



The dedicated event for the Asia-Pacific Milling industries

Presented at VIV Asia 2011, BITEC, Bangkok, March 9-11 



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Throughout Asia, a true investment boom is taking place in technology and equipment for the Milling, Processing, Storage and Handling of raw materials for the purpose of Feed, Food and Fuel. The rapidly growing population, the increased level of income and the focus on food safety requires significant investments. In particular China, Vietnam, India, Thailand and Indonesia propose a world of opportunities. Next to Feed, impressive trends also indicate serious investments in milling equipment for the Food and Fuel sectors.

With 4,140* visitors from 79 countries active in Feed milling in 2009, VIV Asia clearly has a leading position as a B2B event for the Asia-Pacific Feed mill industries. To fully benefit from the opportunities in Milling, VIV Asia 2011 is hosting **Feedtech-Croptech Asia 2011 (FCA 2011)**. With this new initiative, VIV Asia is best positioned to help you pair up with investors, producers and engineers active in Milling equipment and related activities.

*VIV Asia 2009 Facts & Figures (www.viv.net)

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Market facts & figures

Asia statistics (excluding China) for Production in million MT, 2008*

Compound feed	98,0
Sugarcane	578,8
Rice	429,3
Wheat	167,8
Cassava	74,4
Potatoes	74,2
Maize production	71,6
Palm oil	33,8
Sugar beet	27,1
Cotton seed	25,8
Barley	16,0
Soybean production	11,7
Sweet potatoes	7,3
Rapeseed	7,0
Rapeseed oil	3,6
Sunflower seed	3,4
Cotton seed oil	2,2
Sunflower oil	1,7

*Sources: FAO, FEEDAC

China statistics for production in million MT, 2008*

Compound feed	93,0
Rice	193,4
Maize production	166,0
Sugarcane	124,9
Wheat	112,5
Sweet potatoes	85,2
Potatoes	57,1
Soybean import	33,2
Cotton seed	22,5
Soybean production	15,5
Rapeseed	12,1
Sugar beet	10,0
Rapeseed oil	4,3
Barley	3,6
Sunflower seed	1,9
Cotton seed oil	1,7

*Sources: FAO, FEEDAC

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Concept overview

FCA 2011 is the event for the Milling, Processing, Storage and Handling of Feed and Crops. The concept involves the technology of production for Feed, Food ingredients/inputs and Fuel.

FCA 2011 focuses on the primary processing phases of crops. More specifically, the concept fully comprises the production of feed, pre-mixes, pet food, flour, vegetable oil, raw material feedstuffs and (ingredient) foodstuffs, biomass and biofuel products. To conclude, FCA 2011 covers the milling, processing, handling and storage of corn, wheat, rice, soybeans, rapeseed, nuts, sugar crops, fodder crops, root crops and other primary crops.

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Event structure

FCA 2011 will be presented at VIV Asia 2011 and includes:

-  *Feedtech-Croptech Asia 2011 Pavilion*
Exhibitors presenting their equipment for Milling, Processing, Storage and Handling for Feed, Food and Fuel at the dedicated pavilion.
-  *Feedtech-Croptech Asia 2011 Conference*
Program of keynotes on trends and developments, and product presentations by exhibitors.
-  *Feedtech-Croptech Asia 2011 Walk*
A guided tour for visitors of all exhibitors active in Milling, Processing, Storage and Handling at VIV Asia 2011.



Exhibitor target groups

The Feedtech-Croptech Matrix* indicates the relevant exhibitor target groups regarding final and intermediate products.

Exhibitor target groups	Feed	Food	Fuel	Other
		Ingr./ Inputs		Inputs
Milling / Processing / Handling / Storage equipment for:				
1) Cereal crops (i.e. corn, wheat, rice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) Oil and protein crops (i.e. soybeans, rapeseed, nuts, cotton)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) Sugar crops (i.e. sugar beets, sugarcane)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4) Fodder crops (i.e. grass, alfalfa, cereal, other)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5) Root crops (i.e. potatoes, cassava)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6) Other crops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Developed by Mr. Niek Reichgelt, Manager Research & Development, Business Unit International, VNU EE.



Visitor target groups

With regard to the purpose of production, FCA 2011 will be promoted to attract the following visitor target groups throughout Asia-Pacific, the Middle East and South Africa:

FEED

- Feed mills
- Aqua feed plants
- Pet food plants
- Premix plants
- Storage/Distribution
- Integrators
- Oil milling/process
- Seed cleaning
- Animal farms

FOOD

- Flour mills
- Rice mills
- Sugar cane mills
- Sugar beet mills
- Seed cleaning
- Oil milling/processing
- Other grain mills
- Branch organizations

FUEL

- Biodiesel plants
- Bio-ethanol plants
- Storage/Distribution
- Integrators
- Branch organizations
- Oil milling/processing plants



Participation

Two possibilities for participation are offered:

1) Feedtech-Croptech Asia 2011 Pavilion

Rent the all-inclusive package starting at 12 sq.m., including:

- ☐ Discount of € 25,- per sq.m. on the regular rates.
- ☐ Special-design stand construction, lighting & furniture.
- ☐ Use of coffee/tea/soft drink service for participants & guests at the Business Lounge.
- ☐ 30-minute product presentation slot at the FCA 2011 Conference. Slots will be allocated on a first-come-first-serve basis.
- ☐ Pre-show and on-site promotion under both the "VIV Asia 2011" and the special "Feedtech-Croptech Asia 2011" labels

Rates: starting at € 365,- per sq.m. depending on the location + € 150,- Registration fee.

After October 1, 2010, the square meter rate increases by € 40,- per sq.m.

2) VIV Asia 2011 - part of the Feedtech-Croptech Asia 2011 Walk

Select your booth at the VIV Asia 2011 floor plan. The suppliers active in equipment for Milling, Processing, Storage, Treatment and Handling will be positioned in close proximity to the Feedtech-Croptech Asia 2011 Pavilion.

- ☐ Your company name will be listed in the special section that will be published pre-show and on-site for the Feedtech-Croptech Asia 2011 Walk.
- ☐ Your company will be given a 30-minute product presentation slot at the FCA 2011 Conference. Slots will be allocated on a first-come-first-serve basis.

Rates: starting at € 325,- per sq.m. depending on size and location + € 150,- Registration fee.

After October 1, 2010, the square meter rate increases by € 40,- per sq.m.

Standard stand construction can be arranged at a rate of € 65,- per sq.m.

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Organisation



Worldwide

VNU Exhibitions Europe

Mr. Guus van Ham / Ms. Anneke van Rooijen,
P.O. Box 8800, 3503 RV Utrecht,
The Netherlands

T : +31 30 295 2302 / 2772

E : guus.van.ham@vnuexhibitions.com

: anneke.van.rooijen@vnuexhibitions.com

W : www.viv.net



South East Asia

N.C.C. Exhibition Organizer (NEO)

Mr. Teerayuth Leelakajornkij / Mr. Wara Rujataronjai
Mr. Chootham Tangjaitrong
60 New Rachadapisek Rd. Klongtoey
Bangkok 10110 Thailand

T : +66 2 203 4241 / 4245

E : teerayuth@qsncc.com

: wara@qsncc.com

: chootham.tan@qsncc.com

Check www.viv.net for the full overview of agents in Europe, Asia and the USA.