



Press Release
[December 14, 2022, Bangkok, Thailand]

VIV ASIA 2023 VISITOR REGISTRATION IS NOW OPEN

The most complete Feed to Food global trade show in Asia is finally back after 4 years. Get ready to join!

VIV Asia is the largest trade show in Asia dedicated to the world of livestock production, animal husbandry and all related sectors, from feed production, to animal farming, breeding, veterinary, animal health solutions, slaughtering and processing of meat, fish, egg, dairy products and more. Over **1,200 exhibiting companies** will join attracting a gathering of industry professionals from more than 120 countries. The show is scheduled from March 8-10 at IMPACT in Bangkok. The visitor registrations are now open and if you register before December 31, you are in the run to win one of the 100 free lunch vouchers at the show.

BIGGER VENUE, BIGGER BUSINESS OPPORTUNITIES

In 2023, the show moves to a new venue reflecting an ever-expanding international exhibition. With its mega size, IMPACT offers room to welcome more global companies and business profiles thus enhancing the overall show experience for professionals from Asia and beyond. Its modern facilities support strategic development to take the show to the next level.

VIV Asia 2023 is co-located with Meat Pro Asia, Asia's leading processing and packaging trade fair for egg, poultry, meat, seafood & food products. This debut edition of Meat Pro Asia is brought to life by the organizers of IFFA [Messe Frankfurt New Era Business Media Ltd] and VIV Asia [VNU Asia Pacific and VNU Europe]. The coming together of two top industry players in the Asian region makes the shows a must-attend for all the professionals in the entire animal protein supply chain.

THAILAND FULLY OPEN FOR TRAVEL

Travelers entering Thailand are no longer required to show proof of vaccination or a COVID-19 test result. No quarantine is required either. All travelers can freely enter Thailand. This enables everyone to plan their travel well in advance and to do business face-to-face successfully again.

EXTRA SERVICES - EXTRA COMFORT

For VIV Asia 2023, organizers offer an even easier way to travel to the venue:

- a) A **free** shuttle service to and from the venue has been organized, final routes will be published two weeks before the show. Keep checking VIV Asia website for updated information.
- b) Partnerships with some of the most renowned carriers to give all its participants an opportunity to book their airline tickets at the best price possible. For more information, please visit the website www.vivasia.nl.

CONFERENCES & SESSIONS

VIV Asia 2023 will also be the knowledge hub providing an extensive program with around **100 sessions** presented by partners from exhibiting companies, research institutes and industry associations. Participants can gain cutting edge know-how from around 200 high-level speakers from all over the world on various topics making the visit to VIV Asia 2023 a truly enriching experience. More detailed information will be published on the website in the coming weeks.

After a long halt, VIV Asia 2023 will come back bigger and stronger as the industry is looking forward to meeting again in person and to crack some of the most profiting business deals. Register now and don't miss the opportunity!

See you at VIV Asia in Bangkok, Thailand from 8-10 March, 2023 at the IMPACT Challenger 1-3.

End of press release

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.

Press contacts:

- Saengtip Techapatiphandee, Marcom Manager of VNU Asia Pacific, saengtip@vnuasiapacific.com
- Phitchapha Phunmanee, Media Partnership Executive, VNU Asia Pacific, phitchapha@vnuexhibitionsap.com

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

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 specialized on the VIV worldwide portfolio. For more information, visit www.vnueurope.com