



Organizer

 Co-organizer for Ethiopex


OCT 30 - NOV 01 | 2025
 Millennium Hall

POST SHOW REPORT



ORGANIZERS' MESSAGE

We are proud to look back on the remarkable success of The Leading East Africa Livestock Exhibition and Congress which brought together the 14th Ethio Poultry Expo (ETHIOPEX), the 10th Africa Livestock Exhibition and Congress (ALEC), the 5th Apiculture and Aquaculture Ethiopia, and the 2nd Bioenergy Ethiopia.

These flagship events once again served as powerful platforms that united key players across Ethiopia, East Africa, and beyond to advance the livestock and animal production industries.

At Prana Events, our mission remains to create impactful platforms that drive sustainable growth and sector transformation. Over the three days, it's been facilitated meaningful exchanges that strengthened market access, encouraged innovation, and promoted investment and technology adoption.

This year, we proudly welcomed 115 exhibitors from 14 countries, including the Netherlands Pavilion for the fourth consecutive time a testament to our growing international partnerships. Together, we continue to work toward unlocking the full potential of Ethiopia's animal husbandry sector.

We extend our heartfelt gratitude to our valued partners the Ethiopian Ministry of Agriculture, Ethiopian Livestock Development Institute, Embassy of the Netherlands, We are especially pleased to welcome the Embassy of Brazil, DRIVE Project for their first-time participation and we sincerely appreciate SNV for being our Diamond Sponsor. Their collaboration underscores our shared vision for a more connected, competitive, and sustainable livestock sector in Ethiopia and the region.

Thank you to all who contributed to the success of The Leading East Africa Livestock Exhibition and Congress. We look forward to continuing this journey of partnership and progress in the years ahead.

SHOW SUMMARY



Exhibitors
115



Countries
14



Visitors
4000



Parallel Sessions
9



Delegates
550



Speakers
32

SPECIAL THANKS

DIAMOND SPONSOR



SUPPORTED BY



INSTITUTIONAL PARTNERS



MEMBER OF

MEDIA PARTNERS



OFFICIAL AIRLINE



REGISTRATION PARTNER



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OPENING CEREMONY



H.E. Dr. Alemayehu Mekonnin
Advisor to the State Minister
Ministry of Agriculture



H.E. Amb. Christine Pirene
Ambassador
Embassy of the Kingdom of the
Netherlands



H.E. Mrs. Julie Graham
Country Director
SNV Ethiopia



Ms. Angela Pimenta Peres
Director of Trade Promotion
Embassy of Brazil



Mr. Nebeyu Lemma
Managing Director
Prana Events



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



Mr. Mulugeta Yimer
General Manager
Dairy Association of Ethiopia



Dr. Yilkal Kebede
Conference Team Lead

OPENING CEREMONY SPEECHES



H.E. Dr. Alemayehu Mekonnen

Advisor to the State Minister
Ministry of Agriculture

These gatherings are premier continental platforms advancing the livestock and allied sectors for Ethiopia and Africa, connecting farmers, researchers, investors, and policymakers. The Ministry of Agriculture, through its Livestock and Fisheries Development sector, supports this event for its role in strengthening value chains, promoting technology, and expanding trade and investment. The platforms complement the Yelemat Turufat initiative by driving collaboration, better animal health, sustainable resource use, and contributions to food security and rural transformation. The inclusion of aquaculture and apiculture reflects Ethiopia's focus on diversification, nutrition, and youth-led enterprise, linking global expertise with local solutions.

ALEC is the platform where business, policymakers, researchers, and development partners come together to make the sector stronger. Last year, I witnessed the energy and commitment of all those active in the sector, inspiring our work and partnerships. For the fourth consecutive year, the Netherlands Pavilion is here with over 15 Dutch companies offering practical solutions in dairy, poultry feed, farm equipment, storage, cooling technology, and more. We believe private sector engagement is key, complemented by our development cooperation program that strengthens the environment and capacity so companies can thrive and create impact.



H.E. Amb. Christine Pirene

Ambassador
Embassy of the Kingdom of the
Netherlands

OPENING CEREMONY SPEECHES



H.E. Mrs. Julie Graham

Country Director
SNV Ethiopia

It is my pleasure to welcome you to ALEC 2025, a catalyst for investment, innovation, and partnership in Ethiopia's future livestock. Ethiopia's large livestock population is a powerful national resource for rural livelihood, economic activity, and food and nutritional security. Our participation at SNV, especially through the technical session, shows our commitment to addressing bottlenecks in the dairy value chain with practical solutions and collaboration. Over the coming three days, with the Embassy of the Kingdom of the Netherlands and other stakeholders, let us move towards firm commitments that lead to tangible and scalable results.

Brazil is a global reference in integrated, efficient, and sustainable livestock production, built through decades of investment in research, genetics, nutrition and health. Our tropical technology, developed by research institutions, universities, and private companies, has created competitive systems adapted to diverse climates and markets. This expertise allows us to export not only meat and agricultural products but also knowledge, innovation, and complete technical solutions. We see great opportunities for partnership with Ethiopia and others to turn dialogue into projects and results that strengthen livestock production, rural development, and prosperity in both our countries.



Ms. Angela Pimenta Peres

Director of Trade Promotion
Embassy of Brazil

OPENING CEREMONY SPEECHES



Mr. Nebeyu Lemma
Managing Director
Prana Events

Welcome to the 14th ETHIOPEX, the 10th ALEC, and the Apiculture and Aquaculture Ethiopia events, united under the vision of adding value to African animal husbandry. We thank the distinguished leaders, ambassadors, partners, and sponsors whose support strengthens Ethiopia's livestock sector. Since our partnership began in 2007, these platforms have grown to host over 100 exhibitors from 14 countries, supported by strong institutions and international pavilions. As we continue expanding regionally, including the Uganda Livestock Show, we invite all participants to explore innovations, build partnerships, and contribute to the growth and collaboration shaping the future of animal husbandry in Ethiopia and East Africa.

Welcome to the 14th Ethio Poultry Expo, the 10th African Livestock Exhibition and Congress, and partner events. These platforms represent a unified effort to drive the transformation of Ethiopia's livestock and allied sectors. This year's theme reflects our determination to harness innovation, partnership, and market access for a productive, inclusive, and resilient industry. At Expo Team, we take great pride in being part of Ethiopia's growth journey. Our mission has always been to create platforms that connect local potential with global opportunity. Let us work together to turn discussions and exhibitions into success stories for sustainable food systems, improved livelihoods, and inclusive growth.



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

OPENING CEREMONY SPEECHES



Mr. Mulugeta Yimer

General Manager

Dairy Association of Ethiopia

It is a great honour to speak at ALEC 2025, celebrating African progress and innovation in livestock development. I am proud to introduce the Dairy Association of Ethiopia, uniting farmers, processors, cooperatives, researchers, and service providers under one national platform. Its purpose is to strengthen coordination, advocacy, productivity, and market competitiveness while promoting safe and nutritious dairy consumption. On behalf of the founding members, I invite you to join us in making Ethiopia's dairy sector vibrant, innovative, and sustainably strong.

Distinguished delegates and partners, we confront the principal bottleneck in our sector: the systemic fragility of feed and fodder production. Ethiopia sustains Africa's largest ruminant inventory, yet commercial feed production, forage seed multiplication, and rising prices suppress competitiveness. Today's presentations, plenary, and panel discussion provide a forum to dissect challenges and move towards operational solutions. Our collective mandate is to lay a foundation for production enhancement, policy reform, and public-private partnerships to transform the feed industry.



Dr. Yilkal Kebede

Conference Team Lead

EXHIBITORS BY COUNTRY



Brazil

China

Czech Republic

Egypt

Ethiopia

France

Germany

India

Italy

Kenya

Netherlands

Tanzania

Turkey

EXHIBITORS' SATISFACTIONS



Exhibitors Satisfied With The Quality Of Visitors

95%



Exhibitors Satisfied With Service From The Organizers

90%



Exhibitors Satisfied With On-site Setup & Assistance

89%



Exhibitors Satisfied With Floor Plan Layout

93.7%



Exhibitors Satisfied With The Chance of Business After The Fair

88.4%

Top Reasons for Participation



Quality of Visitors



Business Opportunities



Networking Opportunities

EXHIBITORS' FEEDBACK



Mr. Thomas Mayer
Trade Foundation

We had the opportunity to meet both local and international companies, which have already led to valuable new leads. The people who visited our booth were the right audience genuinely interested in our business and we are very pleased with that. In addition, some major challenges faced by Dutch companies, such as foreign exchange issues, were addressed during the conference. The session focused on access to finance with the National Bank of Ethiopia, and it was a very helpful and insightful experience. Overall, it was a wonderful experience, and we plan to return next year.



This is our sixth time participating in this event. We keep coming back because it truly supports us by providing a platform to introduce our products and create business leads in the international market. This year, we expanded our participation and brought emerging young honey producers to the exhibition. They are very happy with the results and the exposure they received, especially with international clients such as those from China.



Ms. Fetya Ahemed
International Centre of Insect
Physiology and Ecology
(ICIPE)



EXHIBITORS' FEEDBACK



Mr. Sagar Zhang
BIG Herdsman

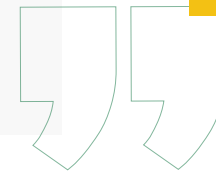
This marks our third consecutive year participating in this exhibition, and we continue to attend because it offers a unique platform to engage with clients and stakeholders from across Ethiopia. The exhibition is exceptionally well organized, and the organizers demonstrate commendable dedication at every stage of the event. We firmly believe that this exhibition plays a significant role in fostering the growth and development of the Ethiopian poultry market.



As an animal feed and premix producer, this event provides an excellent platform to connect with farmers, feed millers, and others engaged in similar industries. As a supplier, I find it very interesting because, coming from a different country, we use this platform as an opportunity to assess the market. So far, the visitors have shown a strong interest in the products we are working on, and we would like to thank the event organizers for creating such an opportunity.



Ms. Julia Muraguri
Addis Premix/Kenya



EXHIBITORS' FEEDBACK



Mr. Marco Streng
Bridge + SNV

This exhibition provides us with a valuable opportunity to present the diverse range of projects we are undertaking in Ethiopia to the wider public. We hope that both aspiring and established farmers will use this platform to exchange ideas, share knowledge, explore innovative technologies, and forge meaningful connections. Furthermore, we introduced insightful and practical concepts during our conference session. This exhibition is more than a showcase-it serves as a dynamic forum where significant ideas are shared, and constructive discussions take place.



This is beyond what I expected. This is my second time attending this exhibition, and I have had the chance to meet people from different parts of Ethiopia from Mekelle, Bahir Dar, and Arba Minch—who came specifically to explore the aquaculture section of the event. I also had the opportunity to speak with government officials, and I even received offers to integrate fish farming with poultry and dairy businesses. This exhibition is truly a place of growth and learning. My sincere thanks to the organizers.



Mr. Eyasu Kebede
Alpha & Omega Fishery



EXHIBITORS' FEEDBACK



MR. Andrew
BIG Dutchman International

Ethiopia as a great country and attending the event was a valuable decision. The exhibition provided strong opportunities to exchange ideas, meet potential customers, and explore business prospects in a market of over 100 million people. The company already have some ongoing projects in Ethiopia and this event is a new chapter for expanding the presence. experience was productive, meaningful, and worth the investment, we are planning to return for future editions.

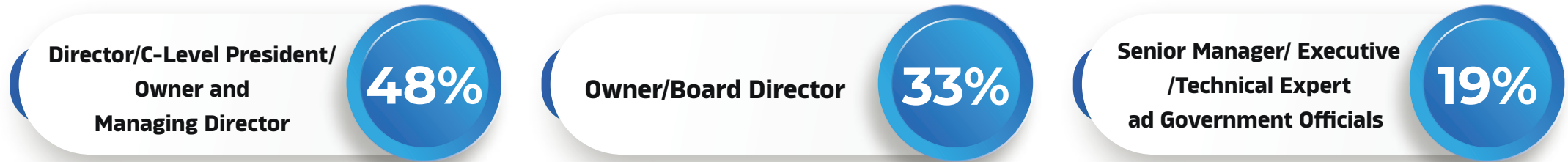
We first encountered Prana as visitors, where we had the chance to experience different events. Since last year, we have become exhibitors ourselves. Because of that, we are proud to be witnesses to how this event grows every year in so many ways. This platform has helped us introduce our business to the public, and it has given us the opportunity to build valuable business connections with both local and international companies. Overall, we are satisfied with the results we have gained from the exhibition, and we will proudly continue to return.



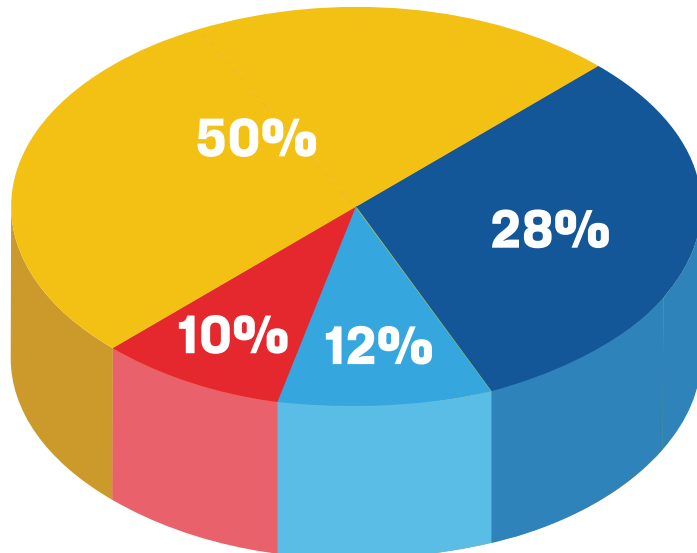
Mr. Micheal Mesgena
Yelak Alemu Veterinary
Drug Importer

VISITORS OVERVIEW

Visitor By Job Function



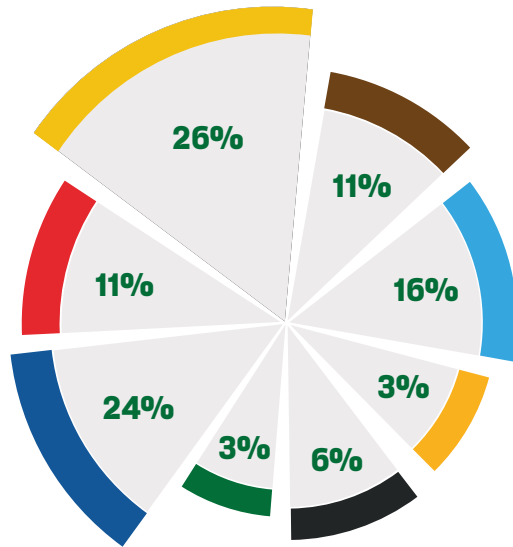
Visitor Plan To Invest In The Next 12 Month



- Less than USD 50,000 (~ETB 2,500,000) = 50%
- Between USD 50,000 (~ETB 2,500,000) and USD 100,000 (~ETB 5,000,000) = 28%
- Between USD 100,000 (~ETB 5,000,000) and USD 200,000 (~ETB 10,000,000) = 12%
- Greater than USD 200,000 (~ETB 10,000,000) = 10%

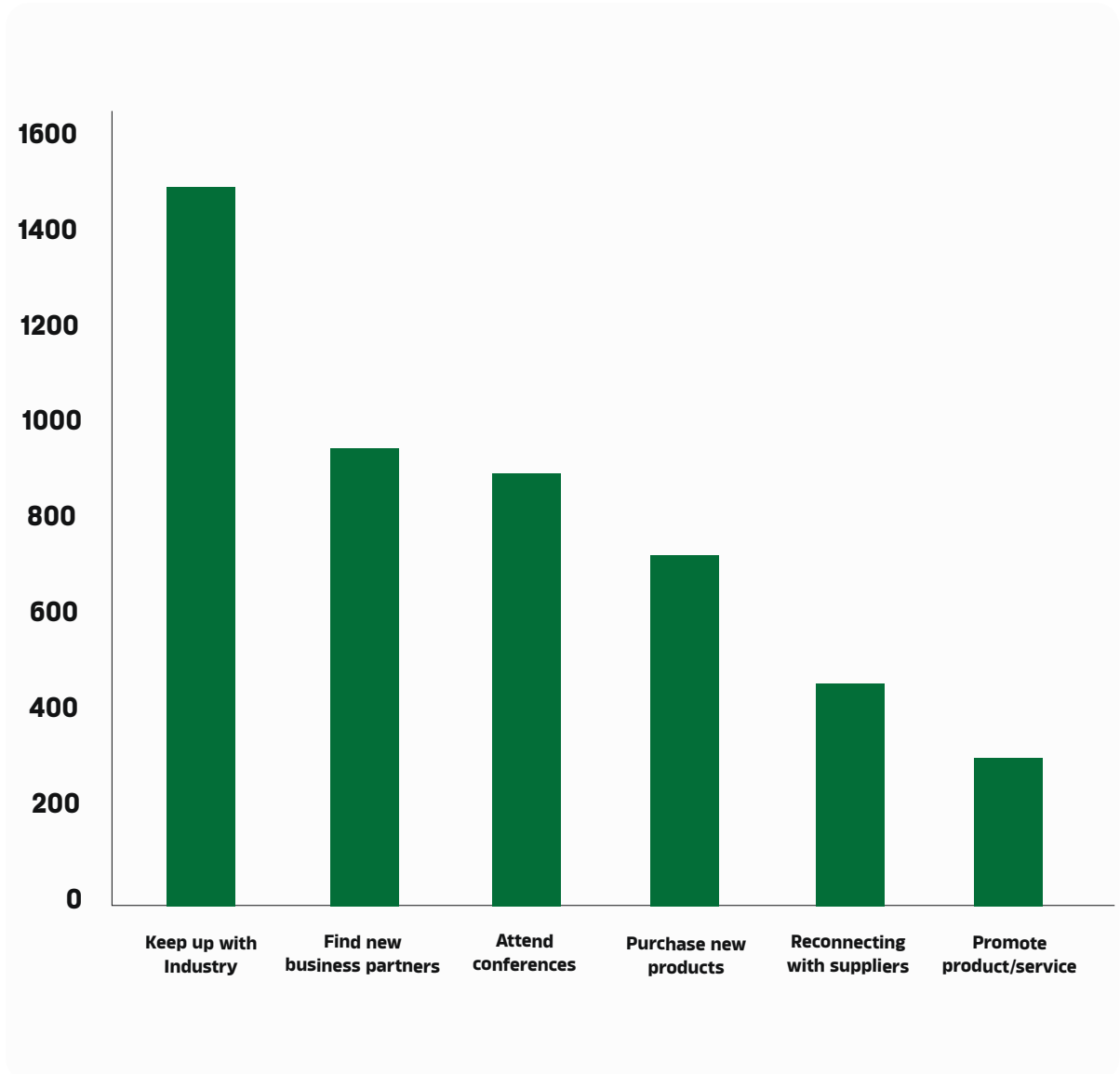
VISITORS OVERVIEW

Top Industry Represented



- Animal Feed
- Poultry
- Apiculture
- Dairy
- Animal Health
- Meat
- Aquaculture
- Bio Energy

Reasons for Attending



MARKETING & PROMOTION

Radio Campaign



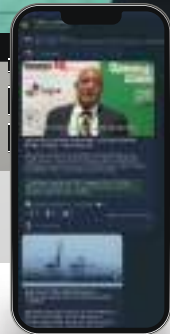
Newsletter



TV Campaign



SOCIAL MEDIA COVERAGE



EVENT RECAP



EVENT RECAP



SEE YOU NEXT YEAR

OCTOBER 29-31, 2026 | ጥቅምት 19-21, 2019

ADDIS INTERNATIONAL CONVENTION CENTER