



[Utrecht, 23 January 2019] Press release n.3

Top reasons to visit VIV Asia 2019

- Fully packed BITEC with latest products by 1,250 global and regional suppliers
- Excellent for networking
- Top for innovative products
- Content-rich conferences with registration available online
- Whole week of business in Bangkok | Top destination
- Top for convenience | 6th GFFC by IFIF preceding VIV Asia

There are many good reasons to visit VIV Asia, the international animal proteins trade fair that returns to Bangkok, Thailand, in March 2019.

Top for suppliers' presentations

VIV Asia 2019 takes place 13th-15th March 2019 at the big BITEC exhibition centre in Bangkok. The show is Asia's outstanding feed-to-food event covering all species and every part of the animal protein value chain. It is also extremely international in scope. Visitors to the most recent edition in 2017 came from 126 countries.

This time there will be 1,250 exhibitors from around 60 countries. Among them you will find big-name global market leaders and regional as well as national Asian players of growing importance, displaying the latest products and services for all animal protein producers and processors.

Every part of the Bangkok International Trade & Exhibition Centre (BITEC) will be filled by stands, with an increase of 30 percent in net display area compared with the previous edition in 2017. The international nature of the exhibiting companies can already be judged from the addresses of just the first 30 names in the 2019 A-Z exhibitors list on VIV Asia website www.vivasia.nl or at www.viv.net. Of these addresses, 10 are in 10 Asian countries, 10 more in Europe and others in North and South America.

Top for business opportunities: 50,000 visits expected in three days and 500 industry leaders

VIV Asia 2019 is where animal protein industry executives from throughout the Asian region will meet the experienced and reliable suppliers they need for their business. The visitors themselves will be representing forward-thinking businesses active in the sectors of meat, eggs, milk and aquaculture.

The leaders of many of Asia's most prominent food companies as well as directors and managers of animal protein production and processing operations are invited to attend and benefit from so-called VIV Industry Leaders priority treatment, while several high-profile delegations are due to join the March 2019 gathering in Bangkok as a result of an intensive pre-show promotion.

Top for innovative products

Many innovations will be displayed on the show's stands. Clues to the wealth of new products waiting to be introduced at VIV Asia 2019 can be found from entries on the new VIV Online 24/7 website initiative from VIV worldwide (accessible through www.viv.net).

Just to name a few examples, information posted on VIV Online by Linzhou Animore talks about new feed additive NCG, while Vetpharma reports European registrations of Keytil for treating bovine respiratory disease and Kemin's entry is about a Vietnam farm trial of Clostat for pigs.

Also, ZhengChang announces installing equipment to produce livestock and poultry feeds in Bangladesh. Dinnissen covers its cloud-based Productivity Platform. Delacon refers to consumer surveys of plant-based feed additives.

Top for conferences across the animal proteins spectrum

Within the registration page for show visitors now at www.vivasia.nl there is also online booking to attend the extensive array of conferences and seminars taking place at VIV Asia 2019. Most conferences and technical seminars held at BITEC are in English.

Wednesday 13th March brings a High-Tech Animal Health conference, a feed-oriented pig conference, pig health and advanced pig farming sessions and an aquafeed extrusion short course.

The Wednesday programme also has a session on Poultry Trends and a meeting by the World Veterinary Poultry Association with its Thailand branch, describing poultry meat as 'the value protein for one's health'. Moreover, the pet-sector interest of VIV Asia visitors has prompted a conference dedicated to pet animal health and nutrition.

Thursday 14th March opens with Asian Food & Tech Trends tying in with the expanded Food Engineering aspect of the exhibition. The same day will have a separate Food Engineering conference. Other choices include Thai Holstein Friesian Association's conference on feed management for dairy cows in a tropical zone, International Pig Forum Asia and a focus on strategies to replace antibiotic growth promoters.

Additionally there is Aquatic Asia 2019 for the aquaculture sector and a conference on Asian feed and food safety. Thursday's conferences further feature a meeting by the Federation of Asian Veterinary Associations (FAVA) to cover antimicrobial resistance 'from science to policy'.

On *Friday 15th March* the conference programme concludes with a whole-day meat industry conference called Meat 360°, in which Thai experts discuss meat market trends and innovations.

Whole week of business in Bangkok | 6th GFFC by IFIF preceding VIV Asia | Top for convenience

VIV Asia 2019 is a central point of a feed-to-food week in Bangkok. The week begins with the 6th Global Feed and Food Congress at the city's Shangri-La Hotel before VIV Asia starts at BITEC. Meanwhile, a number of other business meetings will be held in the city by media partners and companies at various locations and on different dates of the same week.

It all confirms Bangkok's international attraction as the place to meet for people from around the world who want to talk business in a relaxed and leisurely atmosphere. There is also the strong point of convenience, starting with the VIV Asia location at BITEC which is within easy reach of the major attractions and hotels in Bangkok city centre.

One of the easiest transport options to it from downtown is by BTS Skytrain. Visitors to BITEC by Skytrain arrive at BangNa station, where Exit 1 leads them to a footbridge for a short and safe walk directly into the show's main entrance. Various international hotels in the city also offer a shuttle bus service. What is more, people arriving from abroad need only about 30 minutes to travel to BITEC from Bangkok's Suvarnabhumi International Airport.

Ease of access into VIV Asia 2019 includes the online pre-registration available now on www.vivasia.nl, that allows visitors to enter the show through multiple entry points without wasting any time in queues.

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Notes for editorial team:

VIV Asia official press releases are available in English, Chinese, and Thai at the [PRESS RELEASE PAGE](#). Visuals can be found at the VIV Asia online [MEDIA GALLERY](#).

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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.

About GFFC

The 6th Global Feed & Food Congress (GFFC) will bring together leaders from the global feed and food chain in Bangkok, Thailand, on 11-13 March 2019 under the theme 'The future of Feed & Food – are we ready?'. The Global Feed & Food Congress (GFFC) series was launched in 2005 by the International Feed Industry Federation (IFIF) in cooperation with the Food and Agriculture Organization of the United Nations (FAO) to provide a global platform for scientists, industry, governments, civil society and intergovernmental organizations to come together to discuss critical issues of food and feed safety, technology, innovation and sustainability. The tri-annual Congress has established itself as the leading global event of its kind and was last held in Antalya, Turkey in 2016.