



www.ethiopoultryexpo.com

10th Session



www.africanlivestock.net

6th Session



www.aquacultureethiopia.com

2nd Session



www.apicultureethiopia.com

2nd Session

The leading Animal Husbandry International trade show where the sector professionals and Business community comes to do business.

LIVE IN PERSON

28 - 30 OCTOBER, 2021

Skylight Hotel • Addis Ababa, Ethiopia

ONLINE

01 - 30 NOVEMBER, 2021



150+

Exhibitors



4,000+

Visitors



5

Forum



40+

Speakers



700+

Delegates

Organized by



Supported by



Institutional Partner



Partner Event

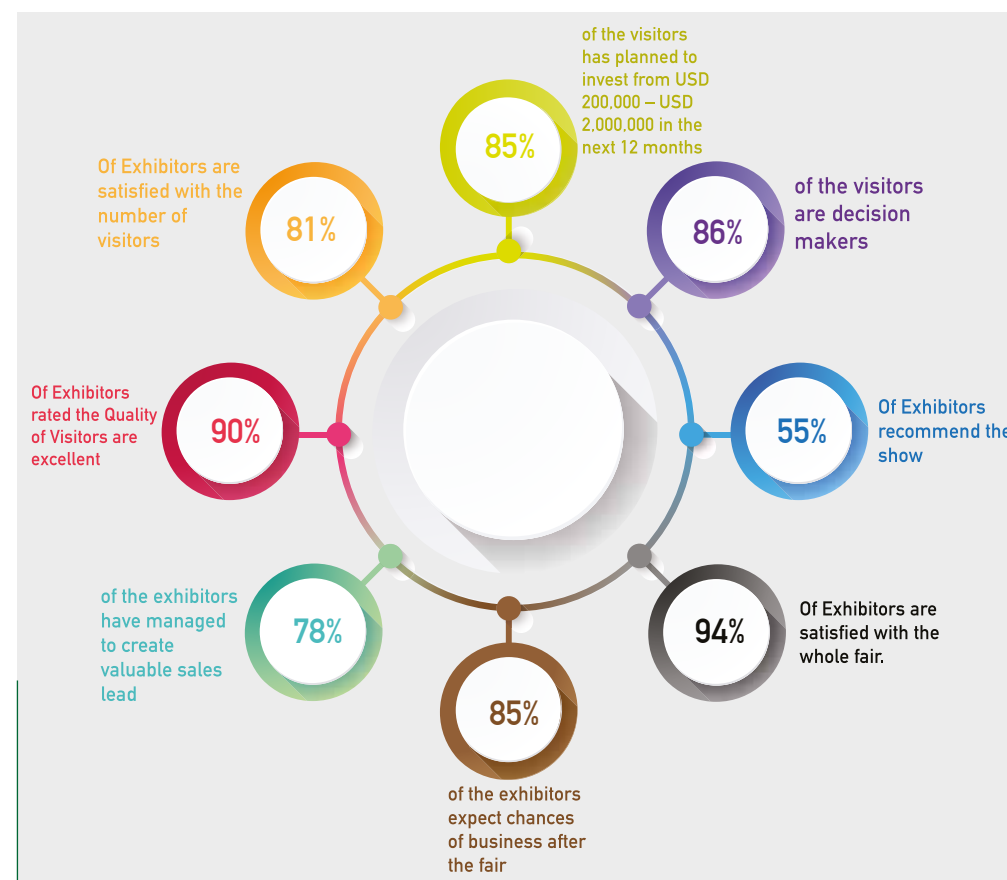


SHOW REVIEW 2019



DIGNITARIES WHO ATTENDED THE 2019 SESSION OPENING CEREMONY

- **H.E Dr. Eyasu Abraham**
Rank of State Minister, Adviser to the Minister – Ministry of Agriculture
- **Mr. Hailesellase 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



IMPRESSIONS FROM 2019 TRADE SHOW



FACTS AND FIGURES ABOUT ETHIOPIA

ECONOMY

- Ethiopia is among the top 5 fastest growing economies in the world for more than a decade.
- The economy experienced strong, broad-based growth averaging 9.4% a year from 2010/11 to 2019/20 (WB) Though the economy slowed down due to COVID-19 Ethiopia's real gross domestic product (GDP) has grown by 6.1% in 2019/20 (WB)
- Real GDP growth in 2021 is projected to fall to 2%, then recover to about 8% in 2022 (AFDB)
- Largest economy in East and Central Africa
- Ethiopia aims to achieve middle income status by 2025

POPULATION

- 117+ Million (UN, 2021)
- 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)

TRADE AGREEMENTS

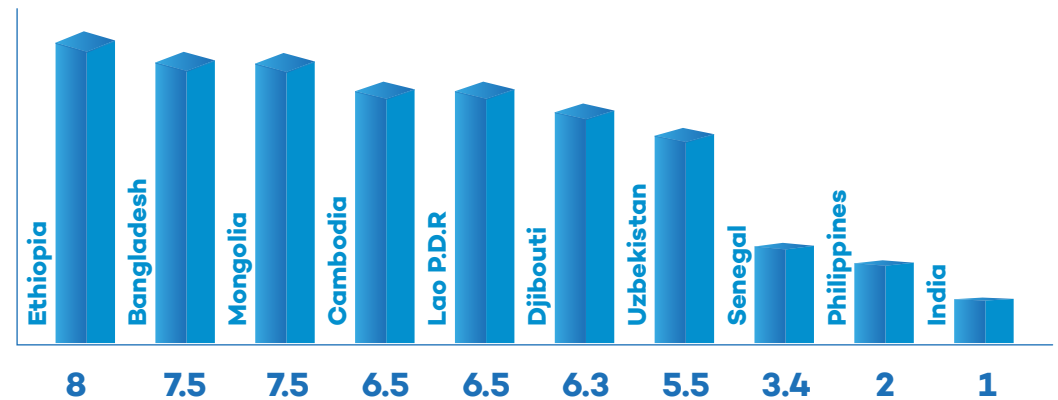
- Ethiopia is member of Common Market for Eastern and Southern Africa (COMESA)
- Ethiopia is among the 31 AU members that ratified the African Continental Free Trade Area (AfCFTA)
- Ethiopia has signed Bilateral Investment Treaties (BITs) with 30 countries and Double Taxation Avoidance Treaties (DTTs) 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 RELATION

- 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 114 diplomatic mission in Addis Ababa

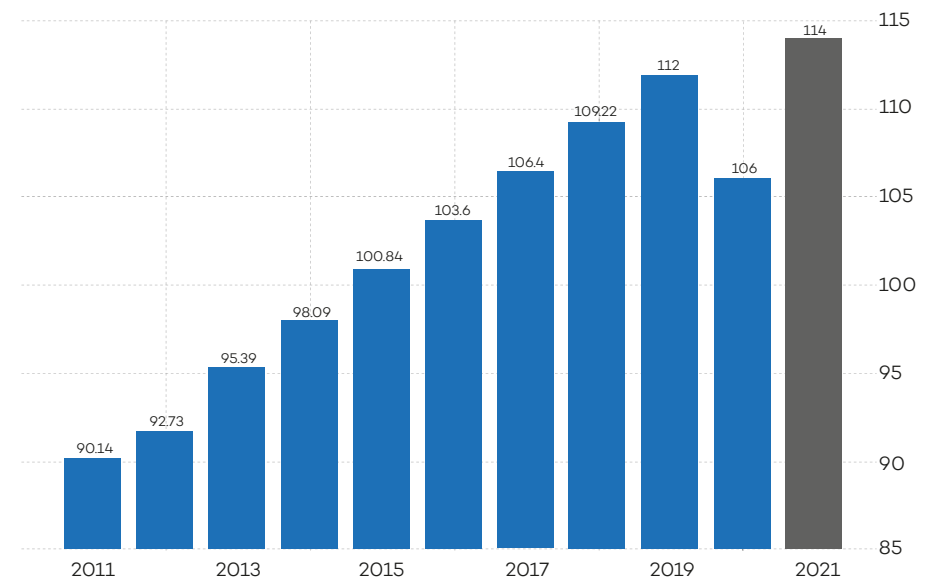
The world's fastest growing economies

Forecast GDP growth, 2022



source: Tradingeconomics.com

Annual GDP growth in Ethiopia



Source: Tradingeconomics.com

The livestock sector is a pillar of the global food system contributing 40% of the global agricultural output value, and it supports the livelihoods of almost 1.3 billion people through numerous channels (World Bank). The urban population growth in Africa is the fastest in the world. Urban inhabitants are expected to reach 744 million by the year 2030, and this shows high urban growth rates of above 3% per year, which double the urban population in 24 years. This growing urbanization will further amplify the growth in demand for livestock products. 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 beef and mutton (i.e., sheep and goat meat) is estimated to increase to 13.5 and 5.9 million tons, respectively. 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 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. 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 112 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.

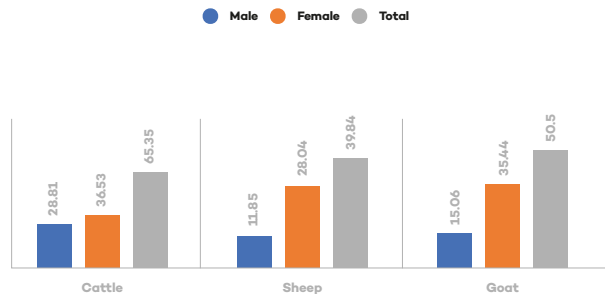
OPPORTUNITIES IN THE LIVESTOCK SECTOR

- Ethiopia has the largest livestock population and the highest draft animal population in the continent.
- There are opportunities to produce livestock products for both local and export markets
- Milk production expected to reach 9.9 billion liters by 2029. (FDRE PDC)
- Red meat production is expected to increase from 295 thousands ton in 2019/20 to 1.7 million tons by 2029. (FDRE PDC)

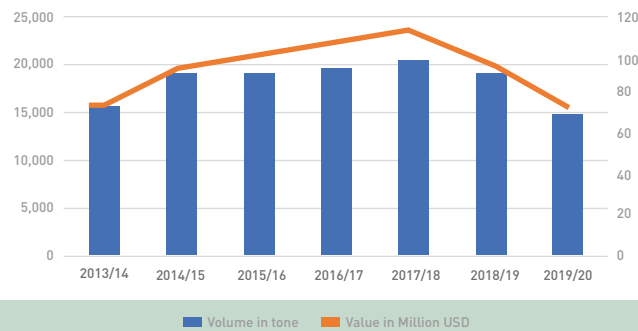
ETHIOPIA'S MAIN LIVESTOCK PRODUCTS:

- Beef and Veal
- Lamb and Mutton
- Milk
- Leather

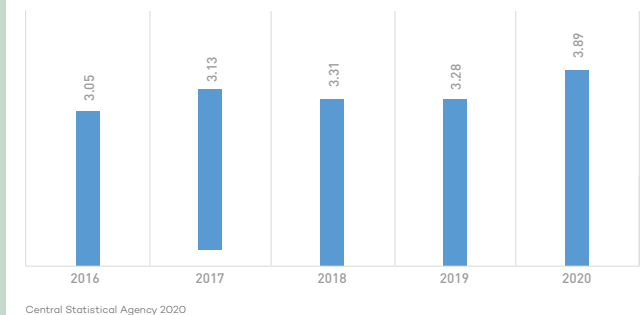
LIVESTOCK POPULATION IN MILLIONS



Ethiopia's Meat Export Performance Over the Years



ETHIOPIAN DAIRY PRODUCTION IN BILLION



EXHIBITOR PROFILE:

- Academic and research Institutions
- Animal Breeding and reproduction technology for livestock
- Animal Care and Animal Health products
- Animal housing and shed construction
- Environment Technology
- Equipment and accessories for livestock
- Feed production and storage
- Feed, and farm inputs
- Husbandry and feeding technology
- Management and consulting services
- Marketing Technology and Products
- Milking and Cooling Technology
- Processing and packaging equipments and technology
- Technology for dung, solid manure and slurry
- Trade and Professional Associations
- Transport vehicles and transport services

TOP EXHIBITORS:

- | | |
|---|--------------------------------------|
| • Alema Koudjis PLC | • Jos Hanssen Soehne (Ethiopia) Ltd. |
| • Astunet Business Enterprise PLC | • LE TRIANGLE |
| • Bejai Ethiopia Industrial and Engineering Solutions | • Markos PLC |
| • Bless Agrifood Laboratory | • MAXCELL GLOBAL CO., LTD |
| • CELTIC KOELING B.V. / Celtic Ethiopia PLC | • Miavit Gmbh |
| • Electromecce Engineering Service PLC | • Puremix Trading |
| • Evonik Nutrition and Care Gmbh | • Wiseteam PLC |
| • Gasco Trading PLC | |
| • Gold-long Machinery and Engineering Co. Ltd | |
| • Goma Process Technologies Pvt. Ltd. Co. | |
| • Hawetu Veterinary Drugs and Equipment Importer | |
| • Hebie Hope Harmony Pharmaceutical Co., Ltd. | |

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. 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.

HIGH SATISFACTION RATES:

- 90% of exhibitors were satisfied by the Quality of Visitors
- 78% of the exhibitors generated sales leads
- 1556 visitors were interested in livestock products

Although Ethiopia has a vast resource for poultry production, the country is not getting the required benefits from this sector due to poor productivity of local hens and cocks, undeveloped production systems and high disease prevalence, among many other reasons. In Ethiopia, traditional practices continue to dominate domestic poultry production; however, there has been a shift to commercial production with an increase in small and medium-scale producers to exploit the urban population demand in the past 20-25 years. Chickens are the most popular poultry species used for meat and egg production in Ethiopia. Chicken and chicken products provide a valuable source of protein and income for families. The trends in the consumption of poultry products are a crucial indicator of opportunities for investment.

Being the fastest growing economy in Africa and one of the top in the world in the last decade, Ethiopia provides a vast market opportunity for the poultry sector development. With its highest GDP growth and being the 2nd largest population in Africa, the country is the perfect playground and market for poultry production.

In addition to this, the geographical location of Ethiopia makes the country an ideal market. The inception of Ethio Poultry Expo is to provide the best possible chance for promoting and developing the most promising poultry sector in Ethiopia. EthiopeX has become a fully-fledged international event meticulously planned to provide an upbeat, pioneering and value-based platform for the poultry sector stakeholders to gather under one roof, with an overall mission of accelerating the growth of the poultry sector in the country. The event creates a platform for exhibitors to communicate, establish a strong network and transact with key sector stakeholders, professionals and business owners besides creating a platform to attain maximum exposure for their brands to increase revenue source. The event has proved to be the major platform that fuels the growth of the poultry sector through expansion of supply chain and veterinary service to improve the productivity and economics contribution of poultry sector, which plays an important role in poverty alleviation by means of income generation and household food security as it attracts various stakeholders in one place share what they offer.



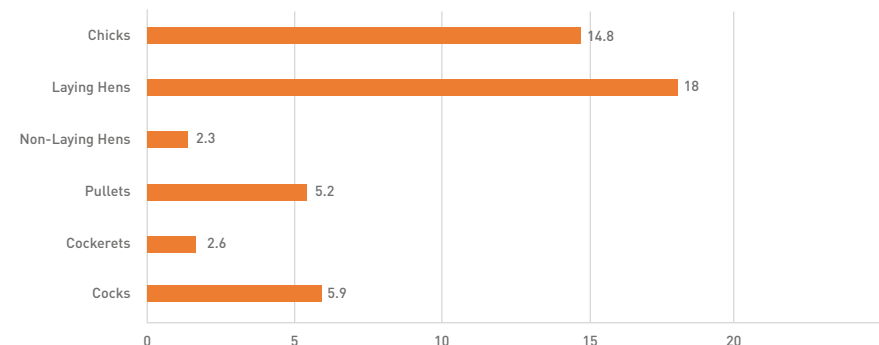
OPPORTUNITIES IN THE POULTRY SECTOR

- A lucrative export market potential
- Dedicated agro-industrial parks for value addition of poultry products
- Presence of laboratories which can cater for diagnosis of poultry diseases
- Availability of vaccine producer (NVI) and quality lab (PANVAC) in the country
- Increasing demand for poultry products
- Growth in the hospitality sector
- Limited access to high-quality poultry equipment and machinery
- Government provision of investment incentives
- Targets for chicken meat production to increase from 48 thousands ton in 2019/20 to 106 thousands ton and egg production from 2.8 million to reach 5.5 billion by 2029. (FDRE PDC)

ETHIOPIA'S MAIN POULTRY PRODUCTS

- Broiler meat
- Eggs

Poultry Population in Millions



Source: CSA 2020

EXHIBITOR PROFILE:

- Academic and research Institutions
- Breeding and reproduction technology for poultry
- Environment Technology
- Equipment and accessories for Poultry
- Feeding technology for poultry
- Housing installations for poultry
- Management and consulting services
- Poultry feed and farm inputs
- Poultry health products
- Poultry Processing and packaging equipment's and technology
- Technology for poultry manure
- Trade and Professional Associations
- Transport vehicles and transport services

TOP EXHIBITORS:

- | | |
|---------------------------------------|------------------------------------|
| • AGP PLC/Ethio Chicks | • Neway PLC |
| • Alema Farms PLC | • NILE POULTRY |
| • Aviagen Ltd. | • Pas Reform Hatchery Technologies |
| • Babolna TETRA Ltd. | • PETERSIME |
| • Big Dutchman | • Specht ten-elsen GmbH |
| • Cool Running International (CRI) | • Sperotto S.p.a |
| • Coral | • XSYN Corporation |
| • ELFORA Agro-Industries PLC | • Zanotti Spa |
| • Hendrix Genetics | |
| • Lohman Tierzucht GmbH | |
| • Marel Poultry | |
| • National Veterinary Institute (NVI) | |

VOICE OF EXHIBITORS:

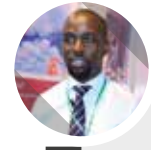


Mrs. Nejat Nuru
Marketing Director

ELFORA Agro-Industries Plc



Being part of a networking event like this allowed us to meet with different companies involved in our sector. Several customers came to connect with us, and that provided an enormous marketing opportunity. The organizer's service was very excellent. We appreciate their effort to make this exhibition successful. They have managed to bring different companies to showcase their products, and in the meantime, potential buyers to visit the show.



Mr. Douglas Malala
Business Manager East Africa

Evonik Nutrition and Care GmbH



Due to the highest population in Africa, Ethiopia is a very important market to our company. Our main objective to participate in this trade show is to create visibility in the market and get distributors. The quality of the contacts in the event is very good in general. We got very important contacts from different interested participants that we will need for the business going forward. We can say, the show was a big success. We are now looking forward to participate and sponsor the next session.

HIGH SATISFACTION RATES:

- 85% of the exhibitors got chances of business after the fair
- 81% of the exhibitors appreciated the service from the organizers
- 1665 visitors were interested in Poultry products

Ethiopia is a landlocked country depending only on inland water resources for Fish's supply, the inland water body is estimated to encompass about 7,400 km² of the lake area and a total river length of about 7,000 km. The country offers enormous opportunities and untapped potentials for increasing its fish production and market supply. Currently, the country depends on inland freshwater to capture fishery supply for its population. According to the Food and Agriculture Organization (FAO), aquaculture in Ethiopia has more potential than actual practice. This opens a wider room for commercial investment in a range of possible enterprises.

Ethiopia's waters are classified into four systems: lakes, reservoirs, rivers, and small water bodies. Diverse aquatic life, ranging from microscopic flora and fauna to the giant African Hippopotamus, inhabits the lakes and rivers. The rich natural ichthyofauna includes more than 200 fish species. Sizeable fishery resources originate from these waters.

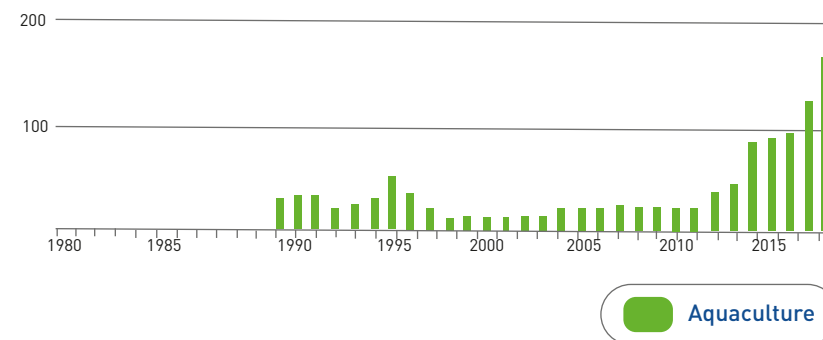
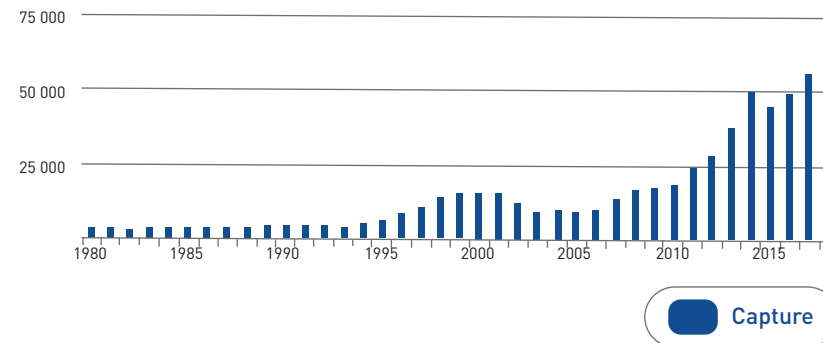
Over 70% of the fishes consumed in Ethiopia are harvested from lakes such as Tana, Ziway, Abaya, Chamo, and Hawassa. The rest are from artificial lakes like Finchaa. Lakes at the Great Rift Valley and Tana Lake are where 80 percent of the Fish comes from, while dams and rivers make up 14 and 6 percent, respectively. Society is starting to catch on to the benefits of eating Fish. In major towns, consumption is increasing dramatically, and the hospitality industry's fast growth is contributing to increasing fishery business.

There are more than 200 different species of Fish in Ethiopia, and 30 of those are native to the country. The most consumed fish species are Nile tilapia, African catfish, and Nile perch. The aquaculture practice has been conducted with Nile tilapia and African catfish. Farming of cold-water species could be achieved on about 11 percent of Ethiopia's surface area, on the high central Plateau above 2,500 m. A wide array of Fish, ranging from cold water to warm water species, can also be farmed in the Central Highlands, presenting favorable temperature characteristics. Also, the lowlands representing about 33 percent of the total area could be suitable for the cultivation of tilapia and other warm-water species.

The inception of Aquaculture Ethiopia is to create the best possible platform for promoting and developing the aquaculture sub-sector in Ethiopia. The event is meticulously planned to be the meeting point for the aquaculture stakeholders to gather under one roof, with an overall mission of accelerating the sector growth. Sustainability in aquaculture is critical. Introducing the concept of sustainability, through science and best management practices (BMP's), aquaculture has the potential to change lives, aid development, and help our fresh water resources.

OPPORTUNITIES IN THE AQUACULTURE SECTOR

- Increasing demand for fish products
- An increasing number of dams in the country
- Availability of suitable land for aquaculture in earthen ponds
- Lack of commercial fish farms in the country
- Government plan to improve fish production in its Growth and Transformation Plan
- Fish production is expected to increase from 59 thousands ton in 2019/2020 to 247 thousand tons by 2029. (FDRE PDC)



Total capture and aquaculture production for the Democratic Republic of Ethiopia

Source FAO FishSat

ETHIOPIA'S MAIN FISH SPECIES

- Nile tilapia
- African catfish
- Nile perch
- Bagrus
- African large barbs
- Small barbs

EXHIBITOR PROFILE:

- Environment technology for fish farming
- Equipment and accessories for fish farming
- Feeding technology for fish
- Fish breeding and reproduction technology
- Fish Farming Systems
- Fish Feed and farm inputs
- Fish Feed production and storage Fish health
- Instruments, supplies, and marketing for fish business
- Processing and packaging equipment and technology for fish
- Transport vehicles and transport services
- Turnkey projects for aquaculture

VISITORS PRODUCT INTEREST:

- Fish farming technologies
- Water quality management
- Fish feed processing and feeding technologies
- Fish post-harvest technologies
- Aquaculture research and laboratory equipment

HIGH SATISFACTION RATES:

- 24.30% of visitors plan to invest between n ETB 500,000 and ETB 1,000,000 in the next twelve months
- 86% of the visitors are decision maker
- 1156 visitors were intersted in aquaculture products

VOICE OF EXHIBITORS



Dr. Abebe Ameha
Aquaculture PSA Coordinator

Ethiopia-Netherlands Trade for Agricultural Growth Programme (ENTAG)
Ethiopian Aquaculture Association.



Frankly, the trade fair was beyond our expectation because of the exhibitors, the countries represented here, and the diverse composition. The service was magnificent, it's I may say state of the art organization and its world class. Everything was organized in a perfect manner.

The organizer has to continue on promoting the livestock, poultry and aquaculture sectors in this way. We are open to work together at the earliest, for better exposure and matchmaking and business linkages.



Mrs. Etagegn Teshome
Marketing Manager

EHY Trading PLC



We have concurred a big change by attending this exhibition, numerous people didn't know this kind of company existed with the products and services we offered. This platform gave us the chance to promote our company to different clients and end users.

Overall the co-ordination, new venue location had been an amazing part of the fair. We will surely participate hoping it will continue like this on the year too.

Adequate forage availability coupled with favorable and diversified agro-climatic conditions of Ethiopia creates environmental conditions conducive to the growth of over 7000 species of flowering plants, which have supported the existence of a large number of bee colonies in the country. Ethiopia's wide climatic and geographical variability has endowed the country with diverse and unique flowering plants, thus making it highly suitable for sustaining a large number of bee colonies and the long-established practice of beekeeping. Beekeeping is one of the most important livestock subsectors that contribute to the improvement of the livelihoods of people in many countries. It is also one of the major areas of intervention for poverty alleviation in many developing countries as it provides nutritional, income-generating, and ecological security to rural communities. Despite the long tradition of beekeeping in Ethiopia, having the highest bee density, and being the leading honey producer as well as one of the largest beeswax exporting countries in Africa, the products obtained from the subsector were still low as compared to the potential of the country.

The honey sector is one of the few sectors that had the most inclusive ability to achieve transformation and growth across all categories because of its large resource base and low entry barriers. There are several factors for Ethiopia to be famous in apicultural recourses, this is mainly due to its flora highly supporting foraging bees, the presence of a large quantity of honeybee population, ample fresh water, suitable weather and geographical features, the presence of a large number of native farmers and others engaged in the development and management of apiculture for many centuries. The country's agro-ecological features have also contributed to the growth and propagation of a large population of various plant species to exist, which, in turn, creates favorable living conditions for all living things, including honeybees. Beekeeping or apiculture is an important non-farm activity that is highly complementary to agricultural and horticultural production. The overall honeybee colonies present in Ethiopia are estimated to be over 10 million, endowing the country with good honey production potential with the increasing trend of expansion.



OPPORTUNITIES IN THE APICULTURE SECTOR

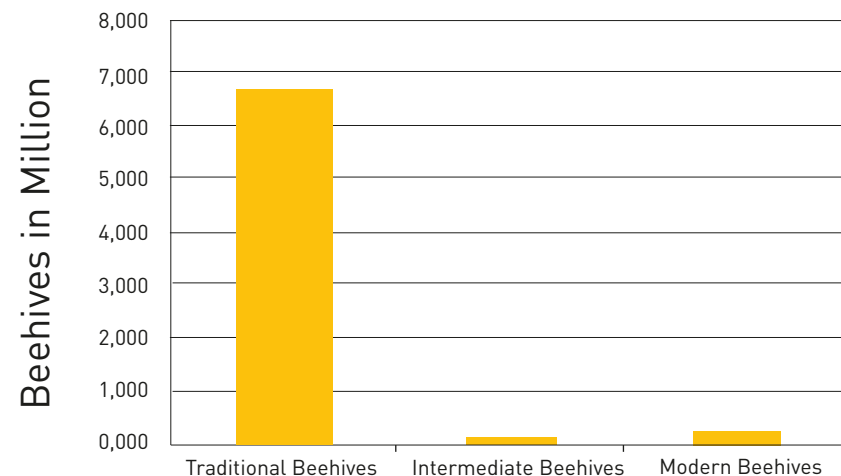
- Plentiful forage availability coupled with favorable and diversified agro-climatic conditions
- Knowledge of beekeepers' experience, practices, and socio-economic value of honey
- Need for high technology input in modern apiculture development
- Availability of natural resources and human capital
- High demand for industrial honey processors
- Government's attention towards the introduction of different beekeeping technology packages
- Enormous nectar and pollen resources to capacitate a significant number of enterprises
- Opportunity to produce organic products in the country to penetrate the global market
- Existence of a number of development partners that support the sub-sector
- Investment incentives in terms of different tax exemptions
- Potential to produce mono-floral honey through integration with commercial plantation sites like coffee
- Untouched potential for other bees' products (propolis, royal jelly, pollen, venom)
- The presence of naturally conserved biosphere forest in the country

ETHIOPIA'S MAIN HONEY BEE RACES:

- *Apis mellifera adansanii*
- *Apis mellifera jemenitica*
- *Apis mellifera monticola*
- *Apis mellifera litorea*
- *Apis mellifera abyssinica*

TARGETS TO 2025 MOA:

- Increase honey production from the present level of approximately 50 thousand tones to 200 thousand tones and beeswax production from 3800 t to 12 thousand tones by the end of 2025
- Increase honey export from the existing approximately 400 t to 2400 t by the end of 2025
- Increase beeswax export from the existing approximately 400 to 1000 t by the end of 2025 while doubling production and exporting of all high-value hive products
- Increase export revenues of honey from the current estimated USD 1.5 million to USD 8 million and beeswax from the current estimated USD 1.4 million to USD 5 million by the end of 2025



Estimated Number of Beehives by Type, CSA Ethiopia - 2019/20

Production	Number
Honey Production All Types of Beehives (Number)	6,958,004
Production (Kilograms)	150,257,615
Average Frequency (Harvests/Year)	1.73
Traditional Beehives (Number)	6,680,885
Production (Kilograms)	145,327,500
Average Frequency (Harvests/Year)	1.734
Intermediate Beehives (Number)	94,159
Production (Kilograms)	1,453,942
Average Frequency (Harvests/Year)	1.82
Modern Beehives (Number)	182,960
Production (Kilograms)	3,476,172
Average Frequency (Harvests/Year)	1.67

Honey Production, CSA Ethiopia - 2019/20

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.



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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