



# POST SHOW REPORT



**OCT 31 - NOV 2 2024**  
Millennium Hall



# ORGANIZER'S MESSAGE



We are excited to reflect on the success of the 13<sup>th</sup> Ethio Poultry Expo (ETHIOPEX), the 9<sup>th</sup> Africa Livestock Exhibition and Congress (ALEC), and the 4<sup>th</sup> Apiculture and Aquaculture Ethiopia. These flagship events successfully united key stakeholders in animal husbandry from Ethiopia, East Africa, and beyond.

At Prana Events, our mission is to create impactful platforms that foster sustainable economic growth. Within the three days, we have facilitated exchanges that enhance market access, promote knowledge sharing, and encourage investment and technology adoption.

This year, we welcomed over 90 exhibitors from 14 countries, featuring the Netherlands Pavilion for the third consecutive time. We stand united in our commitment to realizing the vast potential of Ethiopia's animal husbandry sector.

The success of these events was made possible by the invaluable support of our partners, including the Ethiopian Ministry of Agriculture, the Ethiopian Livestock Development Institute, the Embassy of the Netherlands, SNV Ethiopia and many others. Their contributions highlight our shared commitment to enhancing Ethiopia's role in the regional marketplace. Thank you to all who participated, and we look forward to future collaborations.





SHOW  
**SUMMARY**



SPECIAL  
THANKS



Institutional Partners



Member of



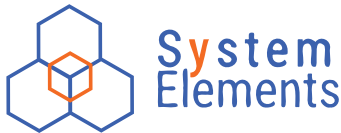
Media Partners



Official Hotel Partners



Registration Partner



Official Airline Partner



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www.expoteam.info





The Region's Leading  
**Animal Husbandry**  
International Trade Show

OCT 31 - NOV 2 2024 ጥቅምት 21-23 2017  
Millennium ሰዓሊንዮም አደራሽ



# OPENING CEREMONY DIGNITARIES



**H.E. Dr. Fikru Regassa**  
State Minister, Livestock and  
Fisheries Development  
Ministry of Agriculture



**Dr. Asrat Tera**  
Director General  
Livestock Development Institute



**H.E.Amb. Christine Pirenne**  
Ambassador  
Embassy of the Kingdom of the Netherlands



**Mrs. Julie Graham**  
Country Director  
SNV Ethiopia



**Mr. Nebeyu Lemma**  
Managing Director  
Prana Events.



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





Opening ceremony

## SPEECHS



### H.E. Dr. Fikru Regassa

State Minister – Ministry of Agriculture

“Animal husbandry is pivotal to Ethiopia’s economy. With Africa’s largest livestock population, enhancing productivity in dairy, poultry, aquaculture, and honey is essential to meet our country’s food demands. This year’s theme, ‘Livestock: Now and the Future; Current Opportunities, Challenges, and the Way Forward,’ aligns with our ‘Yelemat Tirufat’ program goals, which aim to double milk and honey production, triple egg and poultry meat output, and expand sustainable aquaculture for Ethiopia’s agricultural future.”



### Dr. Asrat Tera

Director General, Livestock Development Institute

“Welcome to the Ethio Poultry Expo and African Livestock Exhibition and Congress. This event is organized at the right time and place because we are gathered here in one of Africa's fastest-growing economies, which proudly ranks among the continent's top five economies. The event connects professionals in animal husbandry and livestock development, focusing on critical areas such as Production systems, genetics, feeds and feeding systems, health Services, and marketing Systems: Together, we will highlight the multi-faceted benefits of livestock production and the essential contribution of animal-source foods across our countries.”



### H.E. Amb. Christine Pirenne

Ambassador – Netherlands Embassy

“At today’s opening of the 9th African Livestock Exhibition & Congress (ALEC-2024), I had the honor of emphasizing the Netherlands' commitment to supporting Ethiopia’s dairy and poultry sectors—key areas for economic growth, food security, and livelihood enhancement. Through initiatives like SNV's BRIDGE+ Dairy Program and the RAISE-FS poultry project by Wageningen Research, we’re driving sustainable development with our Ethiopian partners. This year, ALEC hosts over 15 Dutch companies, showcasing innovations from genetic breeding to dairy processing technology, underscoring the Netherlands' role in supporting Ethiopia's growing livestock sector.”



### Mrs. Julie Graham

Country Director, SNV Ethiopia

“This event offers a valuable opportunity for experience sharing and collaboration. I encourage you all to engage fully, exchange insights, and explore partnerships that will further our shared goals in advancing sustainable practices and empowering communities across Ethiopia.”



## Opening ceremony **SPEECHS**



### **Mr. Nebeyu Lemma**

Managing Director – Prana Events.

"With over 100 exhibitors from 14 countries, including the Netherlands Pavilion, we are united in realizing Ethiopia's potential in animal husbandry. Exhibitors from China, the Czech Republic, Ethiopia, France, Germany, India, Kenya, Jordan, the Netherlands, Scotland, Togo, Turkey, Uganda, and the USA. Special thanks to our partners, including the Ethiopian Ministry of Agriculture, Ethiopian Livestock Development Institute, SNV Ethiopia, and the Netherlands Embassy, whose support makes this event possible."



### **Mr. Osama Moustafa**

President & CEO – Expo team for Services Co. Ltd

"At the Expo Team, we believe that partnerships are the foundation of progress. Our role as organizers of ETHIOPEX reflects our commitment to supporting Ethiopia's poultry sector by providing a platform where local and international stakeholders can connect, exchange ideas, and build lasting trade relationships. With our background in organizing expos across East, Central, and North Africa, we have seen the power of collaboration in building resilient industries, and we are thrilled to bring that experience to ETHIOPEX"

## Opening Doors to Growth for Poultry, Livestock, Aquaculture, Apiculture, and Bioenergy Sector

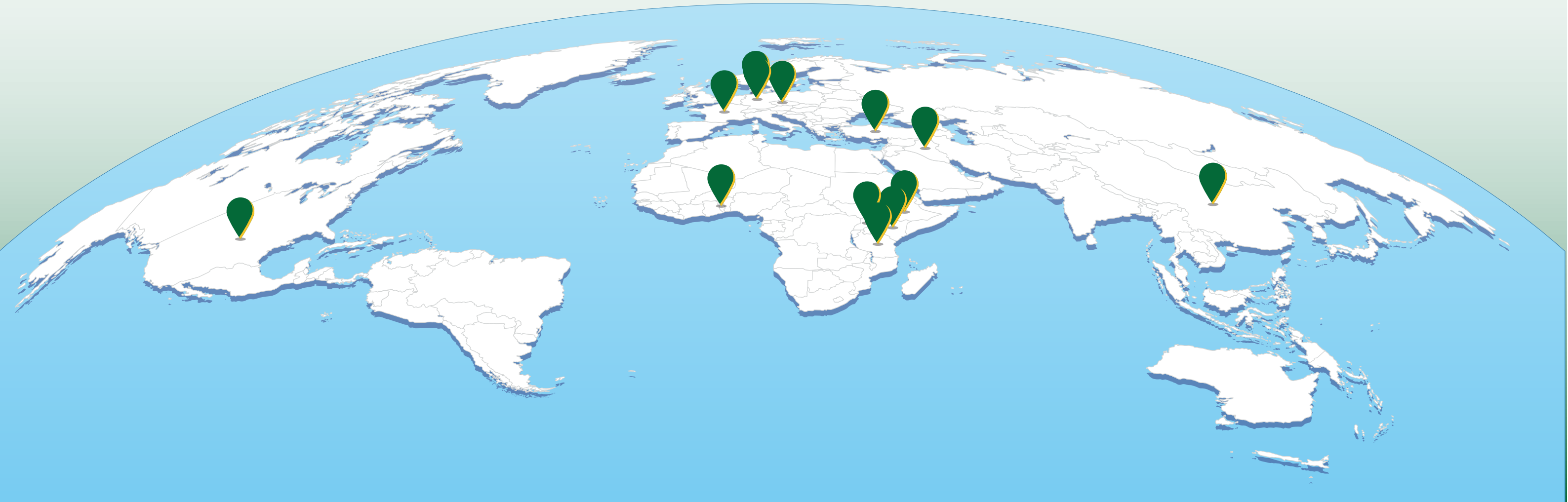
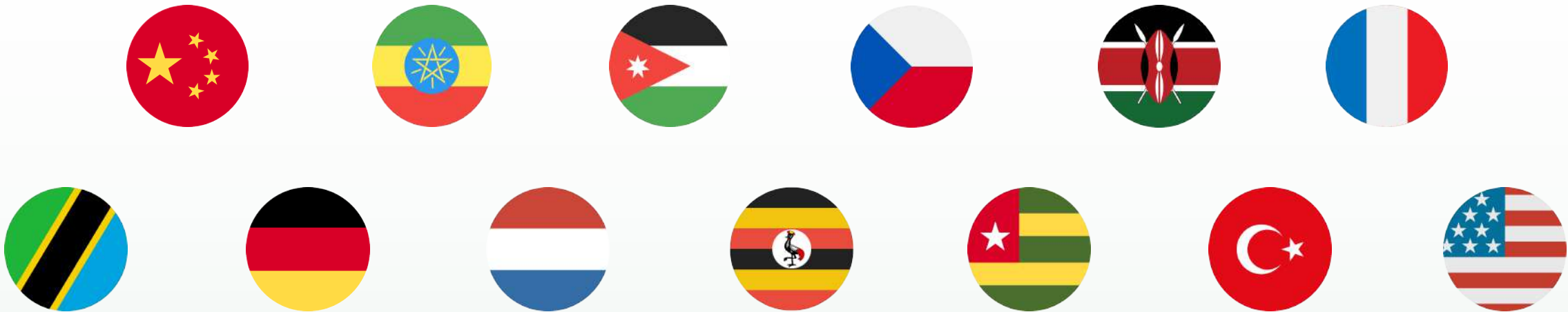
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EXHIBITORS  
OVERVIEW





# EXHIBITORS SATISFACTION



## TOP REASONS FOR PARTICIPATION



Quality of Visitors



Networking Opportunities



Business Opportunities



Exhibitors Satisfied  
With The  
Quality Of Visitors

90%



Exhibitors Satisfied  
With Service From  
The Organizers

87%



Exhibitors Satisfied  
With On-site Setup  
& Assistance

85.3%



Exhibitors Satisfied  
With Floor  
Plan Layout

84.5%



Exhibitors Satisfied  
With The Chance of  
Business After The Fair

81%



## Exhibitors' FEEDBACK



**Dr. Henok Tadesse**  
Puremix Trading

We have been participating with Prana since its inception, for nearly 8 or 9 years, and it has been an incredible experience. The expo has provided us with opportunities to collaborate with various international organizations, which has been highly rewarding. The biggest benefit we gain from this platform is networking. This is undoubtedly a great opportunity for us, and while we are willing to invest in our participation, the value it brings is significant. We remain committed and always ensure we register early to secure our place at this important event.



**Eskinder Yoseph**  
Anan Agro industry

Previously, I attended the expo to gain experience and connect with international institutions. This year, I participated with my own product, using the platform to promote it effectively. The audience here is selective, and we have found significant interest in our offers. Through this experience, we conducted a survey to understand various customer needs, met many people, and gained valuable insights into multiple sectors. I firmly believe events like this should continue, as they play a crucial role in showcasing global advancements in the agriculture sector and promoting them effectively. In the future, we plan to participate with additional products to further expand our reach.



**Eyasu Kebede**  
Alpha Omega

My company is Alpha Omega, a company in fish farming. This is my first time participating, and I wish we could do it every month. Next year, I'll be part of it, there's no doubt about it. Next time not only me, but a few of my farmers they would be here too. This is because it's extremely interesting and beyond my imagination, and as a person, I would want to thank the organizers. I'm very, very satisfied, and it became like a platform. I met so many people beyond my imagination. I came here to create awareness, but instead, I came to share the whole idea and the whole concept. The biggest takeaway for me is learning directly from people who live the reality, not just numbers or data but real experiences. These conversations have been invaluable, and I wish we had more time to engage.



**Haymanot Bekure**  
Luna Export Slaughter House plc

This is our second time attending the expo this year. During our previous participation, we established numerous valuable marketing connections. This time as well, we had the opportunity to interact with a significant number of visitors, including business professionals and government representatives supporting our sector. Their visits and encouragement enabled us to strengthen existing ties and create new market connections. We are committed to continuing our participation in this expo, as it provides immense benefits not only to individuals and companies but also to the country.



# Exhibitors' FEEDBACK

**Viola Holi**  
Luhuman bird

We are every year in the expo. This year we are sharing the stand with our sister company and the expo is getting better and better after. It's really nice to be here. I would say we have very good contact with this exhibitions. we talk to a lot of farmers and for me it is very important not to sale but to get technical advices and we could solve a lot of problems by farmers coming, showing me pictures. And it was a very well organized very nice event, so we are coming back.



**Zahandong Zhang**  
Big Herdsman

We are the biggest machinery company for poultry equipment and we now here Ethiopia to help our clients. This is our second time, and I really love the people the market here going to be big. The people are very nice, very good, we really loved this country. Actually, this exhibition Is a big exhibition in Adiss Ababa and it will be grow bigger than before in the following years and that is why we keep attending this exhibition for this year and we believe we will have very good result after this exhibition. We are satisfied by the event, so we are looking for 3rd time. And thanks to this exhibition we really have already a good result.



**Ziad Msharbash**  
Alestesharia Nutrition

It is our first expo our first time in Ethiopia in generally the experience is very lovely to be honest. There is a lot of variety all the exhibitors and the people are coming to visit. all the people are very friendly and very helpful. We gain the knowledge about Ethiopian market and what the Ethiopian people need and what they do. We didn't face any challenges, in fact the people who organized the event were very helpful and even before the event started they kept contacting with us every day for small detail and everything better than we expect so it was very good very nice. 100% coming back next year hopefully it will be better than this year as well even though this year was very good.

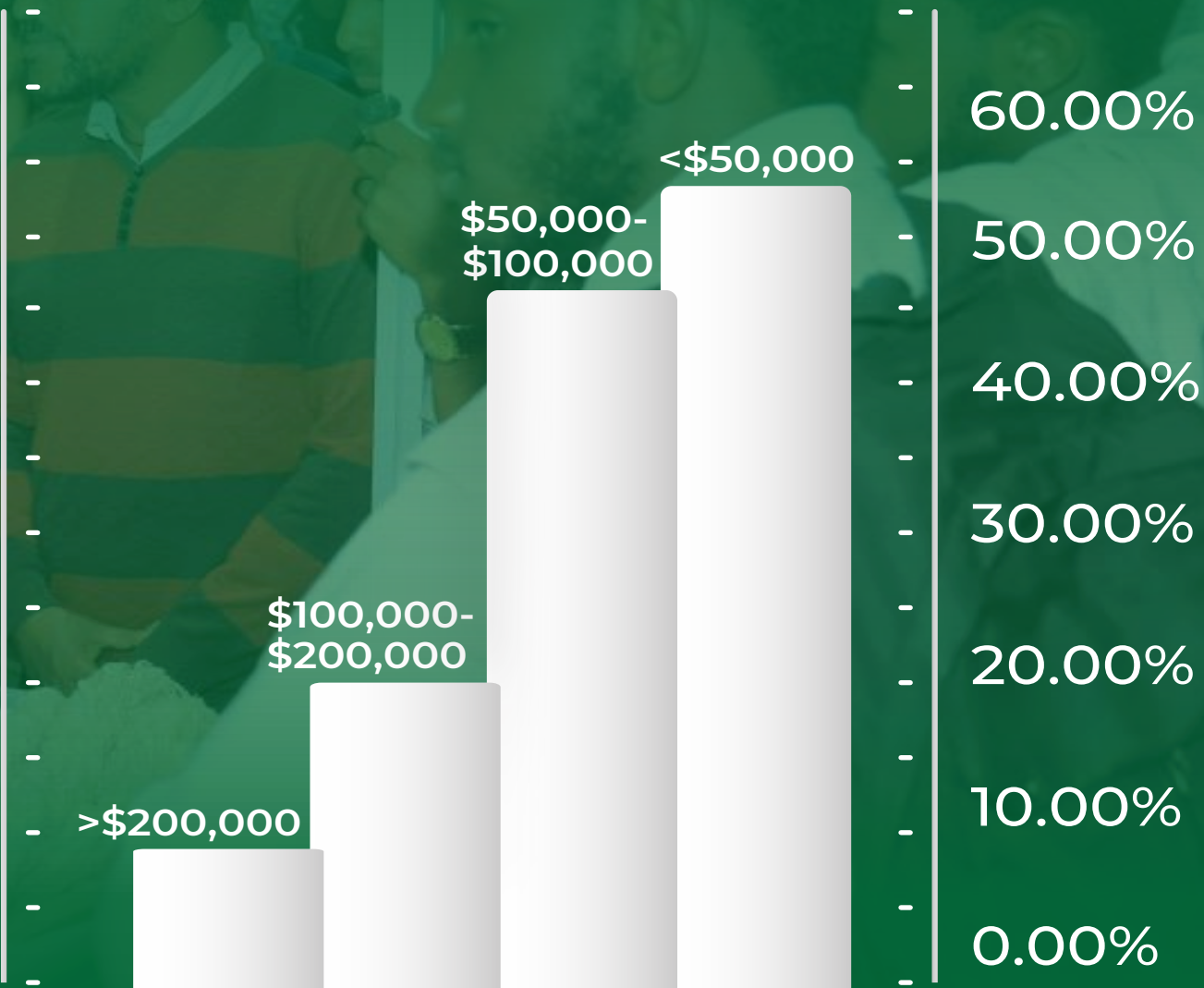


# VISITOR BY JOB FUNCTION



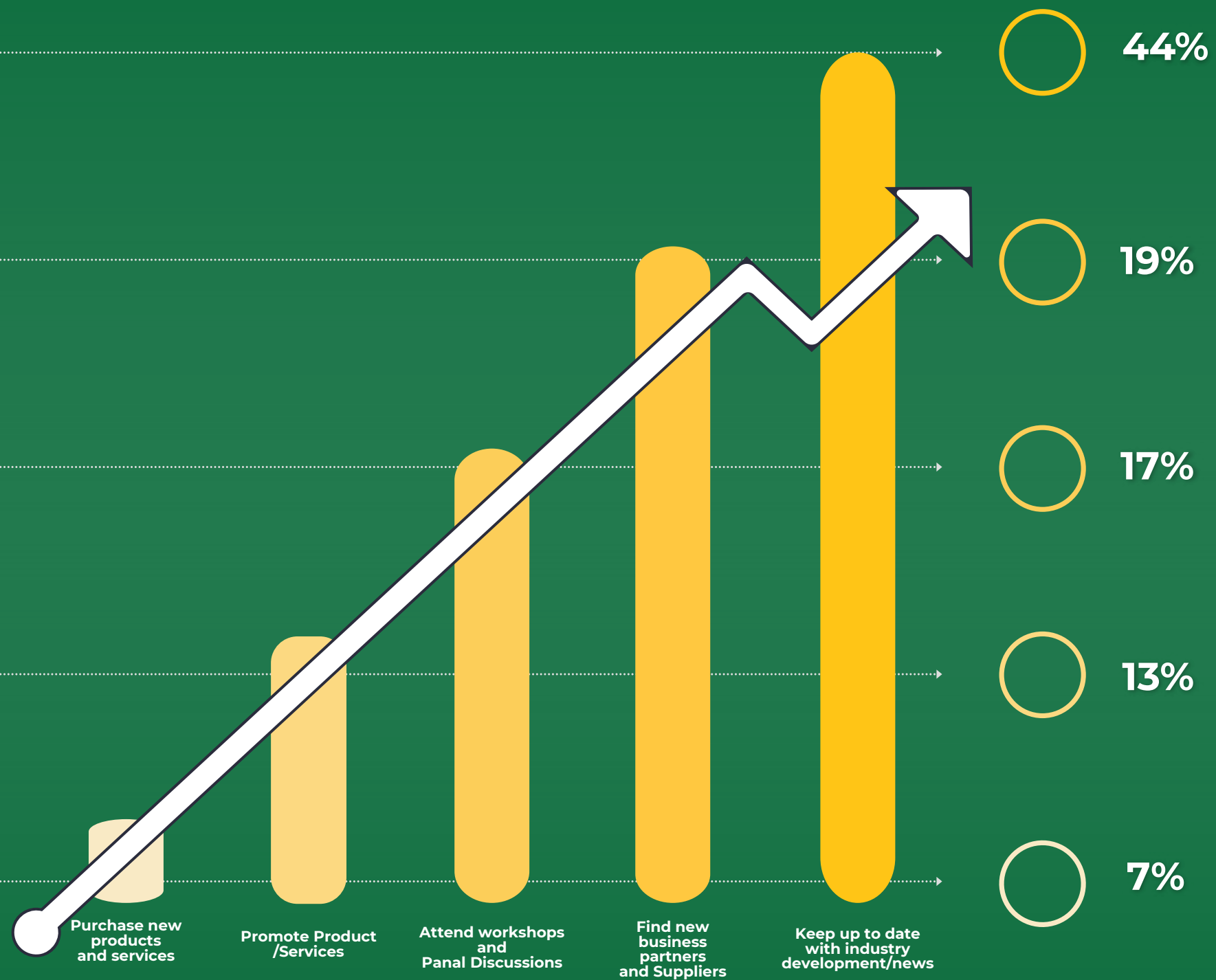
# VISITORS PLAN

To invest in the next 12 months

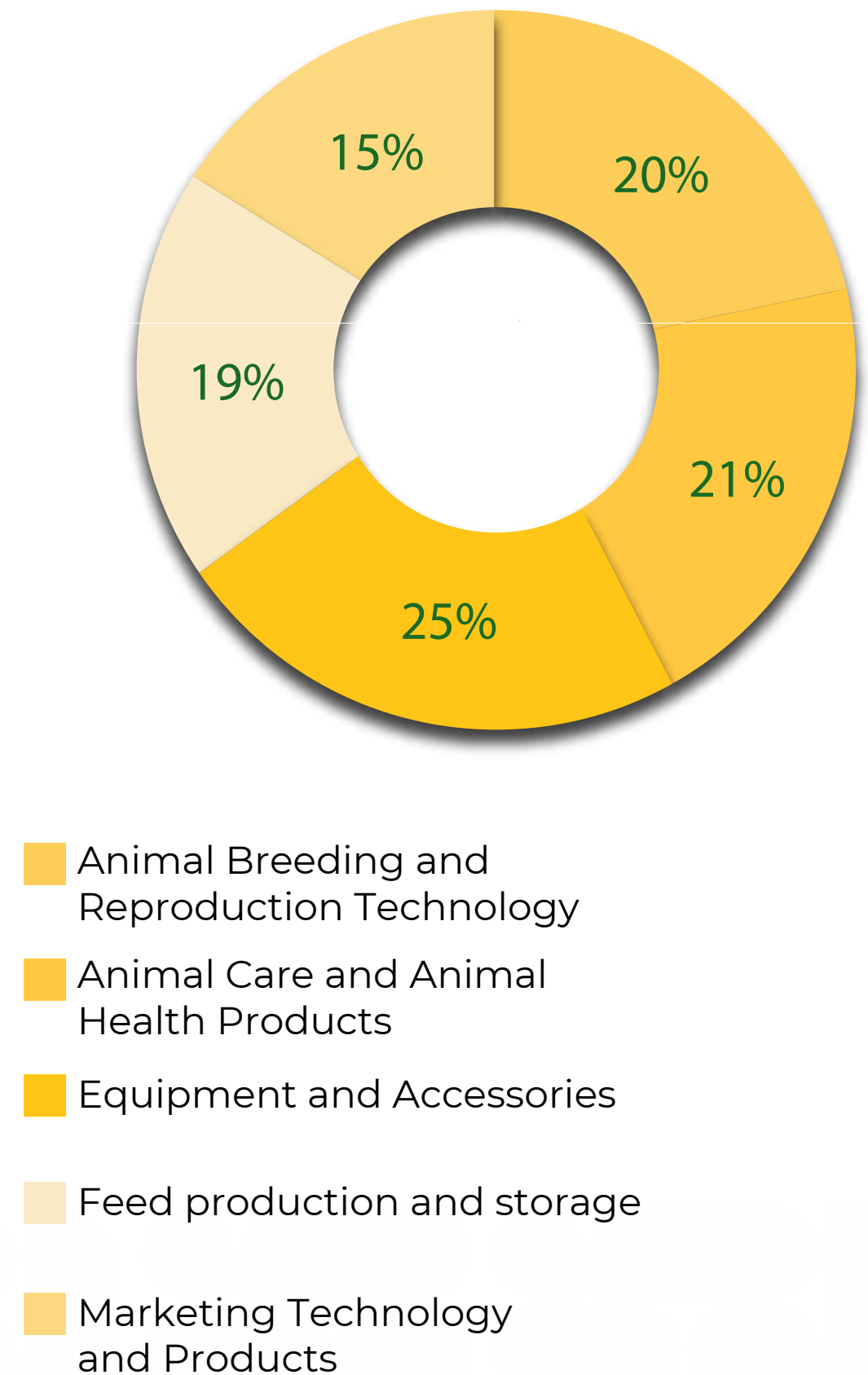




# REASONS FOR ATTENDING



## TOP Industry Represented





EVENT  
RECAP





EVENT  
**RECAP**







Fortune



MARKETING & PROMOTION





# DIGITAL MEDIA COVERAGE



## SOCIAL MEDIA



114,582  
Engagement

48,362  
Page Like



13.32 %  
Engagement







SEE YOU  
**NEXT YEAR**

30 OCT - 01 NOV

**2025**

