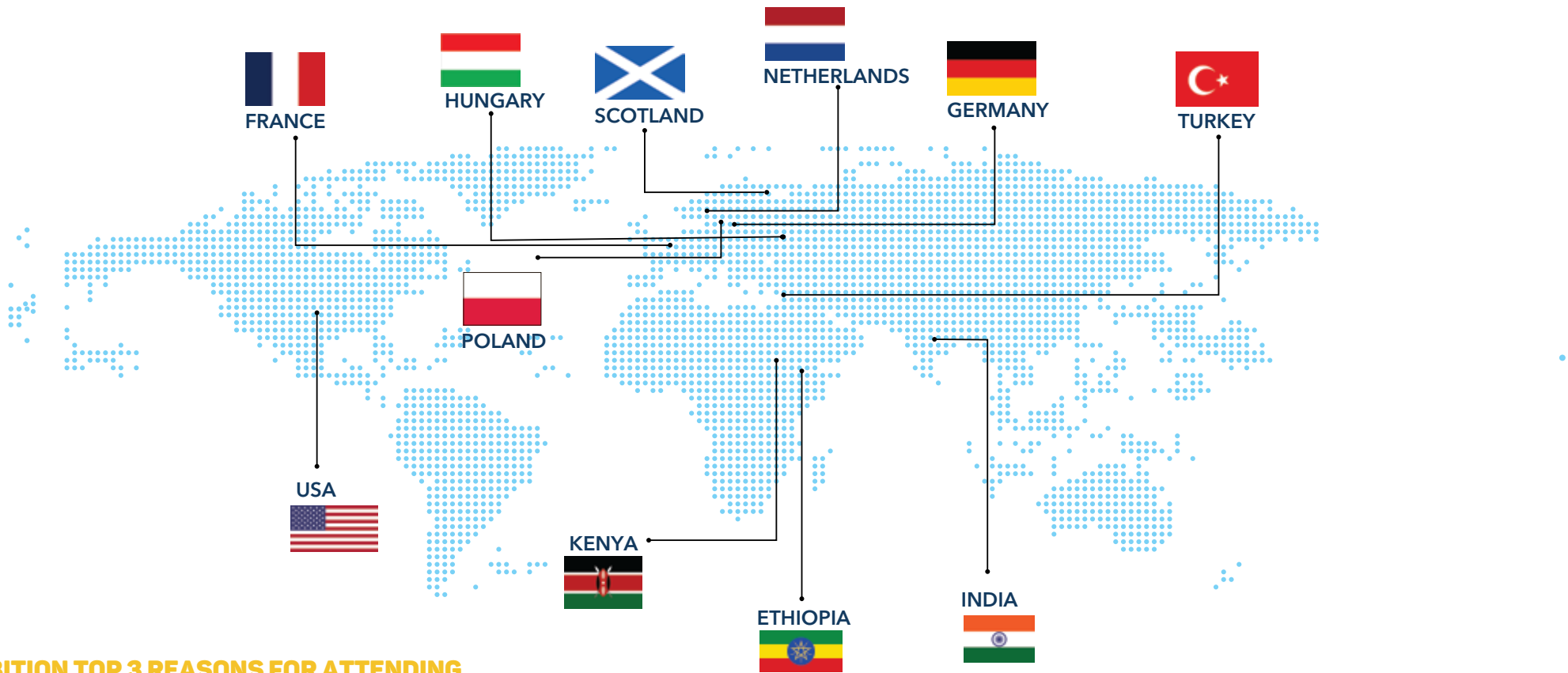
A livestock revolution is taking place in Africa- centered on the Horn. But this revolution does not follow standard economic models. This trade is run by a vast network of producers and traders, and transporters who have to find ways through border restrictions, excessive taxation, outdated veterinary controls, and insecurity. One of the really important things we have to do has come to the point of understanding and really put some impetus behind the importance of implementation and getting things done.

In the same way, we are building hard financial infrastructure, roads, and ports, and rail and energy infrastructure across the continent, we really need to get good livestock industries on this continent. At the core of the Expo team, we will continue to support efforts across Africa to realize the ambitions of broad-based growth and poverty reduction. We always strive to promote the potential of Africa and pave competitive market ways to the rest of the world. We, therefore, look forward to learning from and sharing widely experiences and best practices at this very important expo.

EXHIBITOR OVERVIEW



EXHIBITOR BY COUNTRY



EXHIBITION TOP 3 REASONS FOR ATTENDING

Quality of visitors & Promotional campaign

Chance of business after the fair

The conference

VISITOR OVERVIEW

JOB FUNCTION OF VISITORS



VISITORS PLAN TO INVEST ON THE NEXT 12 MONTHS



VISITOR OVERVIEW



VISITORS PRODUCT OF INTEREST

Animal Breeding and reproduction technology

Management and consulting services

Animal Care and Animal Health products

Marketing Technology and Products

Equipment and accessories

Meat and Meat Products

Feed production and storage

Milking and Cooling Technology

Feed, farm inputs and feeding technology

Processing and packaging equipments and technology

REASON FOR ATTENDING FOR VISITORS

14%

Attend workshop and panel discussions

23%

Find new business partners and suppliers

35%

Keep up-to-date with industry developments

7%

Promote product/service

11%

Purchase new products and services

10%

Strengthen my relationship with my existing suppliers

EXHIBITORS FEEDBACK



Bagdar Oner
Sales Director
Star Max Tarim Makinalari

The reason we attended the show is that we believe that there is an enormous potential for our company to help Ethiopian farmers improve their herd in terms of breeding and we think that the economy and the population is growing fast and, in the future, there will be high demand for dairy and beef products in which we will want to participate.

We had a continuous flow of people I personally had an extremely good show here there were a lot of people, big diversity of farmers and traders and so far, we had an excellent show am very satisfied.



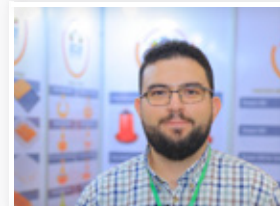
DR Yohannes Getnet
Representative
Ceva sante animale

We as a company engaged in the livestock pharmaceuticals, vaccines and biologicals production marketing and we thought it's an important event for us to get access to the market, customers and other potential users of our products. So, Ethiopia having growing population there is high demand for animal protein and also Ethiopia being the largest livestock population there is huge market potential. We had the opportunity to meet several customers who are interested in our products



Ferdinand Schmitt
Managing Director
Casieli International GMBH

We have seen the potential for livestock identification in African countries and this expo is a good opportunity to come in to an exchange with government institutions and private sector to see the opportunity of our products in Ethiopia. Ethiopia has a huge population of livestock and its interesting because Ethiopia is exporting animal to international market so it means you have to fulfill the international standard requirements of identification and traceability so Ethiopia is interesting market in setting up livestock identification skims. The quantity and quality of visitors were fairly good not only the visitors but also the range of exhibitors and presenters were interesting and I was satisfied



Hekmat Aljazairi
Sales And Marketing
Aytav Poultry Equipment

As you know the African market is big and its growing from year to year we came to this event because if you compare the east African countries the Ethiopia have large population so the market is huge and we want to be part of the market.

I met different people who specialized in poultry equipment which we are looking for and I must say I am very satisfied



Hielke Sporter

CRV

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Jeroen Beijer

Global business
development
Ms Gold

We have already been active in Ethiopia in regards to livestock traceability ear tags and we have an agreement with the with ministry of agriculture to be the supplier of identification and Because Ethiopia holds the biggest livestock population in the continent of Africa even though there is a lot to gain when it comes to animal welfare and since we develop products suited under the label of MS for hygiene and disinfection it's important for us to also show what type of products are available to Ethiopia farmers.

I must say the quantity of visitors was very good you see a lot of small farmers coming to obtain information on market development and I have also seen big farmers that are ready the invest in the sector and I am happy my company participated in this event and hopefully we will be coming next year.



Jhon dantier

Operations coordinator
Hubbard S.A.S

Ethiopia is a big market for us and we find it important to feed the population and to empower the Ethiopian population. It's part of our strategy to develop in Ethiopia and east Africa since the market is very demanding for chicken and we as a company in Kenya we have to respond to the market in Ethiopia.

I was satisfied with the amount of people and the questions they raise. They are very curious about the product and we find it very interesting



Mr. Mennon Krijger

Global sales and
marketing director
Sistema.Bio

We attended the show to make contact and investigate the market in Ethiopia whether there are possibilities for us to enter to the market. I see the Ethiopian market is a potential market for Sistema because there are many small holder farmers in Ethiopia and Sistema produces biogas installations which are used by dairy farmers.

I met many people who are interested in biogas I noticed. And I valued the quality of visitors were very high I have met people from government and private companies and am also happy with the show and we will be here next year

EXHIBITORS FEEDBACK



Nico Maat

Managing Director

Van den heuvel dairy
and food equipment B.V

We attended this show because we are aiming to be supplier Africa countries and we thought this would be a good expo to enter to the Ethiopian market. The Ethiopian market is an important market that feeds very well to the size of the equipment we produce and therefore we look to find cooperation here in Ethiopia.

Am very surprised about the interest of the visitors and I see there is a lot of potential and a lot of requests from the Ethiopian market. I definitely recommend this event to other companies in the sector and we will come next year.



Peter Arts

Area Management

Africa Layers
Hendrix Genetics

We attended the show because the poultry business in Ethiopia has a great future there are some difficulties as we all know but there is also a lot to do to in poultry and feed the population with quality egg and nutrition. Because there is a gap which we have to fill and we want to improve the quality of farmers that they can gain more money with good quality breeds and feeds.

I hardly had a minute for coffee there were a lot of people coming and asking questions because they don't quietly know what we are doing it's kind of gray area but overall I had an amazing time here.



Tacher Haile

Sales And Marketing
Manager

Ante Ethiopia

We want to show our products to the farmers not only the products but we want to support them with the services we provide by consulting and training.

Because there is definitely a huge potential in Ethiopia because of the population in livestock which is good for our company to show our products and services to the visitors. Over all we are very satisfied with the event we will most definitely come next year



VIJAY SWAMY

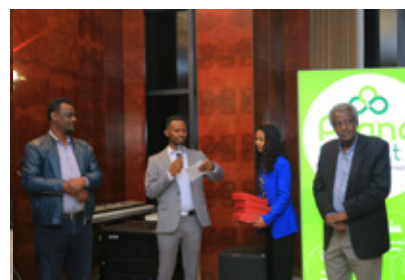
Country manager

Ashish Life Science
Pvt Limited

It's our first time attending this event so far it was good for us concerning the stakes we had n market of Ethiopia. By far Ethiopia is one of the largest markets in terms of business revenue generation and man power. it has been 20 years since we have started working in Ethiopia by bringing new products and new value chain addition to stake holders.

We have seen a lot of people coming in notably the segment which we are missing was the end users (farmers) and we have talked with quite few people and hopefully with the data base we have we can scale that and try to look the things and enlarge this horizon for us.





SEE YOU NEXT YEAR

26-28 OCT, 2023

ADDIS ABABA, ETHIOPIA

