



VIV Turkey

VIV Asia

VIV China

VIV India

VIV Europe

VIV Russia

VIV Worldwide

Connecting markets worldwide for innovative
animal production and processing from Feed to Meat

Feedtech-Croptech Asia 2011



The dedicated event
for the Asia-Pacific Milling industries at
VIV Asia 2011



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VIV ASIA 2011 – GENERAL OVERVIEW

- Connecting 550 suppliers with 22.000 buyers
- 50% international visitors from 90 countries in Asia-Pacific, Africa and the Middle East
- Focus on Poultry (72%), Pigs (65%) and Aqua (26%)
- Decision-makers: 25% of total visitors (2009-edition)
- Investment plans: 50% of total visitors (2009-edition)
- Special themes 2011-edition:
 - LAB@VIV Asia 2011
 - *Focus 2010* – What's new for the coming 10 years
- Co-location with the independent trade show “Aquatic Asia 2011” the trade show for the Asia-Pacific Aquaculture business





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THE CONCEPT I/II

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.





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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.





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THE CONCEPT III/II

- 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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FACTS & FIGURES - INDUSTRIAL FEED PROCESSING

- Total number of exhibitors active in this field on VIV Asia 2009: 8
- Total number of feed mill visitors: 4,140 from 79 countries =>
 - Thailand: 2,768
 - Malaysia: 201
 - Vietnam: 143
 - India: 133
 - Bangladesh 77
- Visitor interest per specie of total number of visitors (20,831):
 - Poultry: 23%
 - Pigs: 15%
 - Fish 7%
- Main activity per company: Feed mills => 16%



All Facts & Figures are based on VIV Asia 2009





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Suggested Reading

Magazines:

- Grain and Feed milling industries
- Biofuels Business
- World grain
- Feed International
- Feed Tech

Websites:

- www.world-grain.com
- www.fi-digital.com
- <http://directory.feedandgrain.com>
- www.geaps.com
- www.iaom.info
- www.biofuelsbusiness.com





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9-11 March, 2011

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