



\*\*\*\* FOR IMMEDIATE RELEASE \*\*\*\* Press Release - Official Announcement

[September 2<sup>nd</sup>, 2021 Bangkok, Thailand]

## **VIV ASIA POSTPONED TO ORIGINAL EVENT CYCLE IN MARCH 2023, TOGETHER WITH MEAT PRO ASIA. ILDEX EXHIBITIONS ALSO POSTPONED.**

***VNU announces new dates for the Asian shows, as vaccination plans and Covid situation are clearer in the region***

Although vaccination programs are speeding up in Thailand, Vietnam, Indonesia, and other ASEAN countries, travel restrictions continue and the timeline to reopen the countries looks longer than expected. The control of the pandemic has also met extra challenges in the recent months with further delays in the overall Asian region recovery plan.

### **VIV Asia postponed to March 8-10, 2023, in co-location with Meat Pro Asia**

The organizers VNU Asia Pacific and VNU Europe have announced that **VIV Asia is taking place on March 8-10, 2023**, instead of January 2022. The IMPACT Challenger 1-3 Halls, in Bangkok, Thailand is the confirmed venue for the coming edition of this leading event. The co-location of VIV Asia with the first edition of **Meat Pro Asia** is also confirmed on **March 8-10, 2023** by Meat Pro Asia organizers Messe Frankfurt (HK) Ltd. and VNU Asia Pacific.

“Looking at the recent official statistics regarding the overall vaccination program in Thailand and surrounding countries, we foresee that the Covid situation will not improve fast enough to clear travel restrictions and allow such an international show as VIV Asia, with more than 65% of visitors coming from outside Thailand, to welcome the expected high number of Feed to Food professionals in the beginning of 2022” said Heiko M. Stutzinger, Director VIV worldwide and Managing Director VNU Asia Pacific and VNU Europe.

**VIV Asia is thus officially returning to the traditional March cycle in the odd years**, after Covid pandemic disruption. The organizers trust that this decision will bring a clear and final direction for all stakeholders’ future business planning. VIV Asia is coming back as the #1 leading international event for the livestock, animal proteins, feed to food industry with global and regional players and industry professionals finally gathering in 2023 in the exciting city of Bangkok from the entire Asian continent. Exhibitors and visitors will also enjoy by then the complete BTS Skytrain extension from city centre directly to the venue.

In addition **Health & Nutrition Asia in co-location with VICTAM Asia** are also rescheduled to new dates on **September 7-9, 2022**, instead of January 2022. The new venue is IMPACT Halls 9-10, in Bangkok, Thailand.

While preparation for the next physical shows will start shortly, the **V-Connect Asia Edition** digital event from **22-24 September 2021** is confirmed to bring very soon important and concrete business opportunities. V-Connect is the web-based, smartphone-supported online platform to meet, learn and make deals during current travel limitations. VIV worldwide organizers strongly recommend the industry to take advantage of this unparalleled business chance now. Registrations for **V-Connect Asia Edition** are open on [www.v-connect.net](http://www.v-connect.net) and the extensive high-end Conference Program is also available.

### **ILDEX Exhibitions rescheduled to the second half of 2022**

ILDEX organizers have to **reschedule ILDEX Vietnam** from its original date on March 2022 to **August 3-5, 2022** at Saigon Exhibition & Convention Center (SECC) in Ho Chi Minh City.



With a population of 98 million, Vietnam has administered 5.3 million vaccine doses as per July. According to the statement of the Health Ministry, Vietnam plans to vaccinate 50% of the population age 18+ by the end of 2021 and set a goal of 70% of its population to be vaccinated by March 2022. By postponing the event to 2nd half of next year, we anticipate cross-border travel will be gradually back to normal and the event is set at an ideal time to meet the market's demand after a long downturn.

**ILDEX Indonesia and Aquatica Asia are also rescheduled to 9-11 November 2022** at Hall 3-3A, Indonesia Convention Exhibition (ICE), Jakarta. Daily Covid cases remain at high levels in Indonesia and a partial lockdown has been implemented by the local authority. Besides, according to the ASPERAPI (Indonesia Exhibition Companies Association), there is no official statement on the reopening of physical exhibitions this year. Therefore, by postponing the event to Q4, 2022, we anticipate widespread mass vaccination can be expected in Indonesia. In the meanwhile, following the Vietnam Edition and Asia Edition, VNU Asia Pacific is delighted to confirm that the digital version of the show **V-Connect Indonesia Edition** is still scheduled to take place from 24-25 November 2021. Soon available on [www.v-connect.net](http://www.v-connect.net).

Stay tuned on [WWW.VIV.NET/EVENTS](http://WWW.VIV.NET/EVENTS) and follow the **VIV worldwide Events Calendar 2021 – 2023**

2021 EVENTS		
<b>VIV Qingdao</b>	September 15-17, 2021	Qingdao Cosmopolitan Exposition, Qingdao, China
<b>V-Connect Asia Edition</b>	September 22-24, 2021	Digital Event on <a href="http://www.v-connect.net">www.v-connect.net</a>
<b>VIV MEA</b>	November 23-25, 2021	ADNEC, Abu Dhabi, U.A.E.
<b>V-Connect MEA Edition</b>	November 23-25, 2021	Digital Event on <a href="http://www.v-connect.net">www.v-connect.net</a>
<b>V-Connect Indonesia Edition</b>	November 24-25, 2021	Digital Event on <a href="http://www.v-connect.net">www.v-connect.net</a>
2022 EVENTS		
<b>Meat and Poultry Industry Russia</b>	March 15-17, 2022	Crocus Expo, Moscow, Russia
<b>VIV Europe</b> in co-location with Victam International	May 31-2 June, 2022	Jaarbeurs, Utrecht, The Netherlands
<b>V-Connect Europe Edition</b>	May 31-2 June, 2022	Digital Event on <a href="http://www.v-connect.net">www.v-connect.net</a>
<b>ILDEX Vietnam</b>	*August 3-5, 2022	Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, Vietnam
<b>V-Connect Vietnam Edition</b>	*August 3-5, 2022	Digital Event on <a href="http://www.v-connect.net">www.v-connect.net</a>
<b>Health &amp; Nutrition Asia</b> in co-location with Victam Asia	*September 7-9, 2022	IMPACT, Bangkok, Thailand
<b>Poultry Africa</b>	October 5-6, 2022	Kigali Convention Centre (KCC), Kigali, Rwanda
<b>ILDEX Indonesia</b>	*November 9-11, 2022	Indonesia Convention Exhibition (ICE), Jakarta, Indonesia
<b>Aquatica Asia</b>	*November 9-11, 2022	Indonesia Convention Exhibition (ICE), Jakarta, Indonesia
2023 EVENTS		
<b>VIV Asia</b>	*March 8-10, 2023	IMPACT, Bangkok, Thailand
<b>Meat Pro Asia</b>	*March 8-10, 2023	IMPACT, Bangkok, Thailand
<b>VIV Turkey</b>	June 08-10, 2023	Istanbul Expo Center, Istanbul, Turkey

\* New dates

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### **About VIV worldwide**

VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 40 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. Visit [WWW.VIV.NET](http://WWW.VIV.NET).

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**About VNU Group** | VNU Group is a globally operating exhibition company with offices in Utrecht (VNU Europe), Shanghai (VNU Asia), and Bangkok (VNU Asia Pacific). VNU Group is part of the Royal Dutch Jaarbeurs and represents its international exhibition business outside of the Netherlands. Each VNU office runs a portfolio of exhibition and conference brands with professional expertise on specific markets and industries. The Agri-food exhibition portfolio is a core business in all three VNU regional offices. Other VNU Group main event sectors include Tech, Lifestyle, Construction, Lifesciences and Biotech, and more.

**About VNU Asia Pacific** | VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries. For more information, visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)

**About VNU Europe** | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock and Feed to Food sector and specialised on the VIV worldwide portfolio. For more information, visit [www.vnueurope.com](http://www.vnueurope.com)