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# VIV Asia 2019: Sign-up starts for big Bangkok show

- Asia's No. 1 international trade show from feed to food returns in March 2019
- Time to pre-register online!
- Over 1,250 exhibitors; attractions for all animal protein sectors
- Food engineering receives enhanced focus

*Food manufacturers along with primary producers and processors of animal proteins are being invited to register to attend VIV Asia 2019, now that English language pre-show registration has opened on the website [www.viv.net](http://www.viv.net). Online pre-registration in Thai and Chinese will also become available during November.*

VIV Asia is back on 13th-15th March 2019 as Asia's outstanding international feed-to-food event covering all species and sectors of the animal protein value chain. It is already guaranteed to fill the whole BITEC exhibition centre in Bangkok, Thailand, with more than 1,250 exhibitors.

Registering in advance to VIV Asia 2019 saves time on arrival at the show. Visitors who pre-register at [www.viv.net](http://www.viv.net) can print out a bar-code form or have it on their smartphone, enabling their entry badge to be generated in less than two minutes when they arrive. Additional merits of pre-registration include being kept fully informed about the forthcoming show's attractions and having all the logistical information at hand to prepare a fruitful visit.

## **A truly international and upbeat show**

VIV Asia is held biennially, meaning its most recent appearance was in 2017. That edition took the show into a new league of global platforms in terms of event size and reach. Its certified final figures confirmed a new record total of 45,952 visits from 127 countries, revealing a nearly 20 percent rise in attendance compared with 2015.

"We expect more than 50,000 visits in March 2019," event manager Zhenja Antochin declares. "Past editions have achieved the highest approval ratings from visitors and exhibitors of any event organised by VIV worldwide. We are determined that the March 2019 show will confirm that degree of value and satisfaction for everyone concerned and the key role we play in serving industry leaders from all parts of Asia and beyond. Our job is to make sure that the event has excellent and specific features to suit all visitors and that everyone in the feed-to-food chain is aware of the value of visiting.

"The pre-show promotion campaigns for VIV Asia 2019 are targeting a number of key countries in the wider Asia-Pacific region, including China, India, Pakistan, Bangladesh, Japan and of course Thailand. We are organizing important delegations from each of these countries and others as well, representing their most forward-thinking businesses active in the sectors of meat, eggs, milk and aquaculture."

## **Multi-species appeal**

"The fact that VIV Asia is truly a multi-species show leaps out from the long list of companies who will be on its stands in March," says Mrs. Panadda Kongma, the Thailand-based project manager of VIV Asia. "Farm production and the enhanced focus on food

engineering involve more exhibitors this time. At the last edition up to 20 percent of companies exhibited on farm production themes. The proportion is higher in 2019 mainly because there will be a larger selection of suppliers dedicated to pork production. And whereas the processing section of 2017 contained around 6 percent of all exhibitors, the new Food Engineering feature is set to contain 10 percent of companies and occupy double the former space.

“Of all the sections of the show, those relating to feed and animal health products are most typical of the multi-species approach, with products and services of high interest for every species. These sections held 60 percent of exhibiting companies at VIV Asia 2017 and are ready to do at least the same in 2019. In fact, the demand for stands in those areas has out-stripped the space available.

“The overall data from 2017 underlined the multi-species profile of VIV Asia when they referred to the animal protein sectors in which visitors were mainly involved. Given the importance of pork, milk and aquaculture in the Asian market, we see clear opportunities for increasing the attendance from each of those industries.”

### **Enhanced on Food Engineering**

Zhenja Antochin takes up the story about Food Engineering by explaining that the section will present the products and services of more than 100 global suppliers, for the complete post-farm chain from slaughtering and processing to logistics, refrigeration, food ingredients and packaging.

“The whole business of food engineering has become so important in Asia, we recognised that it had to become a vital part of the VIV Asia spectrum,” he remarks. “Primary and secondary processing are central aspects of it, of course, but the ideas and information that Food Engineering will offer across every bit of the journey from farm to consumer are meant to provide food manufacturers and retailers with a strong and valuable platform dedicated to this sector’s developments in Asia.

“As with all the main sections of the exhibition, Food Engineering is going to be supported by a practical and thought-provoking conference programme that is open free of charge to all our registered visitors. It is another argument for pre-registering to come to VIV Asia 2019, because that way you will be among the first people to discover full details of the timing, topics and speakers lined up for the conferences to be held at the same BITEC venue as the show.”

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### **About VIV**

*VIV worldwide is the business network linking professionals from Feed to Food. The combination of VIV trade shows, VIV online 24/7 and VIV trade forums shapes a unique platform that offers boundless opportunities to the animal protein supply chain players. Started in the Netherlands, VIV developed with dedication a worldwide network through 40 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. VIV is multi-species: the network and its events include poultry broilers and layers, pigs, cattle and calves and aquaculture.*

VIV is organized by VNU Exhibitions Europe [www.vnuexhibitions.com](http://www.vnuexhibitions.com) and is available 24/7 on [www.viv.net](http://www.viv.net)