



[Utrecht-Bangkok, 13 March 2019] Opening Release

VIV Asia celebrates its 33rd Anniversary with its biggest edition ever

Animal protein businesses from many countries meet in the first trimester of the year at VIV Asia, the No.1 international trade show from Feed to Food for Asia.

The trade show began today (13 March 2019) in Bangkok, Thailand. Organized by the world-renowned professionals in international business events, VNU Exhibitions Asia Pacific Co., Ltd. and VNU Exhibitions Europe, this year marks the 16th occasion that VIV Asia has taken place under the concept “From Feed to Food”.

VIV Asia 2019 is held from March 13 through March 15, 2019 at BITEC, Bangna (Bangkok) from 10am – 6pm. At this edition, the organizer has developed the show with exhibition space increasing by 30% (30,000 net square meters at full BITEC) from last time, focusing more on the swine sector and expanding the show profile into the Food Engineering business.

Visitors will meet 1,245 leading companies from 62 countries under one roof. VIV Asia 2019 will welcome professionals from Asia and beyond during these three days, further reinforcing its reputation as the ideal trade show for animal husbandry. The show pre-registration counted visitors from more than 100 countries. It is expected that this year’s event will generate more than 18bn (18,000,000,000) baht’s worth of commercial transactions during the course of the three days.

Food Engineering - highlight of the year

The highlight of this edition is that VIV Asia introduces an extended business section on Food Engineering, which covers and showcases equipment and services for the food production and processing of poultry meat, eggs, red meat, fish, and dairy products. The VIV Analysis team identified a need for a platform to provide a linkage between livestock and food production businesses, to create more opportunities through the supply chain in the target markets.

At VIV Asia 2019, the Food Engineering section can be found in Hall 98. It features over 100 leading local and international companies that bring complete solutions, high technology and full services at a professional standard to serve customers and investors. In this zone, top companies will showcase pre-processing, slaughtering, ingredients, additives, seasoning, marinating equipment, cooling/freezing, packaging, logistics and storage, food safety management, IT with digital technology, hygiene, waste water treatment and energy management.

Opening Ceremony remarked

At the opening ceremony of the event, it is an honour to welcome Deputy Minister of Agriculture and Cooperatives, **H.E. Mr.Luck Wajananawat**, who is kindly presiding over the proceedings. The President of Thailand Convention and Exhibition Bureau (TCEB), **Mr. Chiruit Isarangkun Na Ayuthaya**, ambassadors and diplomats from the Netherlands and the United Kingdom and several other nations, as well as event sponsors and supporters from the government and private sectors will also be present. In addition, during the event, the “**Asian Personality Awards**” will be presented to the wonderful minds that devote themselves to the poultry and livestock industries in Asia. These Awards are produced through a cooperation between VIV worldwide Director **Mr. Ruwan Berculo**, VIV Asia Senior Project Manager **Ms. Panadda Kongma** and VIV Asia Event Manager **Mr. Zhenja Antochin**, as well as **Mr. Nigel Horrox**, Managing Director of Positive Action Publications.

Mr. Luck Wajananawat, Deputy Minister, Ministry of Agriculture and Cooperatives, disclosed after the Opening of VIV Asia 2019 at VIV Square Hall 101, Bangkok International Trade & Exhibition Centre (BITEC) that VIV Asia is the technological exhibition and seminar for livestock and aquaculture industries of Asia. Its pattern to showcase livestock technologies and seminars help further the knowledge to develop the livestock businesses. Furthermore, VIV Asia also aims to upgrade Thai agriculture through research and development on agricultural, livestock, and fisheries infrastructures with emphasizes on the effective uses of resources in a sustainably and environmental friendly manner along with the application of modern technologies in farm management.

This correlates with the policy of the Ministry of Agriculture and Cooperatives in providing a consistent support to the development of livestock industry. In this connection, the Ministry has assigned the Department of Livestock Development to organize a booth in VIV Asia 2019 and participate in the academic seminar on “Disease prevention management for export”. The Ministry also underscores the importance the use of technology in dealing with the challenges arising from the changing of demography and workforces through several measures from enhancing the farm efficiency, increasing the agricultural produces values, to supporting the proper land use in agriculture.

In VIV Asia 2019, there are also new business section on food engineering which responds to the demands from feed to food and open the opportunities to bring in the high technologies to apply in Asia’s agricultural and livestock businesses. The organization of this event is then the vital part in presenting Thailand as the MICE Hub and the main business destination of Asia together with the international standard MICE venues and professionals.

Mr. Chiruit Isarangkun Na Ayuthaya, President, Thailand Convention and Exhibition Bureau (TCEB) said that “With the market value of processed meat at above one trillion dollars and the animal feed of some six billion dollars, I believe we all realize the role of this exhibition to the global trade as well as the wellbeing of mankind. TCEB supported meetings and international exhibitions based on the government's 4.0 policy. Among them is VIV Asia that is a very good evidence of the success of cooperation among concerned parties. VIV Asia become the most anticipated show for animal proteins production as it has received the highest approval ratings from visitors and exhibitors of any livestock events in Asia. The most recent edition was in 2017 and that edition already took the show into the new level 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 increase compared with 2015.”

Show spotlight

Ms. Panadda Kongma, Head of the Competence Center for Livestock, which takes care of VIV Asia said that “At every edition of VIV Asia, our team tries to develop the event in many fields to make a better show; to introduce more profiles to complete the food supply chain and to create a strong platform for the livestock market for Asia.

“VIV Asia 2019 focuses on the food production business as we have created the ‘Food Engineering’ section in Hall 98. We also focus on the swine business with growth of 30% in exhibiting companies. We have created a bridge to increase business potential with other countries through the ‘International Pavilions’ where we have 10 pavilions from Belgium, France, South Korea, Thailand, the United States, Japan, Canada, China and Spain.

“There are not only the showcases, but also the academic program. We provide industry professionals with knowledge platforms through over 100 seminars and conferences during VIV Asia, organized by VIV worldwide, top companies and global publications. The event is also coordinated with the 6th edition of Global Feed and Food Congress (GFFC) which met in this same week in Bangkok as well.

“As a special feature on site, we have arranged the VIV Industry Leaders Program to invite the influencers and top investors of the industry to visit our show from several important countries. This

edition of the VIV Industry Leaders Program has attracted 500 industry leaders who are key players influencing the livestock economy of the Asia region.”

VIV Asia 2019 is held from March 13 through March 15, 2019, 10:00 am to 6:00 pm daily. Those who would like to visit the event can complete the online registration for admittance at www.vivasia.nl

To get a free entry ticket, or for more information, please call 02-670-0900.

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About VIV worldwide

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 worldwide calendar of events, the business network linking professionals from Feed to Food:

- **VIV Asia 2019**, Bangkok, March 13-15
- **Poultry Africa 2019**, Kigali, October 2-3
- **VIV health & nutrition Asia 2020**, Bangkok, January 15-16
- **VIV MEA 2020**, Abu Dhabi, March 9-11
- **VIV Europe 2022**, World Expo from Feed to Food

Partner events supported by VIV worldwide:

- **GFFC 2019**, Bangkok, March 11-13
- **VIV Turkey 2019**, Istanbul, June 13-15
- **VIV Qingdao 2019**, Qingdao China, September 19-21
- **VIV Russia 2020**, Moscow