

welcome



Unleash marketing and
exportation Opportunities for poultry industry
Wednesday October 12 , 2022 Triumph Luxury Hotel





Egyptian Chicken Marketing Summit

is focusing on discussion of the latest updates
on chicken products marketing supply chain
and product development with the poultry industry professionals
and corporate leaders to identify the changing trends of consuming
and to find solutions for the challenges facing this industry
and open new markets for the Egyptian poultry producers
with better prices to increase exportation opportunities

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Workshop main invite





webinar planning:



The guest discussed the effect of energy crisis in the European Union, on demand for poultry products import, and the export opportunities for Egyptian poultry products

Prof.Dr.Mona Mahrez,

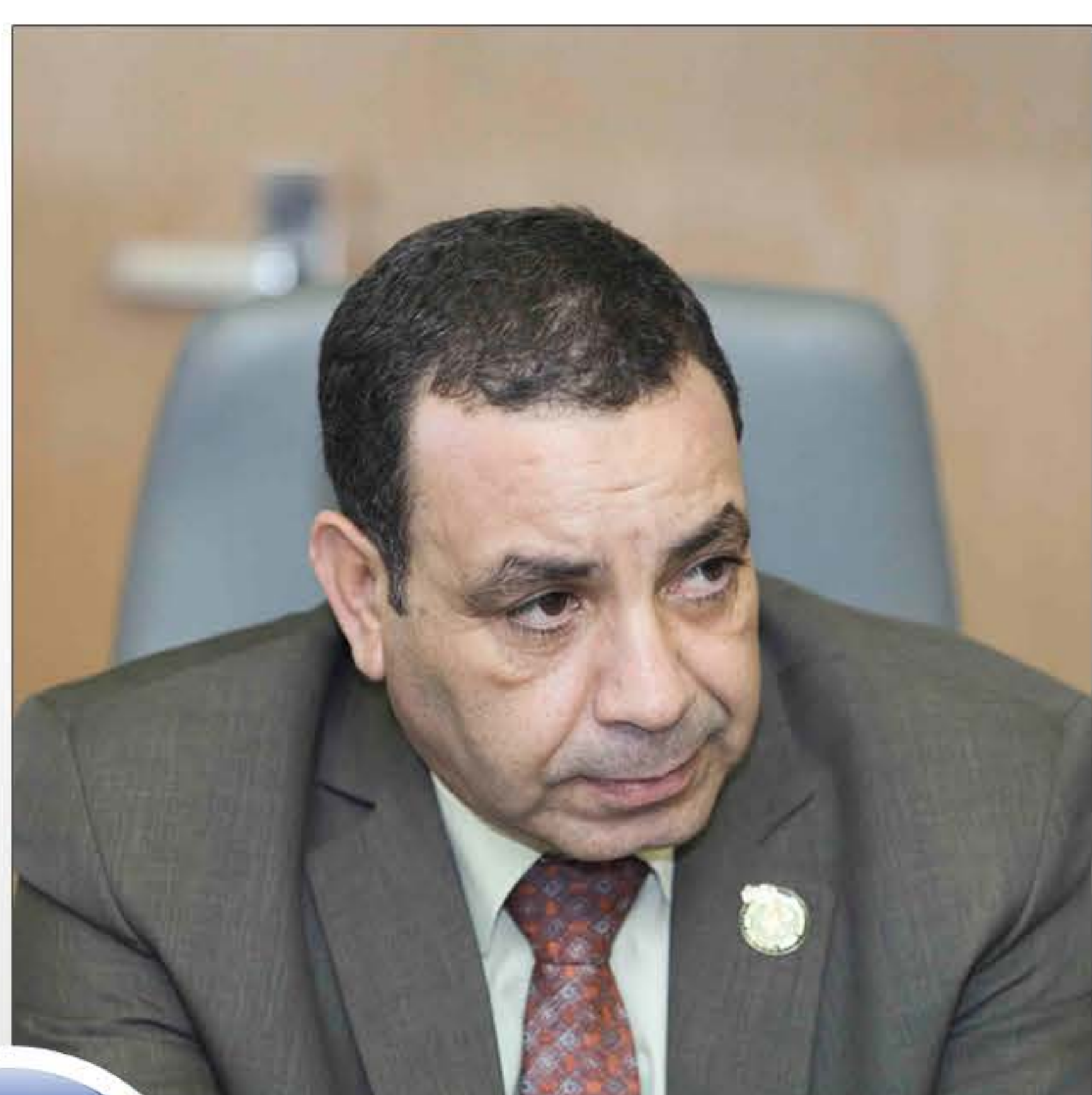
former Deputy Minister of Agriculture, focused during her speech on the governmental role in facilitating the procedures for poultry products export globally in accordance with the standards followed, and protecting the industry from the risks of importing frozen poultry, considering that the poultry industry is a source of the National income.



Prof.Dr. Abdel Hakim Mahmoud,

President of the General Organization for Veterinary Services, assured the full support of “veterinary services” for Egyptian poultry producers regarding the export file, pledging to quickly issue the required quality certificates, and asked major poultry companies to speed up the adoption of the influenza-free facilities to fulfil export opportunity.

Prof.Dr. Abdel Hakim also confirmed to impose strict control on the exporting companies in terms of quality standards to build an excellent reputation for the Egyptian poultry products in global markets , noting that the Avian flu-free areas approved by “OIE” represent a cornerstone for the launch of export project for most Countries of the world.



Dr. Tharwat Al-Zayni,

Vice President of the Egyptian Poultry Association, pointed out the importance of marketing poultry in local market, and allocating budgets from major poultry companies to activate the export file with EPA, approving that this file is at the top of the poultry industry’s priorities, and will represent an important way out of what the industry is currently facing from challenges





Dr. Ahmed Nabil

The Vice President of layer sector division at EPA Announced that they already executed a marketing campaign that will be launched within days to educate the consumers about the importance of egg consumption and to clarify that the price of Egyptian table eggs is ranked as one of the lowest prices globally and one of the most valuable source of animal protein

Dr. Eyad Harfoush

The CEO at IFT Corporation, explained that there is a competitive advantage for some poultry industry products, higher than others, and Egypt can compete strongly in the export of hatching eggs, day old layer and breeder chicks, pasteurized table eggs, processed poultry products and chicken legs to the Asian markets



Dr. Mohamed Salah

the international expert in Animal health business and CEO of Qvetech agreed on cooperation, exchange of information and export opportunities, and the importance of creating a database for the poultry industry that helps in making strategic decisions to support local production.

The Summit Recommendations

After the end of the meeting we came up with great recommendations and ideas to reach solutions to poultry marketing challenges , It can be summarized as follows;

1.The Egyptian Poultry Association (EPA) will held another meeting to confirm a strategy for adoption of the export file, whether by establishing an export division or assigning one of the other departments for this responsibility and they called on the major poultry companies to cooperate and monitor budget to accomplish this goal.

2.Addressing the Minister of Industry through EPA to approve the Egyptian poultry products as one of main Structures of the Egyptian industry to promote it globally , with the assignment of the commercial attache in each embassy to follow up on this file and open the opportunity for export companies to the global markets, especially the Gulf region, Middle East, and Africa and the countries of the former Soviet Union.

3.Studying the possibility of establishing a marketing company or providing funding from members of EPA to represent the industry in international forums, to represent and participate in global exhibitions, and to speak on behalf of all Egyptian producers and exporters.

4. The attendees agreed on that the marketing and export file is at the top of the priorities of the Egyptian poultry industry and will represent an important solution to avoid the problems of price fluctuation and the availability of raw materials noting that working on this file will need time to give clear fruitful results.

5. Also they agreed on the importance of activating the law to partially prevent manual slaughter in major cities to reduce exposure to diseases of public health, and to increase the market of chilled and frozen chicken locally, while taking greater industry protection measures to prevent the import of frozen c hickens.

6.There is an open opportunity to export table eggs produced from chickens raised in free range.

7.The attendees agreed on market cooperation, exchange of information and export opportunities, and on the importance of establishing a database for the poultry industry to help take strategic decisions that support local production and export.

