



FOR IMMEDIATE RELEASE

VIV Asia 2025: The Largest Edition Yet Promises Unprecedented Opportunities for the Livestock Industry

VIV Asia 2025, the premier international trade show for the animal protein production and processing industry, is set to be the largest and most comprehensive edition in its history. Scheduled to take place from March 12-14, 2025, at the IMPACT exhibition center in Bangkok, this event will feature expanded exhibition space, extensive expert knowledge, and enhanced digital platforms.

Introducing the Team Behind VIV Asia 2025

VIV Asia 2025 is led by a strong international team that combines Southeast Asian and global expertise to create the leading show for animal protein production. **Tom Faulkner**, the Senior Project Manager from VNU Europe, has been guiding the event's delivery over the past year. He works closely with show partners, media organizations, international exhibitors, and stakeholders to ensure a top-tier event. **Bow Juntasing**, Project Manager of VIV Asia 2025 from VNU Asia Pacific, is dedicated to ensuring the readiness and support of exhibitors. She connects stakeholders in Southeast Asia with global brands and invites prospective buyers and visitors to join this landmark event. Together, Tom and Bow lead a globally active team to deliver an unparalleled experience at VIV Asia 2025.

What Sets VIV Asia 2025 Apart

Tom: "We are building on the success of VIV Asia 2023, working with exhibitors who pledged their support at that show for the 2025 edition. Alongside cutting-edge content, new product launches, introducing the AgriBITs Summit, with a focus on digitalization in the agrifood industry, we are looking forward to hosting the biggest VIV Asia so far. MeatProAsia, hosted in co-operation with Messe Frankfurt, and Horti Agri Next Asia will complement the show ensuring that there are solutions available from seed to food for anyone who wants to do business in Asia. "

New Features

Bow: "VIV Asia 2025 will be our largest show ever, with noticeable growth in every sector of the livestock industry. This year's show will feature exciting past and new events such as the Opening Ceremony, Networking Night, Welcome Official Country Partner, Happy Hours, Business Pitching, Guided Tours, Interactive spaces, and more."

Unique Themes and Focuses

Tom: "With the expansion into an entire new hall, we look forward to a dedicated area for Croptech - Feedtech companies, which will, with their large equipment showcases build a perfect bridge to the related content sessions and to the horticultural and agricultural exhibits in the adjacent halls. This edition's overarching focus topics will be Regenerative Agriculture and Animal Disease Management, as they address the major upcoming and recent opportunities and challenges for the industry. In addition to this attendees can expect a dedicated Aquatic Technology overview by the exhibitors which will also be covered on the expert stages - showcasing and discussing advancements in aquaculture. By bringing the AgriBITs Summit alongside VIV Asia 2025, we are also aiming to enhance industry networks and knowledge on matters of AI, connectivity, digitalization, and automation technologies in the agrifood production industry."



Enhanced Exhibition Layout

Bow: "As this year's exhibition space is substantially larger, we have divided it by industry sector for an optimized visitor experience, starting from Challenger 1 with MeatPro Asia. The VIV Asia zone will include sectors for Processing, Handling, Farm Production, Breeding, Hatching, Feed Ingredients/Additives, and Animal Health. Visitors can then take the skywalk to connect with Hall 7 and the Crop Technology and Feed Technology exhibitors. The new feature areas will enhance the visitor experience and act as a transition to Hall 5, where Horti Agri Next Asia will be located."

Attracting Key Decision-Makers

Bow: "High-quality visitors are a hallmark of VIV Asia. We expect to welcome over 50,000 trade visitors and 1,500+ exhibitors from more than 100 countries. The Industry Leader and Hosted Buyer Programs will facilitate visits from key decision-makers, ensuring substantial business value for participants. Potential buyers, key decision-makers, and industry leaders from around the world can only benefit from attending. Apart from our own network of industry influencers and buyers, we also have the support of our governmental and strategic partners and associations, both regionally in Southeast Asia but also on a global scale."

Leveraging digital platforms and social media

Tom: "We have invested in an improved viv.net platform, allowing exhibitors to promote their products, connect with buyers, and present their brands easily and effectively. On the visitor side, we are focusing on improving their online and onsite experience, by an optimized search for exhibitors and products, shortlisting of favorite brands, sessions and products, so that they can easily navigate the show. Our social media presence on LinkedIn and Meta (Facebook & Instagram) will keep the AgriFood community updated and engaged, maximizing the benefits of VIV Asia 2025."

Incorporating Feedback for Improvement

Tom: "Transportation to IMPACT was the main requested improvement last year. We have listened to the feedback and are pleased to announce that it will be possible to travel almost the entire journey to the venue with public transport. You will notice I said almost; the last two kilometers will still require the use of shuttle buses from the closest MRT station, which we will be laying on to ensure that we move as many people to the venue in the shortest possible time. On top of that we have been working on instructional videos on using public transportation as well as a local app to order a private car or van."

Still room to join as exhibitor

Tom: "Secure your space today to be a part of this extraordinary event! With spaces filling up quickly, now is the perfect time to contact the sales team and secure your stand. Numerous sponsorship options are available to enhance your company's visibility both at the venue and online."

Plan your trip early

Bow: "Don't miss out on the extra-ordinary opportunities at VIV Asia 2025. Follow us on social media and subscribe to our E-Newsletter for updates. We look forward to welcoming you to Bangkok from March 12-14, 2025!"



Note for editors

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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.

About Horti Agri Next Asia (HAN Asia)

HAN Asia is the Horti Agri Next hub edition tailored specifically for the Asian market, showcasing the latest in horticultural food production, landscaping, controlled environment practices, environmental conservation, and agriculture. HAN Asia brings together industry professionals and experts from across Asia and around the world. Join us at HAN Asia to explore the forefront of the Asian horticultural and agricultural industries. For more details, please visit the official website at www.hortiagrinext.com.

About VNU Group | VNU Group is a globally operating exhibition company with offices in Utrecht (VNU Europe) 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 both 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 involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV, AgriBITS and Horti Agri Next. For more information, visit 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