



**meat pro**  
ASIA

**Press Release**

[March 31<sup>st</sup>, 2021 Bangkok, Thailand]

## VIV Asia and Meat Pro Asia postponed to January 2022

*Leading events to open the year of animal protein production business in 2022 in Asia.*

**VIV Asia**, the complete Feed to Food global trade show in Asia, is postponed to January 12-14, 2022, as announced by the show organizers VNU Asia Pacific and VNU Europe.

**Meat Pro Asia**, Asia's leading processing and packaging trade fair for egg, poultry, meat, seafood & food products, organized by Messe Frankfurt (HK) Ltd. and VNU Asia Pacific is also postponed to be co-located with VIV Asia.

Two international leading events for the animal protein production business in Asia, under one roof: an unprecedented and remarkable opportunity. VIV Asia and Meat Pro Asia will take place on **January 12-14, 2022**, at the Challenger Halls - **IMPACT, Bangkok, Thailand based on the announcement by The Ministry of Tourism and Sports on a new four-phase plan that would see the country fully opened to international visitors by January 2022.**

"Our new dates and plan are aligned with the announcement from the Thai Government to fully reopen by January 2022." said Heiko M. Stutzinger, Director VIV worldwide and Managing Director VNU Asia Pacific and VNU Europe. "As for VICTAM and Animal Health and Nutrition Asia, the organizers are working on a forward-driven solution in order to synergistically combine the events in Bangkok. All details and implications for partners and customers regarding the new set-up will be communicated in the coming weeks." added Stutzinger.

### **VIV Asia and Meat Pro Asia postponement**

"The reason for this step into 2022 is our strong commitment to offer our clients a truly international platform in Bangkok. Stakeholders from all over the world should be in the condition to participate and make the 3-day event a real booster for business. We strongly believe that the new dates will benefit all parties and stakeholders planning to attend VIV Asia" said Zhenja Antochin, Senior Project Manager VNU Europe.

"Thanks to the good cooperation with our partners, we were able to secure a prime timeslot for VIV Asia and Meat Pro Asia in 2022. From this postponement our exhibitors and visitors can expect a fruitful and safe event." said Panadda Kongma, Director Agribusiness and Operations VNU Asia Pacific.

## Digital event heading up to the in-person dates

Prior to the in-person trade shows in January next year, VIV Asia and Meat Pro Asia will organize a digital event in September 2021. Offered to both events exhibiting companies as a complimentary business opportunity, the online platform will maximize exposure for exhibitors and provide a convenient sourcing option for buyers from all over Asia during this year. Networking and knowledge sharing sessions will also be facilitated through the platform. More details on the digital dates will follow in due course.

Stay tuned on [WWW.VIV.NET](http://WWW.VIV.NET) and see you next year at VIV Asia and Meat Pro Asia on **January 12-14, 2022**, in Bangkok, Thailand.

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### About VIV worldwide

VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a 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. Visit [WWW.VIV.NET](http://WWW.VIV.NET).

### Press contacts:

- Ms. Elena Geremia, Senior Marcom Manager of VIV worldwide, [elena@vnueurope.com](mailto:elena@vnueurope.com)
- Ms. Saengtip Techapatiphandee, Assistant Marcom Manager of VNU Asia Pacific, [saengtip@vnuasiapacific.com](mailto:saengtip@vnuasiapacific.com)

**About VNU Group** | VNU Group is a globally operating exhibition company with offices in Utrecht (VNU Europe), Shanghai (VNU Asia), and Bangkok (VNU Asia Pacific). VNU Group is part of the Royal Dutch Jaarbeurs and represents its international exhibition business outside of the Netherlands. Each VNU office runs a portfolio of exhibition and conference brands with professional expertise on specific markets and industries. The Agri-food exhibition portfolio is a core business in all three VNU regional offices. Other VNU Group main event sectors include Tech, Lifestyle, Construction, Lifesciences and Biotech, and more.

**About VNU Asia Pacific** | VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries. For more information, visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)

**About VNU Europe** | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock and Feed to Food sector and specialised on the VIV worldwide portfolio. For more information, visit [www.vnueurope.com](http://www.vnueurope.com)