KENYA MEAT EXPO

A Sizzling Experience

4TH EDITION | 2025



Theme

Driving Sustainable Growth Across the Meat Value Chain

PROGRAM

6TH – 8TH AUG 2025 | KENYATTA INTERNATIONAL CONVENTION CENTRE (KICC)

In Partnership with Ministry of Agriculture & Livestock Development

Organised by Nation Media Group

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Strategic Partners

Gatsby Africa | Kenya Export Promotion & Branding Agency | Kenya Meat Commission | African Union Interafrican Bureau for Animal Resources | DLCI Drylands Learning and Capacity Building Initiative | Pastoralist Parliamentary Group - PPG | Perfometer | retrak | KEMLEIC

Partners

UNGA Alama ya Ubora | Farmer's Choice Your Guarantee of Quality | Choice Meats Halal Taste the Difference | Reconcile | Way Beyond Samosa | Union Meat Group | Ongole Beef | CCL Africa Ltd Doing More With You... | AS Abattoir Supplies | NutriBlends | Shark Tools

ABF United | IVC | Cerco Livestock and Meat Exports | KAGRC | scalestech | KCALL Modern Transit Redefined | Noka Foods | Moo Fodder | Rubis

Camp David Holdings | KenMeat | Mo | Swiss Agency for Development and Cooperation SDC | AFD | Soin Honey | Alladin your wish is our command | Regional Livestock Programme

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Moderators: Ibrahim Karanja | Wangechi Muriuki **MCs: Brian Aseli | Joseph Trends**

Day 1 Wednesday, 6TH AUG, 2025

Time	Activity	Facilitator
8:30am	Arrival and registration of guests	Secretariat
10:15am-11.00am	**PANEL DISCUSSION** **Driving Sustainable Growth Across the Meat Value Chain** Q&A	• **Hon. Mohammed Elmi,** Chairman - The National Livestock Development and Promotion services • **Peter K. Otieno,** Executive Director- RECONCILE • **Mr. Evans Makokha,** Deputy Director - Livestock Production State Department for Livestock Development & Chairman - Animal Production Society of Kenya • **Mr. Mohamed Eidle Elmi,** Privates Sector Engagement Expert - APMD- AUIBAR
11:00am -11:20am	**CLIMATE SETTING** **Use Of Technology In Livestock Management, Marketing And Supply Chain Management**	**Maria Mbeneka** - Ranch Experts Ltd **Dhimant Shah** - Craft Silicon
11:20am -12:50pm	**OPENING CEREMONY AND SPEECHES**	• **Dr. Akwimbi Ambaka William,** Senior Deputy Director, State Department for Livestock Development • **Michael Mbaka,** Country Manager DRIVE - ZEP-RE (PTA Reinsurance Company) • **Adenur Dahir,** Chairman - KEMLEIC • **Wambui Mbarire,** Chief Executive Officer – RETRAK • **Sam Kareithi,** Country Director - GATSBY • **Dr. Huyam Salih,** Director - AU-IBAR • **Ms. Floice Mukabana,** Chief Executive Officer - KEPROBA • **Ms. Norah Buyaki Ratemo,** Director General - Kenya Development Corporation (KDC) • **Geoffrey Odundo,** MD & CEO - Nation Media Group PLC • **Hon. Jonathan Mueke, CBS** Principal Secretary - Ministry of Agriculture and Livestock Development - State Department for Livestock Development. • **H.E Joseph Ole Lenku E.G.H.** Governor - County Government of Kajiado • **Jabril Ibrahim Abdulle,** Ambassador of the Federal Republic of Somalia to the Republic of Kenya • **Hon. Lee Kinyanjui,** Cabinet Secretary - Ministry of Investments, Trade and Industry. • **Hon. Mutahi Kagwe E.G.H.** Cabinet Secretary - Ministry Agriculture and Livestock Development
1.00pm-1.30pm	**Chief Guest and entourage tour the Exhibitions**	
1:00pm-2:00pm	**LUNCH BREAK**	
2:20pm-3:20pm	**MASTERCLASS 1:** **Bankability** Q&A	**Judith Omachar,** Deputy Director Business Development & Advisory Services
3:30pm-4:30pm	**MASTERCLASS 2:** **Climate smart livestock & sustainable future** Q&A	**Prof. Njoka Jesse** - Reconcile
5:00pm	**Exhibitions and Sizzling Experience**	**Secretariat**

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Day 2 Thursday, 7TH AUGUST, 2025

Time	Activity	Facilitator
8:30am	**Arrival and registration of guests**	**Secretariat**
9.00am – 10.00am	**Mic Kwa ground**	**NMG**
10:00am-11:30am	**MASTERCLASS 3:** **Marketing access and adaptability to changing regulations** Q&A	**Dr. Richard Kyuma, PhD, OGW,** Chief Executive Officer - The National Livestock Development and Promotion Services
11:40am-12.40pm	**MASTERCLASS 4:** **Equipment Innovation** Q&A	**Kristof Deprez -** Abattoir Supplies Limited
12:00pm-2:00pm	**LUNCH BREAK**	
2:00pm-3:00pm	**MASTERCLASS 5:** **Organic Beef - Intensive secondary beef production through grazing** Q&A	**Gatsby Africa** **Giles Prettejohn,** Rancher and Rangeland - Resource Expert
3:00pm-4:00pm	**MASTERCLASS 6** **Beef cattle nutrition. "Making Every Bite Count: Silage as a Productivity Lever in Beef Finishing"** Q&A	**Gatsby Africa** **Josephine Mugambi,** Animal Scientist and development consultant - Spard Africa Consulting Group
4.00pm-5:00pm	**Exhibitions and Sizzling Experience**	**Secretariat**

Day 3 Friday, 8TH AUGUST, 2025

Time	Activity	Facilitator
8:30am	**Arrival and registration of guests**	**Secretariat**
9:00am	**Exhibitions and Sizzling Experience**	**Secretariat**
10:30am-12:30pm	**MASTERCLASS 7: Driving Quality and Economic Efficiency in Beef Production, a focus on Feed & Fodder** Q&A	**David Maina,** Business Development Expert - Feed and Fodder, RAFFS, AU-IBAR
12:30pm-2:00pm	**LUNCH BREAK**	
2:00pm-5:00pm	**Exhibitions and Sizzling Experience**	
6:00pm	**CLOSING CEREMONY**	

End