

Business to business meeting: - On Thursday April 12, 2018 business to business meeting will be organized which includes matchmaking session @ GETFAM Hotel. There will be presentations on various issues of breed improvement service provision by government, development partners, and Dutch and local private AI provider companies. Matchmaking sessions will be followed that aims to nurture relationships between new and existing breeding services providers as well as with breeding service recipients.

The b2b meeting on Thursday April 12, 2018 breeding aims to create an opportunity for private breed service provider (AI provider and heifer suppliers) to get new prospects on the needs and priorities of the small holder and commercial dairy farms in regards to the breeding choices.

The meeting has the following specific objectives

- Provide sufficient and quality information to the potential private AI service providers that enable them to understand and act upon the growing and untapped demands of breed improvement service in Ethiopia.
- Facilitate to form joint partnership to bring effective technology of breeding and business model that contribute to satisfy the untapped demands of breeding service in Ethiopia.

The b2b meeting has two components: - technical presentations on ranges of breeding issues followed by Q&A and Matchmaking sessions.

Technical presentations: - local and international breeding companies will present their know-how and innovative technologies on breed improvement services. It enables them to promote the demands of their products specialty and how it could address the challenges of access to quality, affordable and reliable supply of breeding services as a means to attain optimum production goal under the prevailing production management issues. Government representatives such as Ministry of Livestock and Fishery and National Artificial Insemination Center will also present the government policy document and anticipated role of private sector to realize the goal stated in the policy document.

The matchmaking session: - It is organized for actors in the sector including commercial farms, semen importers and distributors, AI service providers and potential business. Matchmaking session create an opportunity to share valuable business information and identify areas of collaboration to commence long-term business deals. This session will take place for one and a half hours. Booth (bar stool with table) is prepared to companies and can use for displaying their products, posters, leaflets and other communication tools.