

REPUBLIC OF KENYA



MINISTRY OF AGRICULTURE, LIVESTOCK AND FISHERIES

Radeecal
communications



International Exhibition
on Agriculture



Agritec *Africa*

15 | 16 | 17 JUNE 2016

**Kenyatta International
Convention Center, Nairobi, Kenya**

**POST SHOW
REPORT 2016**

Event Sponsored



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Cover Story



Agritec Africa 2016, 3rd International Exhibition and Conference on Agriculture Industry was organized during 15-17 June, 2016 at Kenyatta International Conference Center (KICC) Nairobi, Kenya. Agritec Africa was organised by Ministry of Agriculture, Livestock and Fisheries, Republic of Kenya; jointly with Radeecal Communications. India. Agritec Africa 2016 witnessed more than 9,500 visitors from entire Africa and abroad. This dynamic event on Agriculture designed for farmers, Agronomists, Biotechnologist, Government employees and for everyone who are willing to take ***The Next Giant Leap in Agriculture.***

H.E. Mr. Willy Bett, Cabinet Secretary, Ministry of Agriculture, Livestock & Fisheries, Republic of Kenya on 15th June 2016 had Inaugurated the Exhibition along with Guest of Honour **Ms. Suchitra Durai**, Indian High Commission of India to Kenya. Also, **H.E. Mr. Lam Akol Ajawin**, Minister of Agriculture, South Sudan was present during the Inaugural Ceremony.

Agritec Africa 2016 was open for the visitors for three days. Visitors from entire Kenya had visited the exhibition for the empowerment of the Agricultural Industry.



International
Exhibition and
Conference

15 | 16 | 17
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This year, 3rd Edition of Dairy Livestock & Poultry Expo Africa 2016 was also organized as a concurrent event.

Media Partners:

- Access Africa
- African Farming
- Dubai Exporters
- Efeedlink
- Ek Prayas
- esaja.com
- Framing Africa
- Israil Agri
- Smart Farmer
- Top Farmer

- 
1. More than 80 Participants
 2. More than 9,500 Visitors
 3. Participants Exhibited from 11 Countries
 4. Visitors visited from more than 20 Countries

Important facts & Figures:

- **Participating Companies** : 80 (More than 100 brands)
- **Participating Countries** : Belgium, China, Egypt, Germany, France, India, Israel, Kenya, South Africa, Turkey & Vietnam
- **Visitors' Countries** : Burundi, Congo, Egypt, Ethiopia, France, Ghana, Italy, India, Kenya, Malawi, Nigeria, Pakistan, Rwanda, Saudi Arabia Sudan, Switzerland, Tanzania, U.A.E., Uganda, U.K. and Zambia
- **Total No. of Visitors** : More than 9,500



f Facebook

High Dignitary Delegates Talking about Agritec Africa upon Facebook



H.E. Willy Bett, Cabinet Secretary, Ministry of Agriculture, Livestock & Fisheries, Republic of Kenya Posted Upon Facebook, the Inauguration Ceremony of Agritec Africa and Praised the concept of Agriculture Exhibition for the Development of the Economy

H.E., Mrs. Suchitra Durai, Indian High Commissioner to Kenya posted upon Facebook regarding Inauguration Ceremony of Agritec Africa and Addressed the Progressive Farmers and Business People along with scope of growth in Kenyan Market



H.E., Dr. Lam Akol Ajawin, Minister of Agriculture, South Sudan accompanied the Inauguration Ceremony of Agritec Africa and posted the same with purpose of spreading awareness of the said exhibition even along South Sudan

H.E. Willy Bett, Cabinet Secretary, Ministry of Agriculture, Livestock & Fisheries, Republic of Kenya Sharing light moments on dais with H.E., Dr. Lam Akol Ajawin, Minister of Agriculture, South Sudan



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Facebook

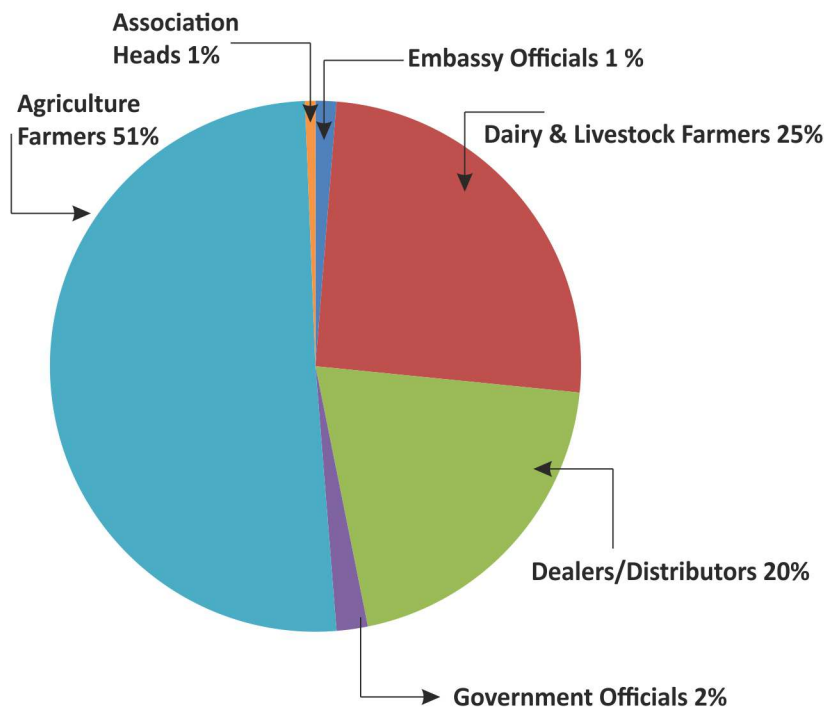


Ms. Rita Brokstad, Director Innovation Norway East Africa updated about the Participants that had participated across the Globe

Video Presentation of Agritec Africa is uploaded over Facebook Profile Page for reference of Followers



Agritec Africa Visitors by Field of Activity



Visitor Profile

- Embassy Officials
- Dairy & Livestock Farmers
- Dealers/Distributors
- Government Officials
- Agriculture Farmers
- Association Heads



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Print Media Promotion




STANDARD **THE STANDARD G**

REPUBLIC OF KENYA
MINISTRY OF AGRICULTURE, LIVESTOCK AND FISHERIES

Radeecal communications

3rd International Exhibition On Agriculture

Grand Opening Today
Free Entry

Explore the Most Emerging Market in the Globe

15 | 16 | 17 June 2016

Kenyatta International Convention Center, Nairobi, Kenya

Exhibition Time : 09.30 a.m. to 06.00 p.m.

Who should attend
Farmers, Distributors, Importers/ Exporters & All Agriculture Stake Holders

International Participation: Belgium, China, Egypt, Germany, France, India, Israel, Kenya, South Africa, Turkey, Vietnam

Concurrent Event: Radeecal, CASE II, GEX

Organized By: Radeecal
Sponsored By: CASE II
Partner Association: GEX
Event Managed By: GEX
Supported By: GEX

Contact : Tel: +254 735 233610, +254 722 171 765
Email: mktg@radeecal.in,kenya@agritecafrica.com | www.agritecafrica.com

Mr. Sanyal Desai, C.E.O., Radeecal Communications addressing the Farmer Special Show upon KASS TV with live interrogation system to address the questions of Progressive Farmers and Business People




SEARCH FOR 307 missing relatives
Man collapses and dies after learning of

DEMOLITION
Only seven bodies recovered in Huruma have been identified

Over 100 Kenyans have been crushed to death under the weight of collapsed buildings in the last 20 years but no one has ever been punished.

... however, in at least 11 such cases, where some charges of manslaughter were preferred against the owners and officials involved either in design, approval,

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3rd International Exhibition and Conference

Agritec Africa

15 | 16 | 17 June 2016

www.agritecafrica.com

Venue : Kenyatta International Convention Center, Nairobi, Kenya

Sponsored By: CASE II
Event Managed By: GEX

BOOK YOUR STALL

For More Information, Please Contact :
Tel: +254 722 171 765 • E. mktg@radeecal.in

EVENT PROMOTION STRATEGIES



- News paper adverts
- Radio
- News Channels
- Social Media campaign
- Print Publication & Magazines
- Bulk Email & SMS
- Road Show
- Special Invitations to Dealers & Distributors
- Visitor mobilization form Various Counties of Kenya
- Online Media Partners



International Exhibition and Conference

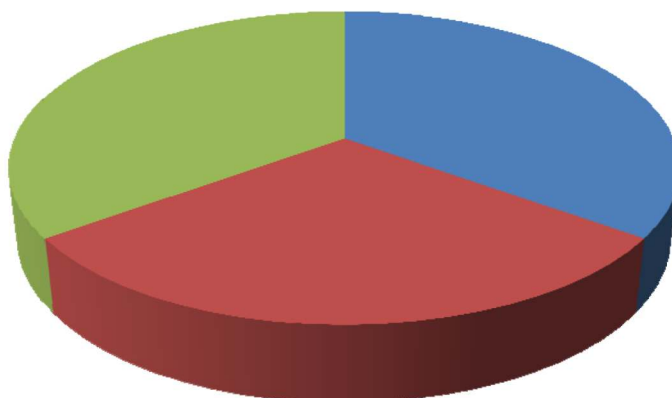
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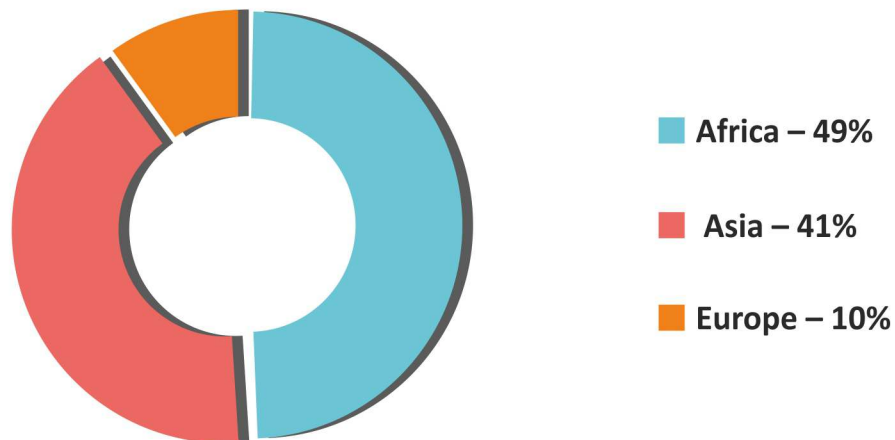


Participant's Country Profile Chart Details

■ Kenya – 35% ■ India – 30% ■ Other Countries – 35%



Participant's Continent Profile Chart Details



International Participation



Exhibitors List



- ACCESS AFRICA
- AGRICULTURAL SECTOR DEVELOPMENT SUPPORT PROGRAMME (ASDSP)
- AGRICULTURE EQUIPMENT KENYA LTD (BIG DUTCHMAN)
- AGRICULTURE, FISHERIES AND FOOD AUTHORITY (AFFA)
- APRAS POLYMERS AND ENGINEERING CO. PVT. LTD.
- ARCTIC REFRIGERATION (P) LTD.,
- AUTOXPRESS LIMITED (BKT)
- BALSON POLYPLAST PVT LTD.
- BAOYUAN BIO-AGRI SCIENCE & TECHNOLOGY (SHANDONG) CO. LTD.
- BARBAROS MOTOR MAKINA SAN. IC. VE DIS. TIC. LTD. STI.
- BASANT PRODUCTS (INDIA)
- BHUMI POLYMERS PVT. LTD.
- CAPTAIN POLYPLAST LIMITED
- CLIMAX SYNTHETICS PVT. LTD.
- DASMESH MECHANICAL WORKS (AMARGARH) (LANDFORCE)
- E.D.K. TECHNOLOGY & ELECTRICITY LTD.
- ELEVON ENTERPRISE INDIA
- FIBRE CROPS AUTHORITY
- GEPRO GEFLUEGEL-PROTEIN VERTRIEBSGESELLSCHAFT MBH & CO. KG
- GREEN POT ENTERPRISES
- HEFEI GLORY TRADING CO. LTD.
- HENAN JINFENG POULTRY EQUIPMENT CO. LTD.
- HORTIPRO LIMITED
- INDO FARM EQUIPMENT LIMITED
- K-PRO GMBH
- KENYA AGRICULTURAL & LIVESTOCK RESEARCH ORGANIZATION (KALRO)
- KENYA PLANT HEALTH INSPECTORATE SERVICE (KEPHIS)
- KHEDUT IRRIGATION (INDIA) PRIVATE LIMITED
- MAHINDRA & MAHINDRA LTD
- MEDICAVET TARIM HAYVANCILIK ILAC VE KIMYA SA. TIC. LTD. STI. (MEDICAVET VETERINARY MEDICINE)
- MIAVIT GMBH
- MINISTRY OF AGRICULTURE LIVESTOCK & FISHERIES
- NATIONAL CEREALS & PRODUCE BOARD
- NAV BHARAT INDUSTRIES
- NIVSHAKTI BIOENERGY PVT. LTD.
- NZOIA SUGAR CO.
- OSHO CHEMICAL INDUSTRIES LTD.
- PATIL BIOTECH PVT LTD.
- PICO MODERN AGRICULTURE COMPANY
- PONDCHY PHARMACEUTICALS - PUDUCHERRY - INDIA
- POULTEC NV
- R. R. PLAST EXTRUSIONS PVT. LTD.
- RAJ PLASTIC INDUSTRIES
- RISE N SHINE BIOTECH PVT. LTD.
- ROFF INDUSTRIES (PTY) LTD.
- SAI AGRO INDUSTRIES
- SARDHARA INDUSTRIAL CORPORATION
- SHEEL BIOTECH LIMITED
- SONIZ MEDITECH PVT. LTD. (SONIZ GROUP)
- SPENOMATIC (K) LTD.
- TIRTH AGRO TECHNOLOGY PVT. LTD.
- TOP FARMER LIMITED
- TOYOTA TSUSHO EAST AFRICA LTD (CASE AGRICULTURE)
- TOYOTA TSUSHO FERTILIZER AFRICA LIMITED
- VEDAN (VIETNAM) ENTERPRISE CORP. LTD.
- VITALAC "ANIMAL FEED" FRANCE



Thank You!

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