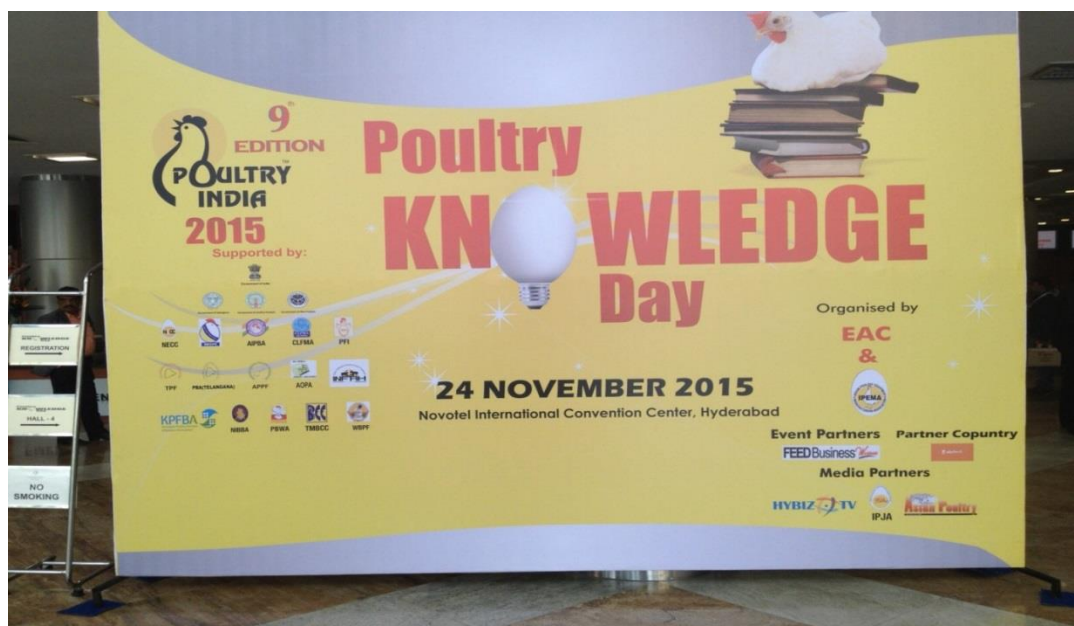




Rijksdienst voor Ondernemend
Nederland

Poultry Sector Report India 2015

*>> Duurzaam, Agrarisch, Innovatief
en Internationaal ondernemen*



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1.1 Introduction

India ranks first in having the largest livestock population in the world. Livestock plays an important role in the national economy as well as in the socio economic development. India is emerging as the world's 2nd largest poultry market with an annual growth of more than 14%, producing 61 million tonnes or 3.6 percent of global egg production. The annual growth rate of egg production is 5-8%. Apart from this, India ranks 6th in broiler production with an annual output of 2.39 million tonnes of broiler meat, as per the estimates of the Ministry of Agriculture, Govt. of India.

1.2 Poultry India

Poultry India 2015 (<http://www.poultryindia.co.in>) is an international exhibition for the poultry industry in Hyderabad, India. This event is a wide forum with valuable information about the poultry industry, feed equipment, technology, breeders, egg farming, poultry nutrition, animal health and international poultry production. It also offers the latest advances in poultry research, science and technology like cages and feed milling importance.

Associations participating in Poultry India 2015:

The Agricultural and Processed Food Products Export Development Authority (APEDA)
National Meat & Poultry Processing Board (NMPPB)
Poultry Federation of India (PFI)
All India Poultry Breeders Association (AIPMA)
India Poultry Equipment Manufacturers Association (IPEMA)
National Egg Coordination Committee (NECC)
The Compound Livestock Feed Manufacturers Association of India (CLFMA OF INDIA)
Andhra Pradesh Poultry Federation (APPF)
Poultry Breeders Association (AP)

Since last 5 years, more than 300 Indian and 50 foreign companies from USA, South Africa, China, Canada, France, Belgium, Malaysia, Singapore, Turkey, Netherlands, Germany, Spain, Italy and Israel were exhibiting in four exhibition halls.

Poultry India is organizing the **Knowledge Day** with leading national and international poultry industry experts.

1.3 Knowledge Day

For the last three years speakers from Dutch companies have spoken at **Knowledge Day**, providing information about Dutch technologies. This year Holland is the Partner Country for Poultry Knowledge Day on 24 November, 2015. Prof & Dr. Aaron Coweison of DSM was one of the speakers and he made a presentation on "Towards Optimum Enteric Resilience in Poultry". For the last 3 years, there were more than eight Dutch companies that have participated in the Poultry India show. This year there is also participation from Dutch companies in more than 12 Nos.

1.4 List of Dutch companies participated in Poultry India 2015

- Meyn
- Marel Stork
- Fancorn
- Pas Reform
- DSM
- Vencomatic (Prinzen)
- Nutreco
- Biochek
- Daavision
- De Heus Animal Nutrition
- VIV International
- Hotraco
- ShowCo Association
- Daavision

NBSO Hyderabad and the Agriculture Department of the Netherlands Embassy in Delhi has organized a "Networking Buffet Reception" on 25th November, 2015 while inviting the Dutch companies and also Indian Poultry Industry leaders.

Overall, the Poultry India 2015 event was well organised and well attended. Almost all the major Indian and international companies in the Poultry Sector were present to showcase their products, technologies and services and they were all bullish on the Indian market.

Many Dutch companies have received orders for supply of equipment / services during the Poultry India 2015.



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© RVO.nl | januari 2016

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Dit is een publicatie van:

Rijksdienst voor Ondernemend Nederland
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