The 3rd edition of Poultry Africa 2022 ready to kick-off on October 5 & 6 at Kigali Convention Centre (KCC), Rwanda, organizers have announced saying that registration is now open.

Poultry Africa is a biennial B2B international trade show that started in 2017 and is now in its 3rd edition bringing the Feed to Food concept to the poultry industries in Sub-Saharan Africa.

“After a halt caused by the pandemic, the industry is looking forward to meeting again in person and doing business face-to-face. The excitement can clearly be seen in the exhibition space booking that has already been sold out to the capacity of 60% by May 2022,” said Ms. Nienke van Soest, Poultry Africa Assistant Project Manager.

Some of the exhibitors you will meet at the show are: Agrotech, AgroMex / Champrix, Aviagen, CEVA, Evonik Africa, Hendrix Genetics, Jacobs Global, Marel Poultry, Peruvian Pharmaceutical, Trouw Nutrition Middle East & Africa, Vencomatic Group.

During the Press Conference, Mr Peter-Bart Lichtenbeld, Sales Director at Vencomatic shone a light on why should international companies jointly enter the Sub-Saharan market and how European suppliers can tackle local challenges together. He emphasized on how being one of the first key players of the livestock markets in the Sub-Saharan Africa will serve as a great advantage over competition. The final goal is to bring knowledge and sustainability to the region and grow together with the local farmers.

Following in the footsteps of the last edition, this year as well the show will be opened with the Leadership Conference taking place a day before the exhibition, on October 4, 2022 at the KCC – giving Poultry Africa just the right start.

The fast-growing market of Africa will represent 15% of the global poultry market growth and 12% of the global egg market growth until 2027.

The sectors that will be highlighted during the show are: breeding and hatching, animal health, feed milling, feed ingredients and additives, farming and animal housing, slaughtering and processing, egg handling.

Mr Zhenja Antochin, Senior Project Manager at VNU Europe explains, “Poultry Africa

2022 will see a new addition to the usual poultry focus of the event – Horticulture. By providing high-quality content on this topic via dedicated conferences and seminars, we offer our attendees the tools to address the current challenges and solutions in the horticulture business in Africa.” A detailed lineup of these content-driven sessions will be made available in the coming weeks on the official show website.

Poultry Africa will also focus on increasing local production thereby decreasing dependency on imports. Bio-security, automation, farm management and cold chain solutions are the other reoccurring themes that will be showcased during the show.