



# VIV ASIA 2023

BANGKOK, THAILAND

8-10 MARCH

[WWW.VIVASIA.NL](http://WWW.VIVASIA.NL)

## EXHIBITOR BROCHURE

THE COMPLETE FEED TO FOOD  
GLOBAL TRADE SHOW IN ASIA



[WWW.VIV.NET](http://WWW.VIV.NET)

**VNU** ASIA PACIFIC

NEW VENUE!  
**IMPACT**  
MUANG THONG THANI

**VNU** EUROPE



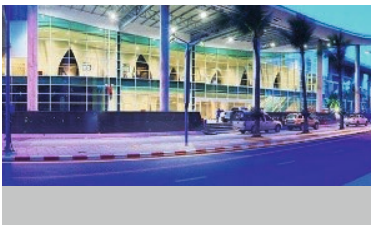
# WELCOME TO VIV ASIA

## Introducing the biggest and most complete Feed to Food event in Asia

VIV Asia 2023 is dedicated to the world of animal protein production and all the related sectors, from feed production, animal farming, breeding, slaughtering, to veterinary services and animal health. A unique global HUB offering direct access to the fast-growing markets of Asia, including ASEAN, China, Far East and India.



### SHOW IDENTITY CARD



**Location:**  
Bangkok, Thailand

**Frequency:**  
Every 2 years

**Next date:**  
8-10 March 2023

**Attendance:**  
45,000 +

**Show Features:**

- Poultry Broilers
- Poultry Layers
- Pigs
- Dairy Cows
- Fish/Shrimps
- Cattle/Calves



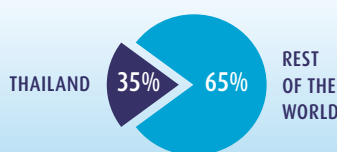
### VISITOR IDENTITY CARD



**Visitor Features:**

- High quality visitors is something you can count on at VIV Asia.
- Professional players from the entire feed to food supply chain.

**Visitors origin from last edition**



### EXHIBITOR IDENTITY CARD



**Exhibitor Profiles:**

- Feed
- Feed Ingredients & Additives
- Animal Health
- Breeding & Hatching
- Farm production
- Processing, Handling, Food Engineering
- Media & Consultancy
- Logistics / Refrigeration
- Laboratory testing equipment & services
- IT & automation services



# THE COMPLETE FEED TO FOOD SUPPLY CHAIN

Global and regional suppliers from Europe, America, Asia, and the Middle East, representing all sectors: under one roof!



**meat pro**  
ASIA

The must-attend event for all professional players in the animal protein production, including the downstream part of the supply chain boosted by the new co-location with Meat Pro Asia.



**120+**  
visiting  
countries



**200+**  
professional  
speakers



**45,000+**  
visitors



**60,000** sqm  
exhibition space



**1,500+**  
exhibitors



# REASONS TO EXHIBIT!

VIV Asia has always proven to be the ideal platform to meet and connect with new and existing clients

Over the years VIV Asia has exceeded market expectations providing the best services for the entire supply and demand ecosystem by connecting more exhibitors & visitors with every edition. Today VIV Asia is without a doubt the key professional event in Asia to meet customers, partners, and all the most relevant and innovative players in the field of animal protein production.

- Increase your brand awareness and positioning in Asia and internationally
- Build loyalty with your current customers and meet new prospects
- Explore developing markets and and opportunities for innovation

## KEY SHOW PARTNERS



## IMPACT: OUR NEW HOME

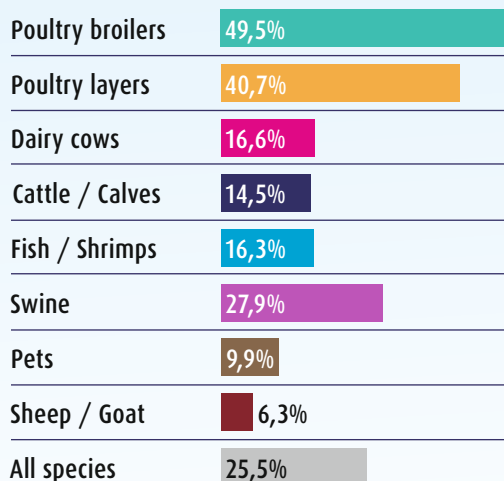
A new home base for VIV Asia 2023 in Bangkok: IMPACT. The move reflects an ever-expanding international exhibition. With its mega size, IMPACT, offers room for VIV Asia 2023 to welcome more business profiles and to enhance the overall show experience, for professionals from Asia and beyond.



# TOP NOTCH BUYERS

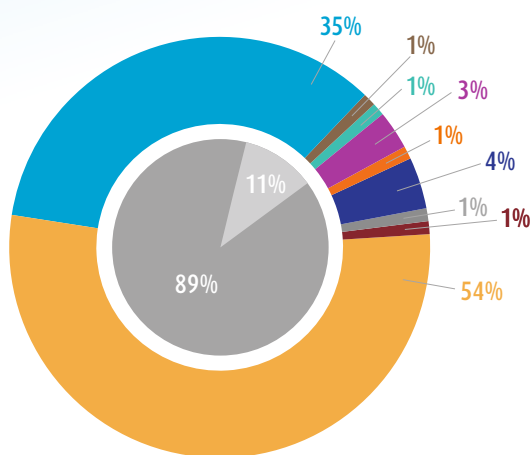
A prepared and professional audience, representing the best buyers in the field of animal protein production.

## VISITORS BY SPECIES (Multiple Choice)



## VISITORS BY AREAS

Western Europe	3%	1,317
Eastern Europe	1%	360
Middle East	4%	1,597
North America	1%	307
South/Central America	0.4%	160
Africa	1%	313
Asia (excluding Thailand)	54%	24,389
Thailand (host country)	35%	15,808
Australia	1%	449
Unknown	1%	323
<b>Total from Asia</b>	<b>89%</b>	<b>40,197</b>
<b>Total from outside Asia</b>	<b>11%</b>	<b>4,826</b>



## VISITORS BY JOB FUNCTION

General manager/CEO	25,2%
Technical manager/engineer/technician	9,9%
Marketing/sales manager/representative	23,0%
Buyer/purchase/procurement	13,4%
Farm owner	7,0%
Farm employee	0,8%
Veterinarian	6,0%
Nutritionist	2,3%
Researcher	2,5%
Consultant	0,7%
Producer/processor	1,3%
Dealer/Producer/processor	0,6%
Government representative	0,2%
Academic/professor	0,3%
Regulatory manager	0,4%
Press	11,5%
Other	2,0%
Unspecified	2,7%

## VISITORS BY SECTORS

Feedmill	14,8%
Feed ingredients & additives manufacturer, distributor	24,1%
Animal Health/Pharmaceutical/Ingredients/manufacturer	21,6%
Farm equipment manufacturer	7,8%
Farm	15,6%
Slaughterhouse, Processor, Manufacturer, Distributor	5,4%
Other	8,1%
No answer	2,5%



# REGION OUTLOOK

The most populous continent and a fast-rising consumer demand



Your gateway to ASEAN, Far East (including China), and South Asia (including India).

## DEMOGRAPHICS

POPULATION (estimation 2022)



4,06 billion



AVERAGE AGE: 32,6 years

GDP PER CAPITA  
14,685 USD



REGION GDP 26,7 TRILLION USD



URBAN POPULATION  
55,4%



RURAL POPULATION  
44,6%

# MARKET DATA

An insightful look at the most important industry figures

## TOTAL CONSUMPTION IN ASIA

(data referring to 2020 and prev.)

### By product type

<i>Red meat consumption</i>	38 kg/capita
<i>beef / veal</i>	6 kg/capita
<i>pork</i>	14 kg/capita
<i>sheep/goat</i>	1 kg/capita
<i>Poultry meat consumption</i>	17 kg/capita
<i>Eggs consumption</i>	11 kg/capita
<i>Milk consumption</i>	130 kg/capita
<i>Aquaculture/Fish consumption</i>	13 kg/capita



## INDUSTRY PRODUCTION

(data referring to 2020 and prev.)

### Total production in Asia

Asia feed production	420 million tons
Asia broilers production	38 million tons
Asia eggs production	46 million tons
Asia pork production	67 million tons
Asia beef production	24 million tons
Asia milk production	300 million tons
Asia fish/shrimp production	90 million tons
Asia sheep/goat production	3 million tons

\*data from FAO, Statista, OECD, Ourworldindata and other sources

# INDUSTRY CHALLENGES

## Rising consumer demand: the game-changer seen for all foods across South-East Asia

There is intense competition from other sectors for agricultural land in ASEAN countries. Land productivity must increase without jeopardizing the quality of natural resources.

The tropical environment represents a high-risk element for pathogen growth in livestock. At the same time, drug residue & bacteria resistance in animals are concerning issues that require attention.

Animal protein supply chains face significant challenges related to inflationary pressure, especially in four key areas – animal feed, labor, energy and freight.

Automation, energy cost reduction, proper biological drug treatment, and other pioneering approaches and innovations will have a strong impact on the food chain for domestic production.

### EMBRACING INNOVATION



Nutritional Innovation



Sustainability & Energy Cost Reduction



Digital Revolution



Feed & Food Safety



Global Regulations & Policy



Future of Farming Systems







## DEMONSTRATE HOW YOUR COMPANY IS SUCCESSFULLY TACKLING CHALLENGES

- Showcase your knowledge!  
Be a trusted model for present and future customers.
- Expertise in action!  
Display what your company is offering within the realms of innovation, market solutions, and groundbreaking industry approaches.

### ATTEND VIV ASIA 2023!

The best way to showcase your business aptitude.



# VALUE-ADDED SERVICES

Promote your participation at VIV ASIA 2023 with our human-centric approach

## MATCH & MEET ON VIV CONNECT

VIV Asia 2023 provides a complimentary online match-making system to all exhibitors and registered visitors.

The platform connects supply and demand and allows you to make appointments with selected buyers and visitors ahead of the show. You can easily filter the profiles that best match your needs and discuss business with them either face-to-face onsite or digitally.



## CUSTOMIZED MARKETING OPPORTUNITIES



On-site advertising



Digital marketing



Seminars & workshops

A proper promotion before, during, and after the show is extremely important to maximize your business and brand exposure.

Make sure your current clients and new potential customers know that you will take part in VIV Asia 2023.

## PRIME OPTIONS:

- Logo on lanyards
- Onsite banners
- Onsite conference and seminars
- Logo on website
- Advertisement in the show guide
- Newsletter promotion
- Social media exposure
- ... and many more!

Deadline: January 2023  
(First-come-first-served)

## BENEFITS:

- Stand out from competition
- Trigger sales opportunities by creating multiple touch points with your future customers
- Great customization and an easy booking via seamless order portal



# BOOK YOUR BOOTH NOW!

Reserve your space at VIV Asia



## GREAT VISIBILITY FOR NEW BUSINESS OPPORTUNITIES

A booth at VIV Asia 2023 maximize your company's business opportunities in the Asian market.

As a relevant player in the animal husbandry industry, whether you work is upstream or downstream in the supply chain, this is the must-attend event to include in your marketing strategy.

Our professional sales team is excited to receive your questions and help you reserve the best location for you on the show floor.

### PREPARATION STEPS:



Digital service portal for easy preparation!

## TO LEARN MORE ABOUT OUR OFFER – CONTACT US!

VIV Asia team speaks your language. Check the contacts network and choose your preferred sales representative among team members or country agents at: [www.vivasia.nl/contact](http://www.vivasia.nl/contact)



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IN CO-LOCATION WITH  
**meat pro**  
ASIA

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