



ALEC

African Livestock Exhibition & Congress

www.africanlivestock.net

7th
SESSION

THE LEADING LIVESTOCK
INTERNATIONAL TRADE SHOW
WHERE THE **SECTOR PROFESSIONALS**
COME TO DO BUSINESS.

27 - 29 OCTOBER, 2022

Ethiopian Skylight Hotel • Addis Ababa

Partner Events



apiculture
Ethiopia



AQUACULTURE
ETHIOPIA



2021 Show Summary

Numbers in the Show



*TOGETHER WITH AQUACULTURE, ETHIOPEX & APICULTURE EVENTS

Exhibitor's feed back



GUEST OF HONORS GROUP PHOTO

DIGNITARIES WHO ATTENDED THE OPENING CEREMONY

- **H.E. Dr. Fikru Regassa**
State Minister – Ministry of Agriculture
- **Mr. Henk Jan Barker**
Ambassador- Embassy of the Kingdom of the Netherlands in Ethiopia
- **Mr. Meeuwes Bouwer**
Agricultural Councilor- Embassy of the Kingdom of the Netherlands in Ethiopia
- **Mr. Worku Bihonegn**
Country Director-SNV
- **Mr. Rinus Vann Klinken**
Project Manager - SNV BRIDGE
- **Dr. Daniel Temesgen**
President- Ethiopian Society of Animal Production
- **Mr. Nebeyu Lemma**
Managing Director - Prana Events

2021 Photo Gallery

ALEC 2022
African Livestock Exhibition & Congress
27-29 October



2021 Photo Gallery

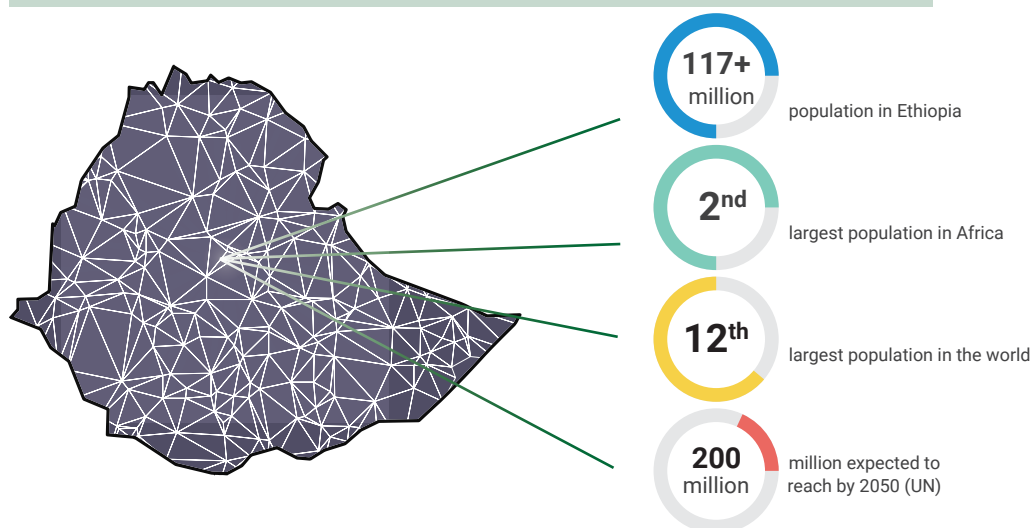


Ethiopia-Facts and figures

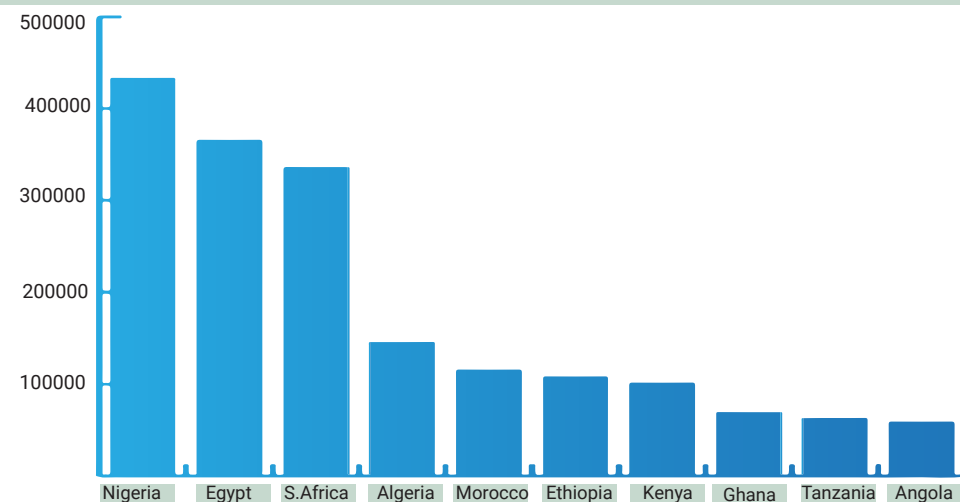
ECONOMY

- ✓ Over the past 15 years, Ethiopia's economy has been among the fastest-growing in the world (at an average of 9.5 percent per year) (WB)
- ✓ Ethiopia is the 6th largest economy in Africa and 2nd Largest in the east and central Africa.(WB)
- ✓ Despite the COVID-19 pandemic and civil conflict, Ethiopia's economy grew by 6.3% in 2021, the 3rd highest in sub-Saharan Africa (IMF)
- ✓ Ethiopia's economy is projected to grow by 5.7% in 2023 (IMF)
- ✓ Ethiopia aims to achieve middle-income status by 2025
- ✓ The government has launched a new 10-year perspective plan, which will run from 2020/21 to 2029/30.

POPULATION

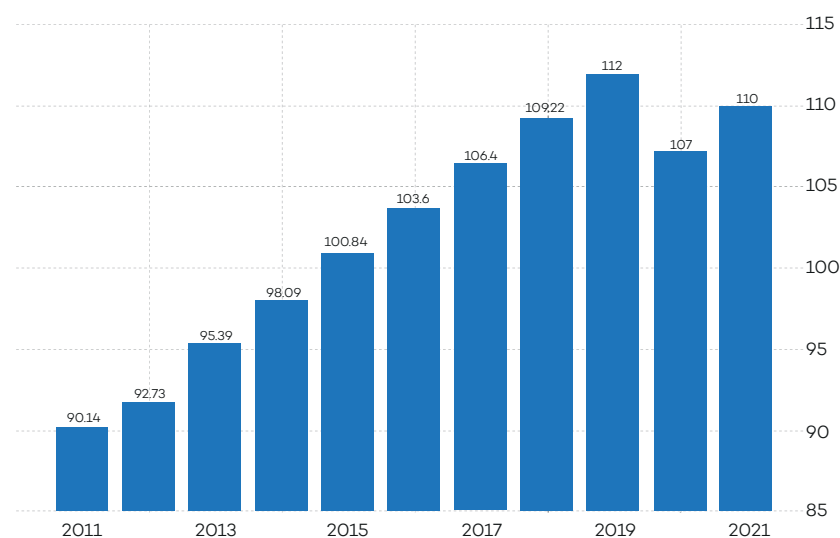


List of African countries by GDP (nominal) in millions



source: world bank 2020

Annual GDP growth in Ethiopia



Source: Tradingeconomics.com|world bank

About Alec

About the livestock sector

According to FAO, livestock contributes to nearly 40% of the total agricultural output in developed countries and 20% in developing ones, supporting the livelihoods of at least 1.3 billion people worldwide.

Livestock products are pillars of the global food system. Projections show that the demand for animal-source foods will grow rapidly in the African continent due to growth in the human population, increasing consumer purchasing power, and urbanization. Thus, producers and other actors will invest significantly in livestock farming systems and value chains.

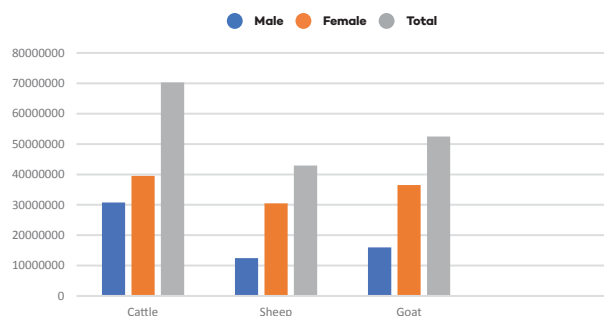
The future of African Livestock will influence the development of the entire continent. We must build today for the foundations to steer livestock on a sustainable development trajectory in the future.

ALEC has proved 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. ALEC is the primary and significant event for the livestock sector development in East Africa sub-region and mainly Africa's most considerable livestock populated country of Ethiopia.

Ethiopia's human population is anticipated to grow to almost 200 million in 2050, with the share of urban population almost doubling to nearly 40% over the same period. GDP per capita is expected to grow from less than USD 700 in 2015 to over USD 5500 in 2050. The growing demand for livestock products will provide incentives for livestock farmers to expand their livestock assets, increase productivity through intensification, and use their animals as a vehicle for prosperity.

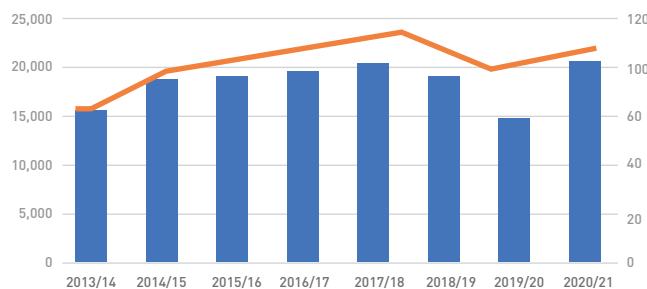


LIVESTOCK POPULATION IN MILLIONS



Source: Central Statistical Agency 2020/2021

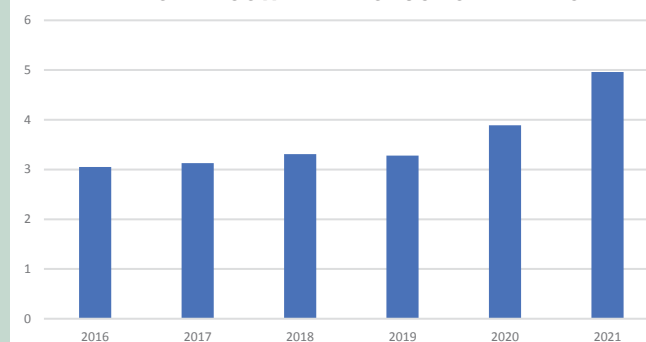
ETHIOPIA'S MEAT EXPORT PERFORMANCE OVER THE YEARS



Source: Ministry of Agriculture

■ Volume in tone ■ Value in Million USD

ETHIOPIAN COW MILK PRODUCTION IN BILLION



Source: Central Statistical Agency 2020/2021

■ In Billions

2021 Exhibitors

Voice of exhibitors



Terefe Taye
Senior dairy production advisor
SNV

" This is the first time for us to attend and be a part of such a big event, and we found the visitor number to be quite large, which is great because it includes heterogeneous participants and visitors, including farmers, decision-makers, researchers, and investors. We are satisfied with the result, and we are excited to have been part of this event; we are definitely interested in returning next year. "



Dr Demeke Wondemagegn
Technical Sales Manager
Trouw Nutrition

" In the past two years globally, there has been no physical connection with the customers because of covid, after that being able to do business face to face with customers is exciting. Thank you, Prana events, for organizing this event that is good for exhibitors and the sector in general. For example, we have a product that the market has demand for, but we have been unable to meet with our customers and forecast their demand, but thanks to this platform, we know that customers are interested in this product. This event is giving solutions to problems that we face in the sector as a whole. "



Len Du Toit
Senior Operations Manager
Aviagen

" We have a focus point to introduce our goods in the Ethiopian market, and enlarge our market share in Ethiopia. The show has been excellent we have attended in the past but this year has been really good because the turnout has been excellent and we have had many interested parties visit our booth over the past 3 days. We can see the Ethiopian market is very positive and we as aviagen would like to be a part of that "

TOP EXHIBITORS IN 2021

- | | |
|---|---------------------------------------|
| ✓ Akseker Ethiopia Casing PLC | ✓ Jagdesh Agro Production |
| ✓ Albar Trading Animal Feed factory | ✓ National Veterinary Institute (NVI) |
| ✓ Alema Koudijs | ✓ Pioneer Meet |
| ✓ AVICO | ✓ Puremix Trading |
| ✓ Frigorifico Boran Foods | ✓ Purpose Black |
| ✓ Hawetu Veterinary Drug & Equipment Importer | ✓ Trouw Nutrition |
| ✓ International Livestock Research Institute (ILRI) | ✓ Wiseteam PLC |

Range of Exhibits

Animal Breeding and reproduction technology

- ✓ Breeding animals/breeding programs
- ✓ Reproduction technology, instruments, supplies and marketing

Animal Health products

- ✓ Animal care equipment
- ✓ Animal care agents
- ✓ Veterinary medicine products
- ✓ Udder care

Animal Housing and shed Construction

- ✓ Building materials and components
- ✓ Prefabricated construction

Environment Technology

- ✓ Heating, aeration and controlled environment technology
- ✓ Heat recycling
- ✓ Emission reduction
- ✓ Water treatment
- ✓ Storage and elimination of solid wastes and carcasses

Equipment and accessories

- ✓ Animal identification
- ✓ livestock scales, and weighbridges
- ✓ Measuring and testing equipment
- ✓ Waterers
- ✓ Hygiene, disinfection and cleaning equipment
- ✓ Transport equipment
- ✓ Machines and equipment for farm cleaning and land care
- ✓ Working clothes, safety at work, accident prevention

Feed and farm inputs

- ✓ Compound feed and other commercial feedstuffs
- ✓ Feed additives
- ✓ Seed of Feed
- ✓ Cleaning and disinfecting products
- ✓ Water treatment additives
- ✓ Bedding, litter materials
- ✓ Insecticides, pesticides
- ✓ Manure additives
- ✓ Other farm inputs

Range of Exhibits

Husbandry and feeding technology

- ✓ Housing systems
- ✓ Housing installations for different animals
- ✓ Pasture management technology
- ✓ Feeding technology for different animals
- ✓ Feedstuff mixing & distributing carts
- ✓ Bale opening devices

Feed production and storage

- ✓ Feed preparation
- ✓ Feedstuff conveyors and accessories
- ✓ Milling, mixing and metering systems
- ✓ Feed silos, feed containers, feed storage

Marketing Technology and Products

- ✓ Shop fittings
- ✓ Vending trailers
- ✓ Price tagging material and implements
- ✓ Meat and dairy product trading companies

Milking and Cooling Technology

- ✓ Milking installations and milking parlours
- ✓ Automatic milking methods
- ✓ Milk filters
- ✓ Milk containers and cooling installations
- ✓ Cleaning and disinfecting systems for milking installations
- ✓ Milk processing machinery

Processing and packaging equipment's and technology

- ✓ Equipment and installations for slaughtering and processing
- ✓ Packaging machines
- ✓ Packaging materials
- ✓ Automation
- ✓ Refrigeration installations

Technology for dung, solid manure and slurry

Transport vehicles and transport services










Visitors Overview

VISITORS PROFILE

- ✓ Academics, Consultants and Researchers
- ✓ Animal Science professionals
- ✓ Consultants
- ✓ Financial Institutions and Investment bankers
- ✓ Dealers and Distributors
- ✓ Delegates of Trade Associations
- ✓ Diplomatic Community
- ✓ Farmers
- ✓ Feed Millers
- ✓ Government Officials
- ✓ Investors & business owners
- ✓ Professional Associations
- ✓ Leaders of non-profit organizations
- ✓ Media
- ✓ Operators in the Hospitality Business
- ✓ Policy Makers
- ✓ Processors
- ✓ Veterinarians



MARKETING CAMPAIGN:

- » **Local and Regional Print Media**  (Advertisement and Editorials in the leading Newspaper and Magazines)
- » **Electric Media Advertisement**  (Prime time Radio and TV commercials and sponsorships)
- » **Outdoor Campaign**  (Wall Branding, Billboard, Street Banner, Signage's and Poster)
- » **Digital Marketing**  (Website, SEO, SEM, Email Campaign, Content Marketing, Video Marketing, Advertisements on Trade Portals, etc...)
- » **Social Media Promotion**  (Facebook, Instagram, Twitter, LinkedIn, telegram Channel, etc...)
- » **Tele Marketing**  (SMS and Call Center Invitation)
- » **Public Relations and Communication**  (Press releases, Press Conference and News releases)
- » **VIP Campaign**  (Door to door invitation to key industry players and decision makers)
- » **Promotion on International and Regional Show Visits** 

VENUE

Ethiopian Skylight Hotel, owned by Ethiopian Airlines, is the most luxurious and the largest hotel in Ethiopia located at the heart of Africa's diplomatic hub Addis Ababa, just five minutes away from Bole International Airport. With outstanding, international-standard service, the luxurious hotel awaits you for your leisure and business needs.

A total of 373 stunning rooms with relaxing and superb designs are suitable for both corporate and leisure travelers. Enjoy spectacular city and/or airport view in all of our rooms. Comprising 3 luxurious restaurants – Ethiopian Ta'em Cultural Restaurant, TaiChi the biggest Chinese Restaurant in East Africa and All-Day

Dining Restaurant heighten your hotel experience. The Lobby Lounge and the Front Lobby are spacious enough for social and business meetings.

The Grand Ballroom which can accommodate 2000 for sitting setup and 4000 for cocktail setup at a time, it can also be divided into 5 individual halls along with spacious foyer area (can accommodate 500-800 guests) is Ideal for big conference, big corporate events and lavish weddings, our venues provide impeccable and world-class service. 3 Day-light meeting rooms and 2 VIP private holding rooms are fit for your corporate meeting demands.



ORGANIZER

Prana Events – Creating Platforms

Prana Events is full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia mainly focusing on trade-fair and corporate events.

The company is established to support the trade fair and event sector in Ethiopia with Knowledge, technology, and solutions. Under the strong leadership of the founder and Managing Director - Mr. Nebeyu Lemma, who has over a decade of expertise in managing trade fairs and conferences, the company is staffed with young, hardworking and creative professionals that have high value and talent for their appointed position.

As Ethiopia is on the lead as the fastest-growing economy in the world, Prana Events is committed to being at the forefront in the area of trade- fair, Prana Events is full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia mainly focusing on trade-fair and corporate events.



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