



ALEC

African Livestock Exhibition & Congress

28 - 30 OCTOBER, 2021

Addis Ababa, Ethiopia

www.africanlivestock.net

THE LEADING ANIMAL HUSBANDRY SHOW WHERE
LIVESTOCK PROFESSIONALS COME TO DO BUSINESS



6TH | SESSION

ORGANIZED BY



SUPPORTED BY



ARTNER EVENTS



114

EXHIBITORS

26

COUNTRIES
REPRESENTED

85%

OF THE EXHIBITORS
AGREED WITH HIGH CHANCES
OF BUSINESS AFTER THE FAIR

90%

EXHIBITORS ARE SATISFIED
WITH THE QUALITY
OF VISITORS

94%

OF THE EXHIBITORS ARE
SATISFIED WITH THE
OVERALL EVENT

95%

OF THE EXHIBITORS ARE
INTERESTED IN PARTICIPATING
ON THE NEXT SESSION

2072

UNIQUE VISITORS

86%

OF VISITORS ARE DECISION MAKERS

85%

OF THE VISITORS HAS PLANNED TO
INVEST FROM USD 15,000 - USD
150,000 IN THE NEXT 12 MONTHS

*TOGETHER WITH ETHIOPEX AND AQUACULTURE ETHIOPIA





GUEST OF HONORS GROUP PHOTO



H.E. DR. EYASU ABRAHAM



MR. HAILESELLASIE WERES



MR. IAN CHESTERMAN



MR. NEBEYU LEMMA



MR. OSAMA MUSTAFA

THE TRADE SHOW WAS OFFICIALLY OPENED IN THE PRESENCE OF:

- **H.E. DR. EYASU ABRAHAM**
Rank of State Minister, Adviser to the Minister – Ministry of Agriculture
- **MR. HAILESELLASIE WERES**
Director General – Ethiopian Meat and Dairy Industry Development Institute
- **MR. TADESSE GUTA**
Deputy Director General – Ethiopian Meat and Dairy Industry Development Institute
- **DR. YIRGALEM GEBRE MESKEL**
Livestock and Dairy Program Specialist & Senior Advisor, USAID Ethiopia
- **MR. IAN CHESTERMAN**
Chief of Party, Feed the Future Ethiopia Value Chain Activity
- **MR. GETACHEW HAGOS**
President - Ethiopian Meat Producer Exporter Association
- **MR. GENENE TESFAYE**
President – Ethiopian Poultry Producer and Processors Association
- **MR. NEBEYU LEMMA**
Managing Director. Prana Events
- **MR. OSAMA MUSTAFA**
President & CEO, Expo Team for Services Ltd





The livestock sector is a pillar of the global food system and a contributor to poverty reduction, food security and agricultural development. It contributes 40% of the global value of agricultural output and supports the livelihoods and food and nutrition security of almost 1.3 billion people (World Bank, 2019). The sector has shown an increase in demand in the African continent due to rapid population growth thus paving the way for livestock-based investment opportunities resulting an increase in livestock farming systems, and value chains.

African Livestock is contributing to people's livelihoods through numerous channels: income, food, employment, transport, draft power, manure, savings and insurance,

social status, etc. In addition to these, the continent is utilizing the sector in exporting livestock and its products to enhance the annual income of the continent.

Africa's population is likely to grow by a staggering 1.3 billion people - the most significant growth of any region in the world, including Asia, which currently has about 60 percent of people on the planet. Projections for 2025 are 1.486-billion and the region will more than double in population, from 1.1 billion to 2.4 billion by the year 2050. The urban population growth in Africa is the fastest in the world. Urban inhabitants expected to reach 744 million by the year 2030, raising the share from 14.4 percent in 1950 to reach 47.7 percent by the year 2030.

These increases in numbers show high urban growth rates of above 3% per year, which double the urban population in 24 years, which is 2025. This growing urbanization will further amplify the growth in demand for livestock products.

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.



The trends in the consumption of animal-sourced foods and livestock by-products are key indicators of opportunities for investment. Consumption of meat, milk, and other livestock by-products are increasing opportunities and incentives for investment will be followed, including business opportunities for producers.

African's are expected to be consuming 83 million tons of milk by 2050. Beef and Poultry were Africa's most consumed meat, followed by mutton and pork. By 2050 consumption of both types of meat is estimated to increase to 13.5 million tons and that of poultry 11.8 million tons. In 2050, the egg, pork, and mutton (i.e., sheep and goat meat) markets will be about 6.1, 3.5 and 5.9 million tons, respectively. Consumption of all livestock products anticipated to grow rapidly in the coming decades, with the annual growth rates estimated at 2.2 percent per year in the case of milk to 3.3 percent for poultry and pork.

These conditions seem to be conducive to a livestock revolution. As researches indicate, at the continental level, Africa producers are projected to be unable to satisfy the growing demand for livestock products. Hence, the livestock sector, together with poultry, is the most promising and needs much attention.



ALEC has proved to be 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.

For companies that desire to penetrate this vast livestock populated market and fastest-growing Ethiopian economy, which also has the 2nd largest human population in the continent with more than 109 million inhabitants, this event will be a crucial platform to boost company profile or brand image and generate leads among the influential decision-makers and business owners in the sector.

ECONOMY

- The fastest growing economy in 2019, and among the top 5 fastest growing economies for more than a decade.
- World Bank Projection is 6.3% for 2020
- Ethiopia's economy experienced strong, broad-based growth averaging 9.9% a year from 2007/08 to 2017/18, compared to a regional average of 5.4%. (World Bank)
- Largest economy in East and Central Africa
- Ethiopia aims to achieve middle income status by 2025

POPULATION

112+

Million (World Bank 2020)

2nd

Largest Population in Africa

12th

Largest in the World

2.5%

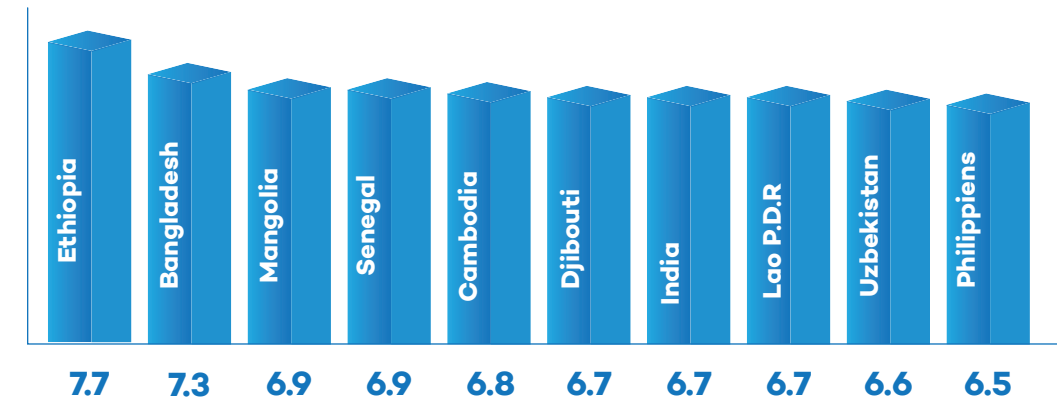
Annual growth rate (World Bank)

200 Million

Expected to reach by 2050 (UN)

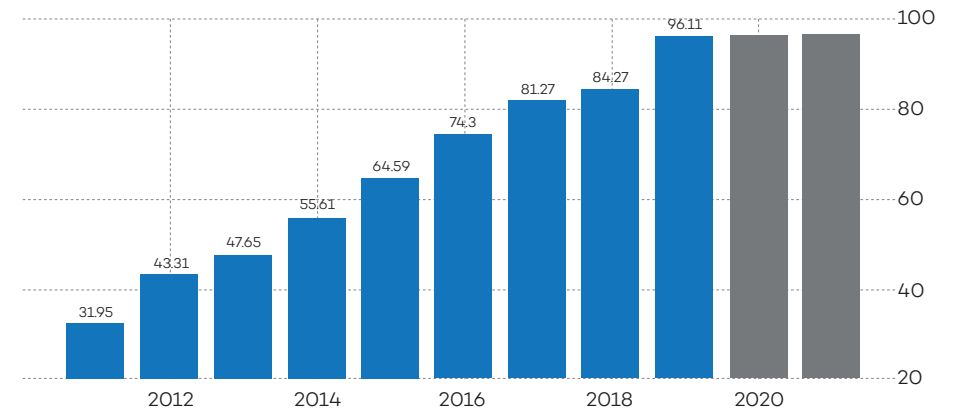
The world's fastest growing economies

Forecast GDP growth, 2019



source: World Bank

Annual GDP growth in Ethiopia



Source: Tradingeconomics.com | World Bank

OPPORTUNITIES IN THE LIVESTOCK SECTOR

- Ethiopia has the largest Livestock resources in Africa and 10th in the world
- There are opportunities to produce livestock products for both local and export markets
- Milk production is expected to increase from 167 million liters in 2014/15 to 1490 million liters by 2020, an increase of 793%. (MoA)
- Targets for Red meat production to reach 1,933,000 tons and chicken meat production to 164,000 in the year 2020. (MoA, LMP)

ETHIOPIA'S MAIN LIVESTOCK PRODUCTS:

- Beef and Veal
- Sheep Meat
- Cow Milk

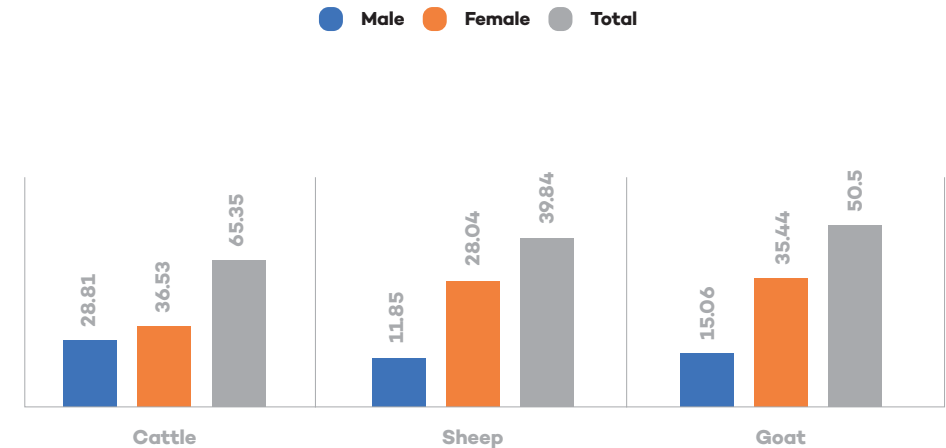
TRADE AGREEMENTS

- Ethiopia is one of the 44 countries in Africa that ratified the Continental Free Trade Area (CFTA)
- Ethiopia is member of Common Market for Eastern and Southern Africa (COMESA)
- Ethiopia has signed Bilateral Investment Treaties (BITs) with 30 countries and Double Taxation Avoidance Treaties (DTTs) with 12 countries
- Ethiopia is using the opportunity of Generalized System Preferences (GSP), African Growth and Opportunity Act (AGOA) and Everything but Arms (EBA)

DIPLOMATIC RELATIONS

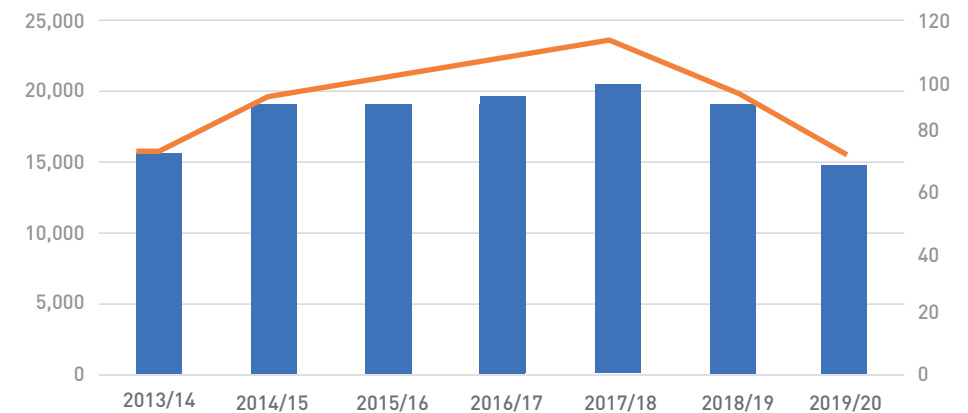
- Ethiopia is Africa's diplomatic capital being a seat for African Union (AU), United Nations Economic Commissions for Africa (UNECA) with its 20+ agencies and the Pan African Chamber of Commerce and Industries (PACCI)
- Ethiopia hosts more than 112 diplomatic mission in Addis Ababa

LIVESTOCK POPULATION IN MILLIONS



Central Statistical Agency 2018

Ethiopia's Meat Export Performance Over the Years



Source: EMPEA, 2020

Volume in tone Value in Million USD

ASSOCIATIONS

- Professional Associations
- Trade Associations

ACADEMIC AND RESEARCH INSTITUTIONS

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

VOICE OF EXHIBITORS



Mr. Getahun Kassaye
Technical Manager

Markos PLC



We attend this annual trade fair regularly, it is improving from year to year in respect to exhibitors as well as visitors quality and quantity. There were both local and international key sector players who have a major role on the sectors growth and development and that brought a big impact on all participants.

We met different clients each day and we are very satisfied with the whole exhibition. The service was very nice that the value created was more than we expected.



Mr. Zelalem Tesfaye
Technical Manager

Puremix PLC



Our company has been one of the leading participants year by year at this exhibition because it has been creating a valuable impact for us. This years' edition has been an amazing success, we contacted different stakeholders and got too many contacts.

It has been an amazing journey to be part of this trade fair and we hope to continue like this in the coming years too.

TOP EXHIBITORS:

- BELAJ Technology PLC
- Hawetu Veterinary Drugs and Equipments
- Hebie Hope Harmony Pharmaceutical Co., Ltd
- International Livestock Research Institute
- Markos PLC
- National Veterinary Institute
- Sperotto S.p.a
- Sumjohn Vet Medicine and Vaccine

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 PRODUCTION AND STORAGE

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

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

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

VOICE OF EXHIBITOR



Mr. Herald Azelman
General Manager

Jos Hansen & Soehne (Ethiopia) Ltd.



The exhibition was relatively successful, we had quite a few visitors on all the three days. we got in contact with many customer as well.

We expected the best and the organizers supplied basically the best, they were living up to our expectations. Based on this year's result, I'm sure we will be back next year.

VOICE OF EXHIBITOR



Mr. Eyob Daniel
Marketing Manager

Abyssinia Export Abattoir PLC



It is our third time exhibiting in this show. Year after year, the show has been growing positively in different aspects. This trade show has helped our company to fill the gap and understand our market position besides being a platform to communicate and know about one another working in the industry.

It was a very great experience we had, and we want to thank the organizers for giving us this opportunity and serving us with an astonishing service.

TOP EXHIBITORS:

- Alema Koudijs PLC
- Bejai Ethiopia Industrial Engineering
- B-SAM Engineering
- Electromecce Engineering Service PLC
- Evonic Nutrition and Care GmbH
- Gold Long Machinery and Engineering PLC
- Jadgesh Agro processing
- Jos Hansen & Soehne Ltd
- Miavit GmbH

MANAGEMENT, FINANCE AND CONSULTING SERVICES

MARKETING TECHNOLOGY AND PRODUCTS

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

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

VOICE OF EXHIBITOR



Ms. Nehmia Mebrate
Product Manager

Selam Hawassa Business Group PLC



Overall the exhibition was inspirational. We enjoyed our participation, and for that matter, we want to participate in all the coming sessions. This platform is very encouraging for all of us working in this sector in a way it produces an excellent output.

We would like to acknowledge the admirable assistance and the fantastic service from the organizers.



Mr. Anthony Michael Fernando
Marketing Engineer

Goma Process Technologies Pvt. Ltd



Participating at this exhibition was a great choice we made because we met potential clients who are promising to give us new business and hope so in the next session we get more opportunity again and bring more business to this country.

Regarding the organizing team, they were very supportive, as a foreign country giving all the facilities that were needed for us to be comfortable. They took care of everything so that we can focus on our business.

TOP EXHIBITORS:

- Astunet Business Enterprise PLC
- Cool Running International
- Gasco Trading PLC
- Goma Process Technologies Pvt. Ltd
- Neway PLC
- Selam Hawassa
- Wiseteam PLC
- XSYN
- Zanotti Spa

VISITORS OVERVIEW

VISITORS PROFILE:

- Academics, Consultants and Researchers
- Animal Science professionals
- Concerned Government Officials
- Corporate Investors, Financial Institutions and Investment bankers
- Delegates of Trade Associations
- Diplomatic Community
- Farmers
- Feed Millers
- Importers, Exporters, Traders, Wholesalers, Distributors, Retailers & Agents
- Investors and Business Owners
- Leaders of non-profit organizations
- Livestock Professionals
- Media
- Operators in the Hospitality Business
- Policy Makers
- Processors
- Veterinary professionals

VISITORS PRODUCT INTEREST:

- Animal Care and Animal Health products
- Environment Technology
- Equipment and accessories for Animal Husbandry
- Feed and farm inputs
- Feed production and storage
- Milking and Cooling Technology
- Processing and packaging equipment's and technology for Dairy and Meat production
- Technology for dung, solid manure and slurry

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6TH | SESSION

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



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.



ORGANIZER AND CONTACT FOR ETHIOPIA AND WORLDWIDE:

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CONTACT FOR SUDAN, NORTH AFRICA AND MIDDLE EAST

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