Welcome to VIV, the truly worldwide business network, linking professionals within the Feed to Food industry.

With more than 40 years of networking experience, VIV has created a unique, global platform, offering animal protein supply chain players, endless opportunities to interact with the most promising growth markets around the world today. This remarkable business network is made up from VIV trade exhibitions, VIV Online 24/7 and VIV trade forums. Our three hub shows, VIV EUROPE, VIV ASIA, and VIV MEA are the inter-regional foundations of an amazingly dynamic industry. Not only, there are currently eight other exhibitions around the world directly organised by VIV worldwide teams and/or VIV partners, including a new, jointly organised event with a major feed partner in Asia and soon in Europe, the latest launched event on meat & food processing in Asia co-organised with the world leading organization in this field, as well as the ILDEX brand.

VIV works together with a wide spectrum of local partners to guarantee the satisfaction of local market requirements and provide the best quality service possible. Our close and extensive relationships with trade media representatives from around the world, help promote our VIV trade shows and forums to the widest possible industry audience.

Along the years, VIV reach has become truly global. With almost 3,000 international companies exhibiting with us and a visitor network of more than 120,000 professionals from 150 different countries, our reputation for high quality service is appreciated throughout the industry.

With this brochure we would like to give you a broader picture of who VIV worldwide is, where we have come from, and how we can help you take advantage of more opportunities to grow your business within the Feed to Food industry worldwide.

So welcome to VIV worldwide.

Best regards,
Heiko M. Stutzinger
DIRECTOR VIV WORLDWIDE & VNU EXHIBITIONS EUROPE;
MANAGING DIRECTOR VNU EXHIBITIONS ASIA PACIFIC;

A warm „Hello” from the VIV (Utrecht) team, on behalf of the VIV worldwide organizers ...

... also the VIV in China team members send their greetings from Shanghai.
The World of VIV

WHY PARTNER WITH VIV?

If you are in the Feed to Food supply chain, VIV is first and foremost your business partner. As part of the industry we serve with dedication, we offer you a wide and selected range of other partners, key stakeholders, associations and industry connections. And no matter in which sector of the animal production you operate, from upstream to downstream we have it all professionally covered for you at VIV worldwide. Including all species spectrum.

From the VIV teams you can expect a personal approach rather than a corporate one. We help our partners enter new markets. We offer you platforms to launch innovative products into new regions, to adapt to changing laws, customs and regulations.

Introducing fast growing markets to innovations and new ideas is our specialty. We like what we do, and always strive to provide enjoyable business for everyone.

WHEN THE SHOW IS OVER...

When the show is over, we like to go around each single booth and listen what the clients have to say about their show participation. What kind of experience the visitors had is also something we monitor edition after edition. Here are some of the words they left for us... enjoy the read!

HEAR SOME FROM OUR CLIENTS...

I rate this event highly. We have met as many good leads in three hours here as in three days at other shows we have attended recently. The quality of visitor is very high. Top people come to VIV Asia, from many countries.”

Bjarne Echberg
General Manager
Echberg Manutech
Exhibitor VIV ASIA 2019

VIV Europe was an impressive event and has once again proven to be a great marketing tool. It’s the starting place to establish new business contacts, effectively communicate our newest innovations, obtain market information, monitor competitive activity and last but not least make an unforgettable impression to our visitors.”

Henry Arts
Marketing Director
Pas Reform
Exhibitor VIV EUROPE 2018

We attended VIV several times in China, allowing us to follow market dynamics, technology development trends and innovations. Meanwhile, VIV China provided us with the right platform to show our unique products and brands to global customers.

We are looking forward to cooperating with VIV projects in China in the future!”

Wei Ning
General Manager
Little Giant Farming equipment
Exhibitor VIV CHINA 2018

I always follow innovations, and therefore I visit VIV. It is very necessary to update on current innovations and their practical applications, and VIV offers the place to do so.”

Visitor VIV ASIA 2019

WE ATTENDED VIV SEVERAL TIMES IN CHINA, ALLOWING US TO FOLLOW MARKET DYNAMICS, TECHNOLOGY DEVELOPMENT TRENDS AND INNOVATIONS. MEANWHILE, VIV CHINA PROVIDED US WITH THE RIGHT PLATFORM TO SHOW OUR UNIQUE PRODUCTS AND BRANDS TO GLOBAL CUSTOMERS.

WE ARE LOOKING FORWARD TO COOPERATING WITH VIV PROJECTS IN CHINA IN THE FUTURE!”

Wei Ning
General Manager
Little Giant Farming equipment
Exhibitor VIV CHINA 2018

Visitor VIV ASIA 2019

VIV Europe is a very important show in the Aviagen event calendar and the 2018 show proved to be a big success. As an integral part of the poultry sector, it was the perfect platform to meet with our customers and industry colleagues from Europe, the Middle East, Africa and beyond.”

Sara Collins
European Marketing Manager
Aviagen
Exhibitor VIV EUROPE 2018

I always follow innovations, and therefore I visit VIV. It is very necessary to update on current innovations and their practical applications, and VIV offers the place to do so.”

Visitor VIV ASIA 2019
The way we do business? We believe in the personal touch. Our visitors, exhibitors, and collaborators are at the center of the VIV experience. We work to make our partners and guests feel welcome, respected and appreciated. Professional but approachable support is what we love to deliver. To find you the best solution, we like to walk the extra mile.

**GLOBAL PASSIONATE TEAM**

of specialists in event management. Some of our team members have been in the VIV related industry for a long time, thus their knowledge and experience is always available to help your business thrive.

**WORLDWIDE COVERAGE**

is what VIV is good at. Global presence is our strength. The hub shows welcome more than 65% of the audience from outside of their hosting countries. For the international brands we think local and act global. We efficiently serve the local communities while bringing in the VIV global assets.

**FAIR BUSINESS**

is our purpose. We look after win-win partnerships with clients. Their vision, strategy, needs and final satisfaction are our priorities. That means being open and honest at all times and creating opportunities with real ROI for your business is our mission.

**OUR PARTNERS**

are also friends. It’s not just business... it’s personal. As one of our partners, whether exhibitor, visitor, supporter or supplier, we care about delivering to you a great business experience, in a vibrant atmosphere.

**MORE ABOUT VIV**

PIONEER THINKING

in part of the VIV “DNA”. We believe in forward thinking and have been pioneering new concepts and untapped markets. It’s called know-how and our clients, suppliers and partners can rely on us to deliver!
The World of VIV

The World of VIV

ORGANIZER

Outside the Netherlands, Jaarbeurs International is represented by the VNU Group. The group is divided into three separate and distinctive companies, which closely cooperate. Each VNU office has independent exhibition and conference brands. VIV is one of the brands that leverage from specialized project teams in all three VNU regional offices.

VNU Europe is a subsidiary company of Jaarbeurs, the Dutch trade show organizer. VNU Europe is located in Utrecht within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock sector and specializes on the VIV worldwide portfolio.

VNU Asia Pacific is a joint venture between Jaarbeurs and TCC Assets (Thailand). From its business hub located in Bangkok, the company develops exhibitions in the fast-growing, dynamic markets of South East Asia in agri-tech, animal husbandry, animal companion, food, life sciences, and biotechnology industries.

VNU Asia was established in 1993 in China. In 2001 Royal Dutch Jaarbeurs Group and Keylong formed a joint venture company: VNU Asia (万耀企龙). The company develops exhibitions in China, in many fields and more recently in agriculture and horticulture.

YOUR EVENT ORGANIZER

VIV worldwide is much more than the sum of its parts. The company VNU is the organizer and owner “behind” the VIV brand. Operating within the VNU Group, which in turn represents Jaarbeurs internationally, VIV worldwide is a network of intimate local knowledge and global industry connections, which exists to offer our partners unique business opportunities. You find our VNU offices in Utrecht, Bangkok, and Shanghai.

DID YOU KNOW?

1. TCC Assets (Thailand) is one of South East Asia’s most recognized corporations. The portfolio of TCC Assets (Thailand) includes real estate development, hospitality services, as well as engineering and lifestyle services. Jaarbeurs has formed a joint venture with TCC Assets (Thailand) in South East Asia. A subsidiary of TCC Assets, manages Queen Sirikit National Convention Center: world-class convention and exhibition venue. The new venue, re-opening in 2022, will be the largest and most cutting-edge convention center in Bangkok with approximately 280,000 square meters gross.

2. Royal Jaarbeurs belongs to the top 20 exhibition organizers by revenue worldwide and operates a 100,000 square meter exhibition center in the city of Utrecht, in the Netherlands. In the coming years, Jaarbeurs is going to invest 300 Million Euros into further expansions of its exhibition center to continue to meet the highest technology and sustainability standards.
VIV worldwide is organised on hub and international levels. From local to hub shows, the events work in synergy resulting in a complimentary and diversified offer.

**VIV BRANDS**

**WORLD OF VIV**

**VIV WORLDWIDE**

**VIV ONLINE**

**VIV FLAGSHIP HUBS**

**VIV EUROPE**

**VIV MEA**

**VIV ASIA**

**INTERNATIONAL SHOWS**

**VIV TURKEY**

**VIV QINGDAO**

**ILDEX INDONESIA**

**MEAT & POULTRY INDUSTRY RUSSIA**

**POULTRY AFRICA**

**INTEGRATED CONCEPTS**

**meat pro ASIA**

**VIV HEALTH & NUTRITION ASIA**

**VIV LEADERSHIP FORUM INDIA**

**SPECIALS**

**AQUA SAFE**

**DAIRYTECH**

**VIV EUROPE**

Utrecht (30min from Amsterdam), the Netherlands
World Expo from Feed to Food
- Organised by: VNU Europe
- Frequency: every 4 years (seven years. First edition in 1978)
- Next: May 19-June 2, 2022 | Venue: Jaarbeurs | 24th Edition
- www.viveurope.nl

The global Olympics of the animal protein sector for the production & processing of poultry meat, and eggs to pig meat, milk and dairy. Started 40 years ago, it is today’s 2nd VIV hub. Innovations in animal farming are presented here for the first time to a worldwide audience. VIV Europe 2022 is co-located with VLIST international.

Latest edition in numbers:
- Exhibitors: 591 from 47 countries
- Visitors: 18,363 from 144 countries
- Top 10 visiting: the Netherlands (24% of total), Germany, UK, USA, Belgium, China, Russia, Italy, Spain, France.

**VIV MEA**

Abu Dhabi, U.A.E.
International Trade Show from Feed to Food for the Middle East and Africa
- Organised by: VNU Europe
- Frequency: every 2 years (First edition in 2016)

VIV MEA is the third hub within the VIV series of exhibitions. The event is truly an inter-regional platform. Strongly driven by business, VIV MEA boosts trade opportunities in dairy, fish, poultry & eggs, cattle, calves, goat, and camels related productions and has a proven track record of 2 editions.

Latest edition in numbers:
- Exhibitors: 368 from 49 countries
- Visitors: 6,660 from 120 countries
- Top 10 visiting: UAE (30% of total), Iran, Pakistan, Egypt, Saudi Arabia, India, Jordan, Iraq, Oman, Sudan.

**VIV ASIA**

Bangkok, Thailand
No. 1 International Trade Show from Feed to Food for Asia
- Organised by: VNU Europe, VNU Asia Pacific
- Frequency: every 2 years (odd years. First edition in 1993)

VIV Asia is the biggest and most complete feed to food event in Asia. This VIV hub offers a unique selection of companies. A must-attend for all professionals in animal protein production, including the downstream part of the supply chain. In 2021 VIV Asia moves to a bigger venue to host a steadily growing show.

Latest edition in numbers:
- Exhibitors: 1,245 from 62 countries
- Visitors: 45,023 from 120 countries
- Top 10 visiting: Thailand (35% of total), China, India, Philippines, Vietnam, Indonesia, Malaysia, Bangladesh, S. Korea, Taiwan.
VIV Turkey
- Location: Istanbul, Turkey
- Frequency: every 2 years (even years. 1st co-located Edition in 2022)

VIV Turkey is recognized by the sector as the sole international poultry trade fair of Turkey. The feed for food concept covers the entire animal protein chain, from primary production to food processing. VIV Turkey aims at facilitating the transfer of knowledge and technology between Turkish poultry professionals.

Latest edition in numbers:
- Exhibitors: 230 from 40 countries
- Visitors: 15,934 from 105 countries
- Top 15 visiting: Turkey (21% of total), Iran, Jordan, Egypt, China, Australia, Lebanon, Saudi Arabia, Pakistan,

VIV Online
- Frequency: every 2 years (old years)

An international trade exhibition covering many profiles including poultry, cattle, dairy, eggs and meat processing. Top domestic and international companies present their products to the key buyers and industry professionals in Indonesia.

Latest edition in numbers:
- Exhibitors: 350 from 25 countries
- Visitors: 12,026 from 49 countries
- Top 10 visiting: Indonesia (21% of total), Thailand, Malaysia, S. Korea, Singapore, China, The Netherlands, Philippines, Germany, India.

ILDEX Vietnam
- Organized by: VNU Asia Pacific & Minh V. Exhibition & Advertisement Service (powered by VIV worldwide)
- Frequency: every 2 years (even years)

ILDEX Vietnam is valued by the livestock experts and leading exhibitors as the best marketplace and international business platform for local market. The show has grown through the years offering plentiful business opportunities to its audiences. The event covers all aspects of the Vietnamese and ASEAN production.

Latest edition in numbers:
- Exhibitors: 270 from 28 countries
- Visitors: 8,711 from 47 countries
- Top 10 visiting: Vietnam (67% of total), S. Korea, Thailand, China, Malaysia, India, Japan, Singapore, Indonesia, Philippines.

ILDEX Indonesia
- Organized by: VNU Asia Pacific & Primatra Kressia Media (powered by VIV worldwide)
- Frequency: every 2 years (old years)

An international trade exhibition covering many profiles including poultry, cattle, dairy, eggs and meat processing. Top domestic and international companies present their products to the key buyers and industry professionals in Indonesia.

Latest edition in numbers:
- Exhibitors: 350 from 25 countries
- Visitors: 12,026 from 49 countries
- Top 10 visiting: Indonesia (21% of total), Thailand, Malaysia, S. Korea, Singapore, China, The Netherlands, Philippines, Germany, India.

Meat & Poultry Industry Russia
- Organized by: Axi Group (powered by VIV worldwide)
- Frequency: every year (Continuation of Moscow Livestock. Livestock Expo. VIV Russia and VIV Moscow. Kiev Livestock Expo held since 2001 and former VIV Russia, held since 2004)

An important industry showcase of the most advanced developments in animal farming equipment and technologies, feed production, and processing of raw materials. A complete overview of the Russian agriculture products and market. Meat & Poultry Industry is also the place to discuss food security in Russia.

Latest edition in numbers:
- Exhibitors: 160 from 24 countries
- Visitors: 20,257 from 45 countries
- Top 10 visiting: Russia (84% of total), China, Belarus, Kazakhstan, Uzbekistan, The Netherlands, Germany, Iran, Italy, Belgium.

Viv Health & Nutrition Asia
- Organized by: VNU Europe, VNU Asia Pacific, VICTAM Corporation
- Frequency: every 4 years
- Next: May 31-June 2, 2022 | Venue: Jaarbeurs | www.vivhealthandnutrition.nl

Animals can only be productive if they are healthy. This show offers all solutions for technology, ingredients and additives to manufacture and process feed for animals, pets and aquatics, and the latest in pharmacology and ingredients, genetics and high-tech animal health solutions – presented by VIV and VICTAM.

VIV Europe & VICTAM International
- Organized by: VNU Europe, VICTAM Corporation
- Next: October 10-12, 2021 | Venue: Messe Frankfurt New Business Media
- Frequency: every 2 years (old years. First edition in 2022)

The Leading Trade Platform for Food Processing Machinery and Packaging Technologies in Asia
- Organized by: VNU, Messe Frankfurt New Business Media
- Next: March 10-12, 2021 | Venue: IMPACT

Meat Pro Asia is a professional trading platform for food processing machinery and packaging technologies. Organized alongside with VIV Asia, these two strong brands provide the complete supply chain from feed to food processing and packaging and retail, attracting the entire spectrum of food technology leaders around the world.

Messe Frankfurt is one of the world’s leading trade show organizers responsible for world famous technology and production trade shows including IFFA, the leading international trade fair for processing, packaging and sales in the meat industry.

Bangkok, Thailand
- The total animal feed and health event
- Organized by: VNU Europe, VICTAM Corporation
- Frequency: every 2 years (even years)

VIV Europe & VICTAM International showcases products and technologies relevant to livestock and poultry farmers, breeding companies, feed manufacturers, animal nutritionists, processors, and retailers from around the world. The event features live demonstrations, educational seminars, and networking opportunities designed to provide attendees with the latest information and solutions for improving animal health and productivity.

Utrecht (30min from Amsterdam), the Netherlands
- Co-location of two strong brands in Europe
- Organized by: VNU Europe, VICTAM Corporation
- Frequency: every 4 years

VICTAM and VIPEX will continue to co-locate their events in Utrecht, the Netherlands, showcasing the latest in food processing and packaging technologies to visitors from around the world. The event features live demonstrations, educational seminars, and networking opportunities designed to provide attendees with the latest information and solutions for improving food production and packaging.

Mumbai, India
- Frequency: every 2 years (odd years. First edition in 2019)
- Next: March 10-12, 2021 | Venue: IMPACT

The focus varies at each edition. In 2019, the focus was on building the future of the Indian meat industry, while in 2021, the focus was on sustainable and ethical meat production. The event features live demonstrations, educational seminars, and networking opportunities designed to provide attendees with the latest information and solutions for improving meat production and sustainability.

The World of VIV
- Organized by: HKF Trade Fairs (powered by VIV worldwide)
- Frequency: every 2 years (First edition in 2001)

A complete showcase of agricultural products in Russia, featuring the latest in livestock and poultry farming equipment, feed production, and processing of raw materials. A complete overview of the Russian agriculture products and market. Meat & Poultry Russia is also the place to discuss food security in Russia.

Latest edition in numbers:
- Exhibitors: 160 from 24 countries
- Visitors: 20,257 from 45 countries
- Top 10 visiting: Russia (84% of total), China, Belarus, Kazakhstan, Uzbekistan, The Netherlands, Germany, Iran, Italy, Belgium.

VIV Turkey
- Organized by: HKF Trade Fairs (powered by VIV worldwide)
- Frequency: every year (Continuation of Moscow Livestock. Livestock Expo. VIV Russia and VIV Moscow. Kiev Livestock Expo held since 2001 and former VIV Russia, held since 2004)

An important industry showcase of the most advanced developments in animal farming equipment and technologies, feed production, and processing of raw materials. A complete overview of the Russian agriculture products and market. Meat & Poultry Industry is also the place to discuss food security in Russia.

Latest edition in numbers:
- Exhibitors: 160 from 24 countries
- Visitors: 20,257 from 45 countries
- Top 10 visiting: Russia (84% of total), China, Belarus, Kazakhstan, Uzbekistan, The Netherlands, Germany, Iran, Italy, Belgium.

VIV China
- Organized by: VNU Asia, VNU Europe
- Frequency: every year (First edition in 2001)

A VIV worldwide boutique event, connecting poultry and egg suppliers with feed, farming and food processing in Africa. In the even years the event travels to different destinations, alternating with Kigali in the odd years. A hassle-free, premium event for the sub-Saharan markets.

Latest edition in numbers:
- Exhibitors: 120 from 28 countries
- Visitors: 2,026 from 120 countries
- Top 10 visiting: Rwanda (69% of total), Nigeria, Uganda, Kenya, Ghana, Ethiopia, S. Africa, Saudi, Morocco, Tanzania.

Kigali, Rwanda
- Expò for Sub-Saharan Africa
- Organized by: VNU Europe
- Frequency: every year from 2021 (First edition in 2017)

A VIV worldwide boutique event, connecting poultry and egg suppliers with feed, farming and food processing in Africa. In the even years the event travels to different destinations, alternating with Kigali in the odd years. A hassle-free, premium event for the sub-Saharan markets.

Latest edition in numbers:
- Exhibitors: 120 from 28 countries
- Visitors: 2,026 from 120 countries
- Top 10 visiting: Rwanda (69% of total), Nigeria, Uganda, Kenya, Ghana, Ethiopia, S. Africa, Saudi, Morocco, Tanzania.

VIV Qingdao
- Organized by: VNU Asia, VNU Europe
- Frequency: every year (First edition in 2000)

A complete showcase of agricultural products in Russia, featuring the latest in livestock and poultry farming equipment, feed production, and processing of raw materials. A complete overview of the Russian agriculture products and market. Meat & Poultry Russia is also the place to discuss food security in Russia.

Latest edition in numbers:
- Exhibitors: 160 from 24 countries
- Visitors: 20,257 from 45 countries
- Top 10 visiting: Russia (84% of total), China, Belarus, Kazakhstan, Uzbekistan, The Netherlands, Germany, Iran, Italy, Belgium.
The Feed to Food concept:
Feed | Feed ingredients and additives | Compound feed milling equipment | Feed milling | Animal health | Pharmaceutical ingredients | Early nutrition | Breeding and Hatching | Genetics | Farm management systems | Farm production | Food Engineering/Slaughtering, Processing and Handling | Media and Consultancy | Laboratory testing equipment and services | IT and automation systems | Waste treatment equipment and bio-energy technology.
About 40 years ago VIV started in the Netherlands with an innovative idea for the poultry and pig production industry. We’ve come a long way since then.

The early days.

As the Netherlands developed a more specialised agri-business industry, including the move to more innovative livestock production, the Dutch feed industry and the Ministry of Agriculture launched a pig-farming fair. A short time later, Royal Dutch Jaarbeurs joined them with its fair for show-poultry. It became known as “The Trade Fair for Innovative Animal Farming” (Vakbeurs Innovatieve Veehouderij) VIV for non Dutch speakers.

In 1986 the fair was renamed, VIV Europe to emphasise its international aspirations. These days, VIV is recognised as the leading brand name amongst international target groups. In fact, VIV worldwide has become the de facto world standard for top quality, innovative livestock production.

Growing fast.

The Dutch have a long history of trading with the world, so as farming increased and animal protein production spread further across Europe during the 80’s and 90’s, Dutch companies quickly brought their knowledge and expertise to these hungry new markets.

Onwards.

At around the same time VIV Russia quickly became the key point of reference for the Russian meat industry. Since 2019 the show has been further developed by our local partner and took back its original name “Meat and Poultry Industry Russia”. Then came India. VIV India has been organised twice and joined together with another Indian trade show ILDEX, in one unified trade platform in India for 2012. The VIV Leadership Forum India took place in 2019 as a dairy-focused program and the Indian market remains a priority for the VIV portfolio. In Latin America VIV worked to provide for the Spanish speaking Latin Americans. VIV America Latina took place in 2010 with a local partner, in Guadalajara, Mexico. Before that, several VIV editions were held in Brazil at the end of the 90’s.

Latest moves.

VIV worldwide is actively present since 2016 in the Middle East and since 2017 in Sub-Saharan Africa. VIV’s commitment to offer the MEA region international high-end platforms has made a good start and is bound to bring promising results via a continued presence in these markets. We are enthusiastically planning further developments in the region. Stay tuned.
In a world changing ever faster and on a scale we have never faced before, how do we see ourselves and where do we see our future? These are not easy questions to answer.

From a purely business perspective, of course we are constantly growing. We are expanding our portfolio, overlapping target groups to maximise our reach, and synchronising value chains. We effectively contribute to making the livestock business a better, more sustainable, more responsible, more ethical business. If for example, we could lead the drive to helping the industry become free from antibiotics we would have made a huge leap forward.

VIV will continue to take an active role in helping create tangible and sustainable results and achieving some powerful global goals. Like feeding the world and driving better animal welfare, creating sustainable, more environmentally friendly production, and empowering women's equality.

Part of our role is to help create and encourage new discussions within the industry. We provide the platform for questions and topics that can help bring the industry to the next level and beyond. For example, data driven poultry production.

However, the foundation of both our vision and our future is built around health and the environment. Last but not least, we are all the time inspired by our exhibitors and partners, by the level that their solutions achieve year after year. We are proud to be part of this world of excellences and surely committed to serve it better and better in the future.