



VIV Asia 2011



VIV Asia 2011

**The world's most promising meeting point to boost
your future business from Feed to Meat**



March 9 – 11, BITEC Bangkok

organised by VNU EE & NEO



VIV Asia 2011



WHO IS WHO

Ruwan Berculo

Projectmanager Asia-Pacific
VNU EE, The Netherlands



Teerayuth Leelakajornkij

Sr. Project Manager VIV Asia
NEO, Thailand





VIV Asia 2011



TODAY'S TOPICS

- The exhibition - the Feed to Meat overview
- Special theme: Feedtech-Croptech Asia 2011 (FCA 2011)
- Special theme: LAB@VIV Asia 2011
- Conferences & Seminars
- Follow the latest on VIV Asia 2011



VIV Asia 2011



The exhibition

The Feed to Meat overview



VIV Asia 2011



THE MARKET PLACE

- 650 suppliers of innovative products & services from Feed to Meat
(+ 15% compared with the 2009-edition)

FACE TO FACE WITH

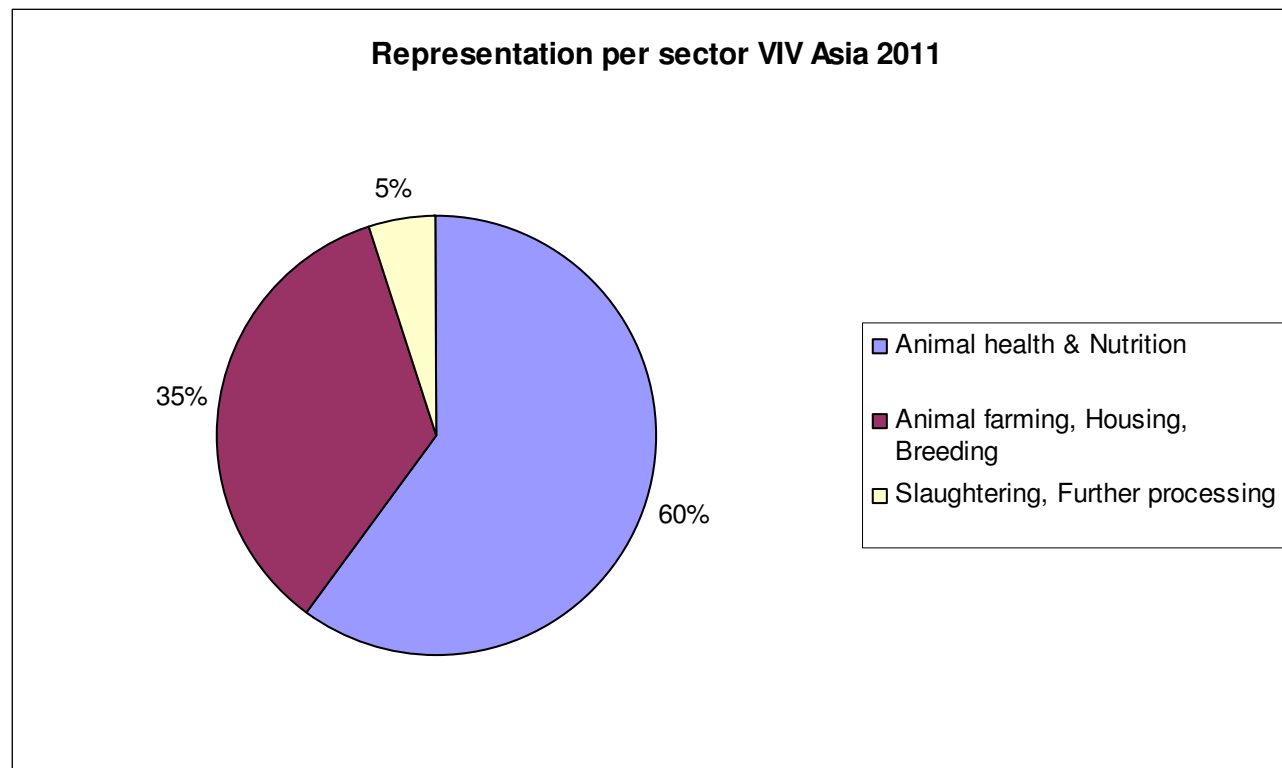
- 22.000 trade visitors from Asia-Pacific, Middle East and Africa



VIV Asia 2011



THE MARKET PLACE – EXHIBITORS BY SEGMENT

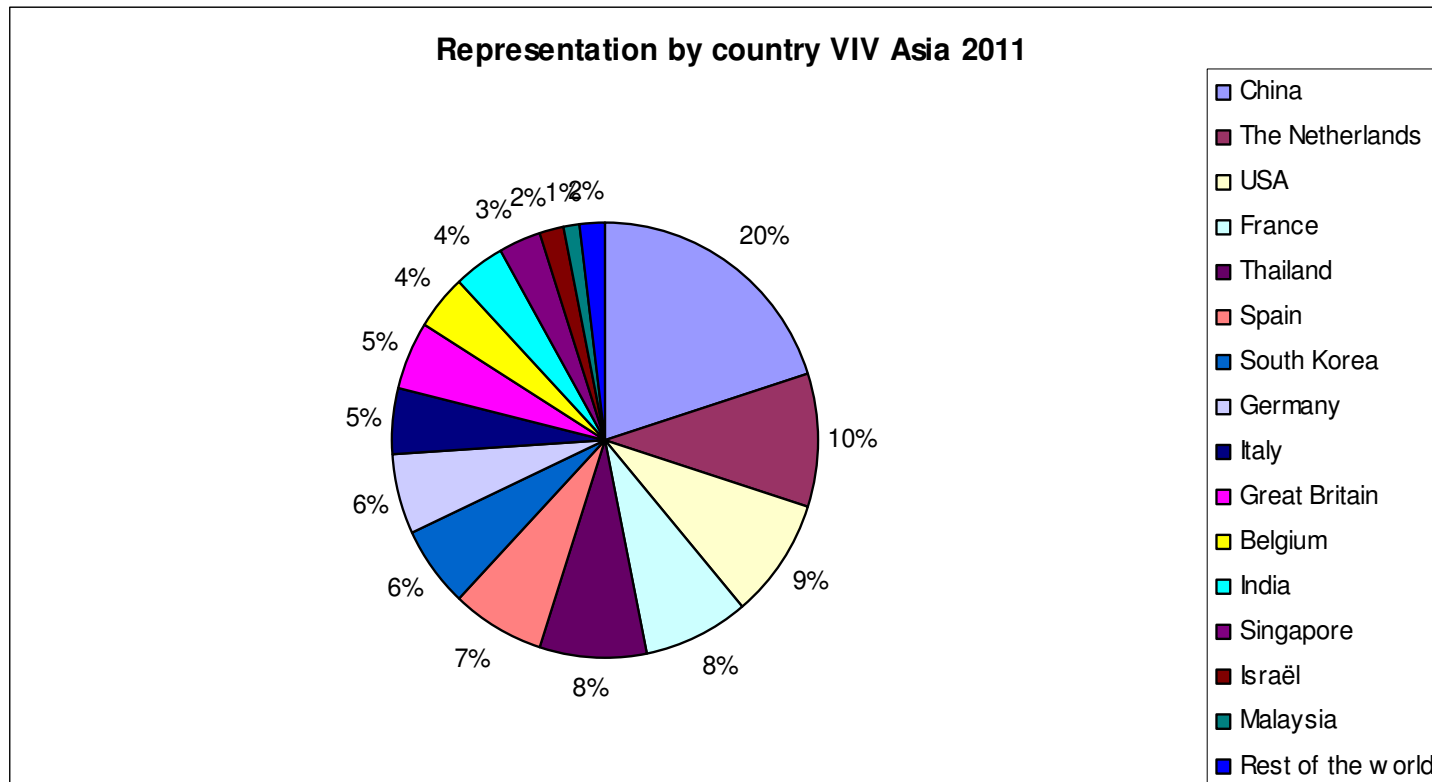




VIV Asia 2011



THE MARKET PLACE – EXHIBITORS BY COUNTRY

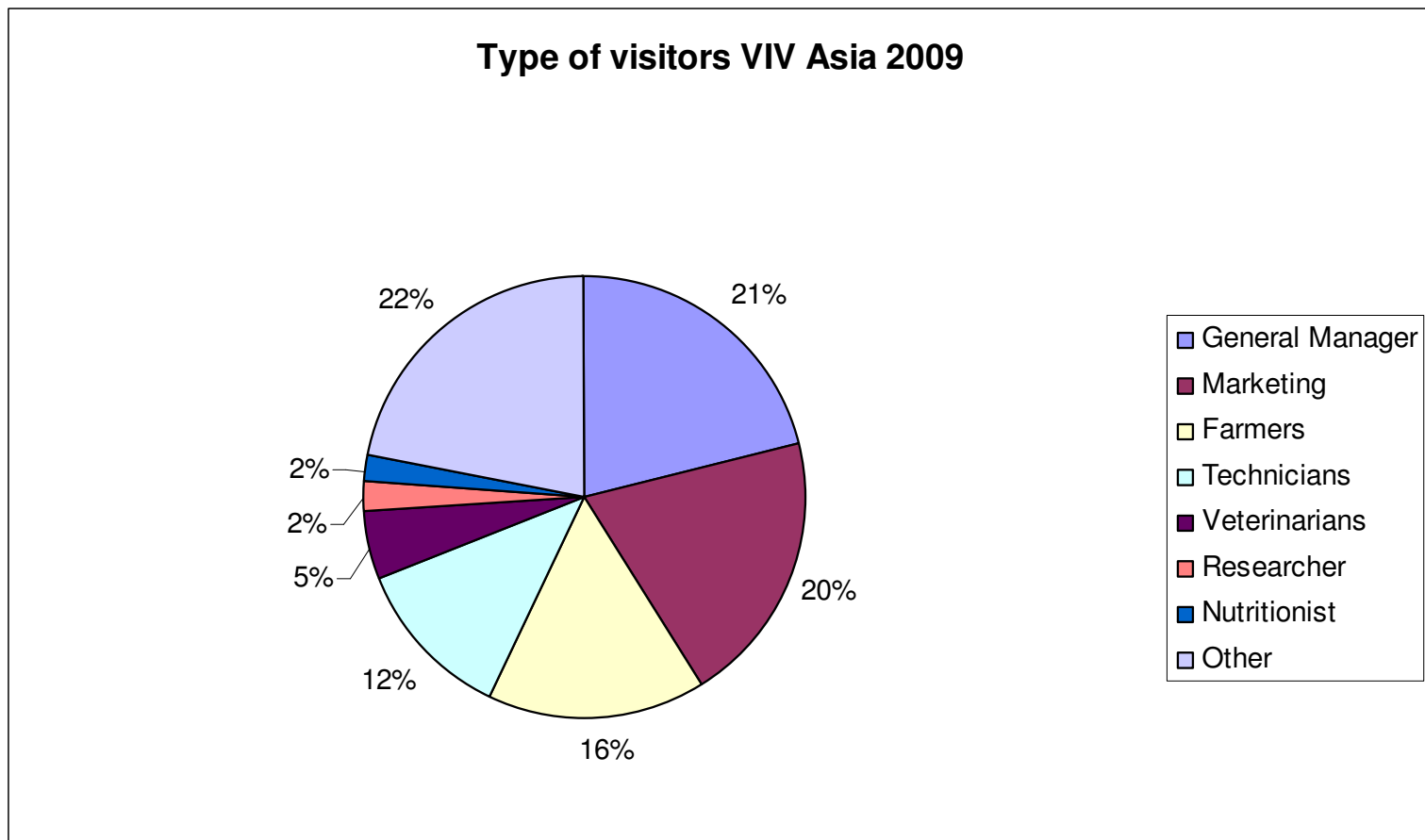




VIV Asia 2011



THE MARKET PLACE – VISITORS BY JOB FUNCTION

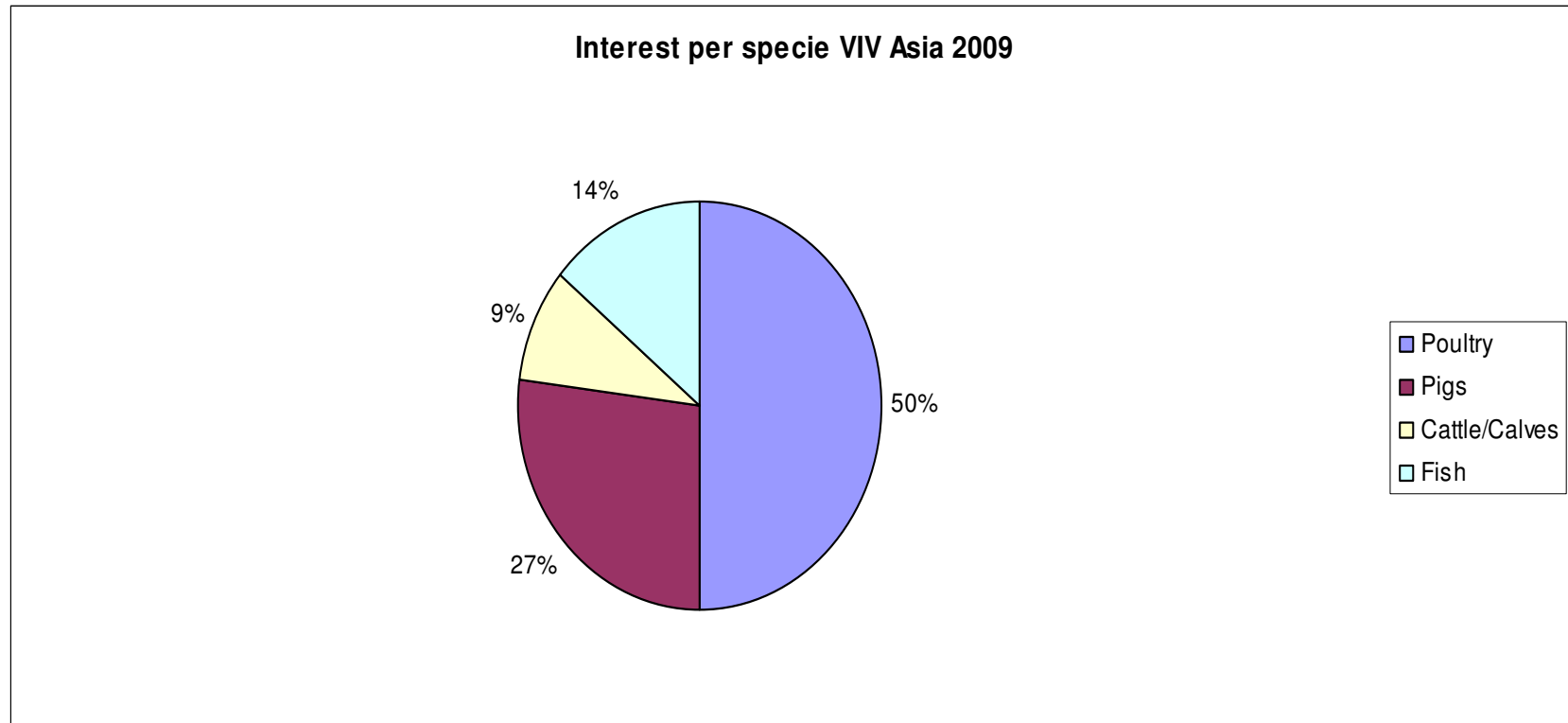




VIV Asia 2011



THE MARKET PLACE – VISITORS BY SPECIE INTEREST

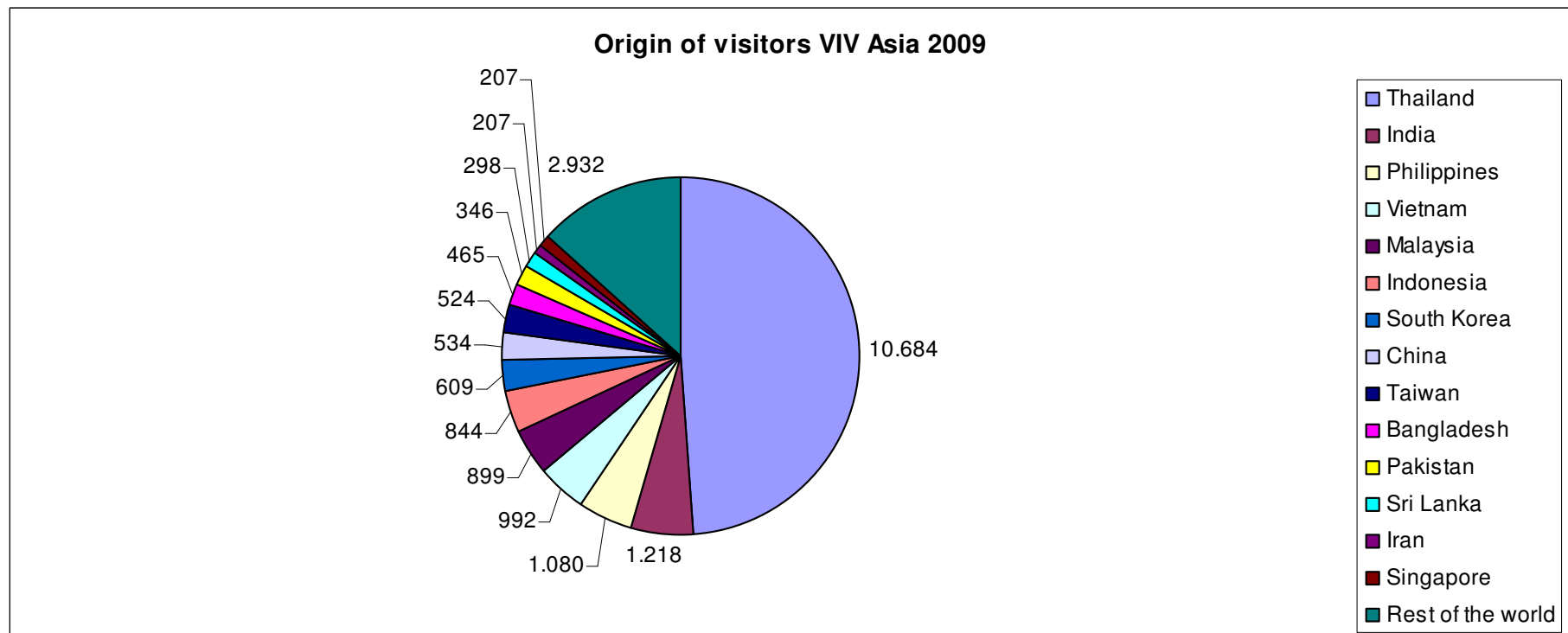




VIV Asia 2011



THE MARKET PLACE – VISITORS BY COUNTRY





VIV Asia 2011



VIV & WATT Publishing present:

Feedtech-Croptech Asia 2011
(FCA 2011)

The dedicated event for the Asia-Pacific Milling industries

Presented at VIV Asia 2011



VIV Asia 2011



FCA 2011 – ORIGIN

Significant investment opportunities in milling, storage and handling of raw materials for the Asian Feed, Food and Fuel industries take place.

3 Reasons:

- Focus on Feed safety (in relation with producing safe food)
- Rapidly growing Asian economies in consumption and production:
 - China
 - Vietnam
 - India
 - Thailand
 - Indonesia
- Suppliers of milling equipment for Feed also provide similar equipment for the Food and Fuel industries



VIV Asia 2011



MILLING INDUSTRIES – BEST POSITIONED AT VIV ASIA

VIV Asia has proven to have the best ingredients to accelerate trade and to provide knowledge for the Asia-Pacific milling industries.

4 Reasons:

1. Total number of exhibitors (2009-edition): 21
2. Total number of feed mill visitors: 4,140 from 79 countries =>
 - Thailand: 2,768
 - Malaysia: 201
 - Vietnam: 143
 - India: 133
 - Bangladesh 77
3. Visitor interest per specie of total number of visitors (20,831):
 - Poultry: 23%
 - Pigs: 15%
 - Fish 7%
4. Main activity per company: Feed mills => 16%

All above mentioned Figures are based on VIV Asia 2009



VIV Asia 2011



FCA 2011 – EXHIBITOR PROFILE

Exhibitor target groups

Suppliers of equipment and components for the Milling, Processing, Storage and Handling of:

- **Cereal crops**
- **Oil and Protein crops**
- **Sugar crops**
- **Fodder crops**
- **Root crops**
- **Other crops**

for the FEED, FOOD and FUEL industries



VIV Asia 2011



FCA 2011 – VISITOR PROFILE

Visitor target groups: from Asia-Pacific, Middle East and 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



VIV Asia 2011



VIV & Positive Action Publications present:

LAB@VIV Asia 2011

Focusing Feed and Food laboratory business in the Asia-Pacific region

Presented at VIV Asia 2011



VIV Asia 2011



LAB@VIV Asia 2011 – ORIGIN

Significant investment opportunities in laboratory equipment and management tools have come up following the growing importance of Producing protein-rich products (eggs, meat), further processed foods and ready meals.

3 Reasons:

- Retailers and food producers impose high-level standards for production.
- Throughout the Feed to Meat supply chain, all actors shift their focus towards the production of safe meat, eggs, fish and/or milk.
- Feed and food testing in qualified laboratories ensures timely detection of problems and prevents unsafe products to be sold.



VIV Asia 2011



FOOD LABORATORY INDUSTRIES – BEST POSITIONED AT VIV ASIA

VIV Asia has proven to have the best ingredients to accelerate trade and to provide knowledge for the Asia-Pacific food laboratory industries.

3 Reasons:

1. The launch of the Feed to Meat concept in 2003 for VIV Asia underlined the importance of a total “supply chain approach” for the production of safe meat and eggs.
2. LAB@VIV Asia 2011 responds to the next step: emphasising the role of qualified laboratories to ensure the production of safe meat and eggs: step by step.
3. Many innovations are accredited in the field of equipment for testing and monitoring as well as management and certification which makes **LAB@VIV Asia 2011** the ideal opportunity to establish a dedicated event for the food testing laboratory sector.



VIV Asia 2011



LAB@VIV Asia 2011 – EXHIBITOR PROFILE

Exhibitor target groups

With LAB@VIV Asia 2011 the organisers built a platform for the following type of exhibitors:

- **Suppliers of microbiology and chemistry testing equipment, media and reagents**
- **Accreditation support services**
- **Monitoring and measuring equipment**
- **Laboratory equipment and fittings**



VIV Asia 2011



LAB@VIV Asia 2011 – VISITOR PROFILE

Visitor target groups: from Asia-Pacific, Middle East and Africa

- **Technical and managerial staff of production centres including in-house testing laboratories**
- **Technical and managerial staff of Independent testing laboratories**
- **Academic, industrial and government research centres**
- **Regulatory and enforcement professionals**
- **Technical and QA staff from major food producers / processors**



VIV **Asia** 2011



VIV Asia 2011

Conferences & Seminars



VIV Asia 2011



CONFERENCES & SEMINARS - OVERVIEW

- **China Visions** – 1-day summit for the Chinese agrobusiness community
 - **FCA 2011** – Conference (non-commercial) & seminars (commercial)
 - **LAB@VIV Asia 2011:**
 - Seminars (commercial at the exhibition)
 - Q&A in Food Labs (Conference on March 7, the Monday before VIV)
 - Mycotoxins (Conference on March 8, the Tuesday before VIV)
 - Seminars (50-minute company presentations)
-
- **Aquatic Asia 2011** – 2 full-day Conferences & Seminars in co-location with VIV Asia 2011



VIV Asia 2011



Follow the latest news on VIV Asia 2011



VIV Asia 2011



- **Get the latest news first at:**
 - www.viv.net + Twitter and LinkedIn
 - **eFeedlink FBA** magazine and eNewsletters
=> official Show Planner
 - **International Food Hygiene (PAP)**
=> LAB@VIV Asia 2011
 - **WATT eNewsletters** + magazines
=> FCA 2011



WELCOME TO VIV ASIA 2011!