



**LAB@VIV**  
Asia 2011



## Focussing Feed and Food laboratory business in the Asia-Pacific region.

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

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As a major food producing region, Asia is increasing its production of protein-rich food such as meat, fish, eggs, further processed foods and ready meals. With production increasing, food safety has developed into a key priority. Led by retailers, all parties along the food supply chain have to take their responsibility in the production of safe meat, eggs, fish and milk. Everyone in the supply chain is now striving to improve the quality and safety of their products. [Click here to continue reading...](#)

## Introduction

VIV launched the “Feed to Meat matrix” some years ago. Only a total supply chain approach can ensure the production of safe food products. Laboratories hold a key position in this field as their tests detect errors early in the process. The focus on food safety has strengthened the position of laboratories and the use of test results, for example for positive release and trend analysis in modern food production.

Food safety is a very innovative sector, with new developments in testing and monitoring equipment. In addition, management and certification regulations are changing rapidly. This is why VIV introduces a dedicated event for the food testing laboratory sector: LAB@VIV Asia 2011.

## Topics

LAB@VIV Asia 2011 focuses on the following topics:

- Food microbiology
- Food chemistry / allergen detection / speciation / GM detection
- New tests and test kits, incl. rapid test kits
- Training
- Monitoring and measurement
- Laboratory accreditation
- External challenge testing
- Laboratory testing services for food processors
- Foreign body identification
- Laboratory equipment and disposables
- Media & reagents

## Market facts & figures

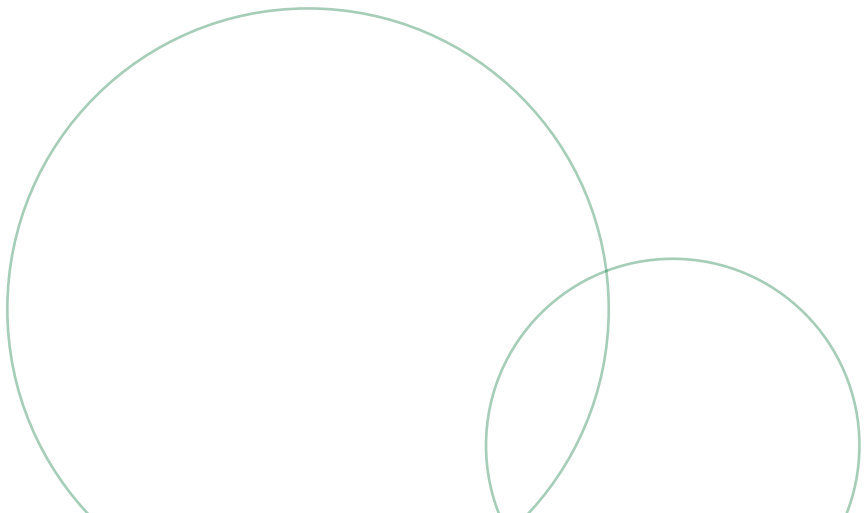
- Forecast of Worldwide Food Testing in 2013: 969.2 million tests = \$2.4 billion

Growing introduction of rapid test methods is forecast to result in:

- Traditional method share declining from 74% share in 2005 to 51% in 2013
- Rapid method share expanding from 26% share in 2005 to 49% in 2013
  
- Testing targets in USA in 2006 were 90.6% Pathogens, 4.2% Toxins, 5.2% GMO's
- Testing targets in USA in 2012 forecast to be 87.5% Pathogens, 4.9% Toxins, 7.6% GMO's

Growth is driven by the following key factors:

- An increase in food production
- The economics and migration of food production
- Industry's food safety priorities
- Demands from food service/retail companies
- Increases in regulations



## Concept overview

LAB@VIV Asia 2011 is a specialist event within VIV Asia 2011 for exhibitors from the laboratory sector to give buyers, suppliers, researchers and opinion leaders the opportunity to do business in a customised environment.

In line with the Feed to Meat concept, LAB@VIV Asia 2011 focuses on:

- Food safety ▶ Meat, Egg, Fish and Milk safety
- Animal feed safety
- Further processed products and ready meals

## Event structure

LAB@VIV Asia 2011 will be presented at VIV Asia 2011 and includes:

### ○ The Pavilion

Exhibitors presenting their equipment for testing, monitoring, management and certification at the dedicated pavilion in Hall 102.

### ○ The Seminar

Program of papers to inform laboratory professionals on challenges, trends and developments and product presentations by exhibitors that will focus on new products and developments.

### ○ The Conferences (the days before VIV Asia 2011)

Associated independent technical conference for laboratory professionals:

- QA in Food Labs Conference ▶ March 7, i.e. Monday before VIV Asia 2011
- Mycotoxins Conference ▶ March 8, i.e. Tuesday before VIV Asia 2011

## Exhibitor target groups

With LAB@VIV Asia 2011, the organisers set up 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

## Visitor target groups

LAB@VIV Asia 2011 will be promoted to attract the following visitor target groups in Asia-Pacific and the Middle East:

- 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

Considering job titles, the following visitors can be expected at LAB@VIV Asia 2011:

- Technical & QA Management
- Laboratory Management and technical staff
- Production Management
- Managing Directors / CEO's, owners and other buyers
- Regulatory staff

# Participation

## LAB@VIV Asia 2011 all-in package

Rent the all-inclusive package including:

- Special-design stand construction, lighting & furniture
- 20-minute product presentation slot at the Laboratory VIV Asia 2011
- Conference slots will be allocated on a first-come-first-serve basis
- Free editorial of 100 words in the event preview issue of International Food Hygiene
- Pre-show and on-site promotion including:
  - your company logo at the entrance board
  - laminated company description in Thai language
  - editorial of 100 words in the event preview of International Food Hygiene
  - e-mail blast dedicated to LAB@VIV Asia, sent by VNU EE
- Lunch vouchers for stand crew and water bottles (number based on booth size)

The VIV organization is happy to accommodate you with hotel and hostess arrangements

Rate: € 315 per sq.m. + € 150 Registration fee.

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

## LAB@VIV Asia 2011 is a co-production of Positive Action Publications Ltd and the organisers of VIV Asia 2011

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