



**Press Release**  
[February 28, 2023, Bangkok, Thailand]

## **ONLY A FEW DAYS LEFT FOR VIV ASIA 2023**

*After four long years, the time has come to raise the curtain on VIV Asia 2023 at IMPACT in Bangkok and do business face-to-face again. The floor is set to welcome visitors and exhibitors from the global feed to food and meat-processing value chain.*

### **VIV ASIA & MEAT PRO ASIA GRAND OPENING**

Thousands of participants from the feed, meat and aquaculture industries from around the world will be meeting from 8 to 10 March at VIV ASIA 2023, co-located for the first time with Meat Pro Asia, making this, the most complete Feed to Food global trade show edition in Asia.

The heart of VIV Asia, the VIV Square, will offer exciting events, from conferences with eminent speakers to networking events with country delegations and happy hour activities to celebrate the 30<sup>th</sup> Anniversary of the leading livestock event in the region.

“We are overwhelmed by the positive response of the industry on VIV Asia 2023, both in terms of exhibitors participating and registered visitors. The VIV shows have always been places where the whole industry comes together: manufacturers, suppliers, buyers, distributors, governmental bodies, research, media everyone. VIV Asia is the best example for this,” states Ms. Birgit Horn, Managing Director of VIV Worldwide.

This year, the co-located Meat Pro Asia, exclusively focused on processing and packaging, offers an even greater range of product variety than ever before. Mr. Richard Li, Executive Director, Messe Frankfurt (HK) Ltd explains: “We are thrilled to be opening a new chapter for sourcing in one of South East Asia’s most important food producing regions. In particular, the internationality of this first ever edition is something we are extremely proud of, with exhibitors from more than 20 countries and regions taking part. Buyers are presented with high-quality processing and packaging solutions from all over the world through this international presence.”

### **UNPARALLELED EXHIBITOR PROFILES**

More than 1.200 exhibitors will showcase not only an extraordinary variety of products, but innovations, knowledge, and services related to animal husbandry and animal nutrition. Just like at every VIV show, attendees at VIV Asia 2023 will network with industry professionals intensively

and also gain valuable insights into the latest industry trends and by that being able to create their business outlook for the upcoming two years.

The industry names present this year include global and regional market leaders from Asia, Europe, America, and the Middle East – all under one roof. With an array of species covering poultry, aquaculture, dairy, swine and cattle/calves – the show has lots to offer for all professional players in the animal protein production including the downstream part of the supply chain.

### **OVER 120 SESSIONS STACKED WITH KNOWLEDGE**

With a focus on cutting edge know-how, VIV Asia's 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. Over 200 high-level speakers will be joining from all over the world, shaping this year's conference program up to be one of the most comprehensive and informative events in the industry.

The sessions offered at VIV Asia 2023, 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, such as early feeding, feed efficiency or controlling Avian Influenza, maximizing dairy farm margins, improving gut health, sustainable solutions for animal production and many more. Some of the conferences require an entry fee, but the majority of the program is free to visit. An early registration to different sessions is highly recommended, however visitors can still attend some of the conferences registering onsite depending on availability.

Other important events planned by the VIV Asia show partners are the WPSA (World's Poultry Science Association) Pakistan Poultry Industry Symposium 2023, the DPC (Dutch Poultry Centre) Netherlands reception, the HubOrange Asia Inspiration Forum, the Global Dairy Farmers initiative on How to Build Your Sustainable Dairy Farm, and the International Poultry Council event "TRANSFORM", a consortium to address transboundary and zoonotic diseases and antimicrobial resistance, among a list of many more.

### **HASSLE-FREE TRANSPORTATION AND NAVIGATION ON SITE**

To make the journey to and from the event easier for visitors and exhibitors, VIV Asia has arranged a free shuttle service that will operate on a set schedule. Attendees can access the full shuttle schedule and book their rides through a QR code available on the show's official website. The shuttle service will provide a hassle-free transportation option to and from IMPACT, allowing attendees to focus on making connections and conducting business.

In addition, VIV Asia has created a step-by-step video guide that showcases the features of IMPACT and helps visitors navigate the venue with ease. The guide will be available on the show's official website and will be a valuable resource for attendees who may be unfamiliar with the venue.

For attendees who have pre-registered for VIV Asia 2023, badge collection will be available at the entrance. Those who have not yet registered can do so on-site and then proceed to collect their

badges. With streamlined registration and badge collection, visitors can quickly get started with their business at the event

Thailand is now fully open to visitors from around the globe, without any entry requirements. This means that attendees can enjoy a seamless and welcoming experience at VIV Asia 2023 and its co-located Meat Pro Asia show.

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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).

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**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 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](http://www.vnueurope.com)

**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)