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VIV ASIA 2023 PRESENTS OVER 100 SESSIONS FROM INDUSTRY EXPERTS

Extensive conference program on all latest industry trends and developments

VIV Asia, the leading international trade exhibition and conference for the animal protein production supply chain in Asia, announces its conference program at the show. With a focus on cutting edge know-how, the conference program will offer attendees a unique opportunity to gain insights into the latest innovations and technologies, as well as best practices from leading industry and research experts.

With over 200 high-level speakers joining from all over the world, the conference program is shaping up to be one of the most comprehensive and informative events in the industry. VIV Asia 2023 offers over 100 conferences and sessions. These sessions are initiated by the organizers, exhibitors, leading research institutes, knowledge partners and industry associations. Attendees will have the chance to hear from experts on a wide range of topics f.e. on early feeding, feed efficiency or controlling Avian Influenza, maximizing dairy farm margins, improving gut health and sustainable solutions for animal production. Some of the conferences require an entry fee, but the majority of the program is free to visit.

A BROAD SELECTION OF TOPICS

Reimagining the Global Food System

On 8 March, Tony Hunter, Global Food Futurist at Future Cubed, kicks off with "**Reimagining the Global Food System**". Feeding 10 billion people by 2050 means that the Food, Beverage & Agriculture industries are at the forefront of meeting this challenge. Our current food system can't equitably and sustainably feed the increasing population. New technologies, doing more with less, are rising to the challenge, enabling us to reimagine a more sustainable and equitable global food system.

Must attend conferences for aquaculture specialists

Aquaculture specialists have the opportunity to attend two conferences the day prior to the show on March 7th. The first is **Aquatic Asia Conference** and themed 'Transformation to Sustainability', while the second is the 7th edition of the annual **Aqua Feed Extrusion Conference**, co-organized by VIV, International Aquafeed and Fish Farming Technology magazine as well as Dr Mian Riaz of Texas A&M University. This specific rendition of this conference focuses on extrusion machinery and aquatic feed systems, and will include speeches from industry professionals which will offer inspiring ideas on how users can better utilize their extrusion equipment.

Future proof production

As the world looks to a more sustainable future, production practices will have to adapt to meet new demands. At VIV Asia 2023, there will be a range of sessions dedicated to future proofing the business. From alternative protein solutions and feed for the future, to smart factories and waste management, visitors will be able to explore the latest developments in sustainability.

Plus, with a focus on energy-efficient production, attendees can be inspired how to make their business more environmentally friendly. With so much change on the horizon, these sessions are essential for anyone wanting to set themselves up for success in the future.

The program covers a vast majority of subjects for the production of poultry, dairy, swine and aquaculture. It has been set up in cooperation with many high-standing partners, such as the Good Food Institute Asia Pacific (GFI APAC), Thai Union Group PLC, The Halal Science Center, Chulalongkorn University, Thai Automation and Robotics Association (TARA), Misset International, WATT Global Media, Perendale Publishers, Asian Food and Feed Insect Association (AFFIA), Thai Ruminants Veterinary Association (TRVA), Thai Holstein Friesian Association, Thai Feed Mill Association (TFMA), Department of Livestock Development (DLD), Federation of Asian Veterinary Associations (FAVA), International Poultry Council, and many more. These partnerships help to ensure that attendees will have access to the latest information and research in the field.

Topics related to food engineering and future food

GFI APAC will be hosting “How Meat Producers Can Benefit from the Alternative Protein Boom” on 8 March, and Thai Union Group PLC will present “Delighting Customers and Consumers with Alternative Proteins through Application Development”. The co-located show Meat Pro Asia also has a conference highlight focusing on sustainability, showcasing new solutions provided by Multivac Group, Mayekawa, Bizerba Southeast Asia and HiperScan GmbH. To add to that, top brands from the food engineering sector will talk about the latest trends in Food safety (Ecolab, Mettler Toledo, Rieckermann and Marel) and Halal food courtesy of The Halal Science Center at Chulalongkorn University during the exhibition at Jupiter 4, IMPACT.

The first sessions are now open for sign-ups and can be viewed on the exhibition website. VIV Asia 2023, co-located with Meat Pro Asia, will take place from March 8-10, 2023 at IMPACT in Bangkok, Thailand. Both exhibitions will open their doors from 10:00-18:00 hrs during all 3 days. For more information or to register for the event, please visit www.vivasia.nl

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

Press contacts:

- Saengtip Techapatiphandee, Marcom Manager of VNU Asia Pacific, saengtip@vnuasiapacific.com
- Phitchapha Phunmanee, Media Partnership Executive, VNU Asia Pacific, phitchapha@vnuexhibitionsap.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

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 specialized on the VIV worldwide portfolio. For more information, visit www.vnueurope.com