



Closing Press Statement
[March 10, 2023, Bangkok, Thailand]

VIV ASIA 2023: A RESOUNDING SUCCESS UNDERPINNING THE LEADING MARKET POSITION

The event delivered a dynamic, expansive marketplace to 47,527 attendees which featured Feed to Food products and services from more than 1,186 global manufacturers and suppliers representing over 57 countries.

VIV Asia 2023 concluded successfully, as a robust platform for B2B international business. Over three days, the show facilitated face-to-face interactions, networking, knowledge-sharing, and a lively marketplace at Bangkok, Thailand. With 47,527 visitors from 112 countries, the event maintained its stable attendance and even slightly exceeded the previous edition. Despite the global circumstances and the past three long years of Covid 19 restrictions, the show's international appeal for the Feed to Food industry remained evident, confirming its significance as a World Expo.

The event featured more than 1,186 exhibitors from 57 countries, representing five continents, showcasing the latest developments in their respective sectors in the three Challenger halls at Thailand's mega-venue IMPACT, in a collective of more than 31,544sqm exhibiting space. In addition, the co-location with Meat Pro Asia, the premier trade platform for processing and packaging solution in the meat industry consolidating the Feed to Food industry under one roof. The animal protein sector responded positively to this powerful co-location, resulting in high attendance. This achievement represents another significant milestone in the VIV global series of events. "VIV Asia is the first VIV show in 2023 and it represents – and rightfully so - our goal to connect the markets, and enhance industry trade both locally and globally," stated Birgit Horn, Managing Director of VIV Worldwide, during the event.

"It's always pleasing when a new trade fair is warmly received, and this was certainly the case with this first edition of Meat Pro Asia," adds Mr Richard Li, Executive Director, Messe Frankfurt (HK) Ltd. "More importantly, however, it was encouraging to see a high number of energetic business discussions taking place throughout the fairground. From the feedback we've received, it's clear that holding these two fairs concurrently is popular among buyers and exhibitors alike – it consolidates so many resources together in one place. I think everybody will conclude that Meat Pro Asia is a valuable new addition to the trade fair calendar in South East Asia."

A global feed and food system reimagined.

VIV Asia serves as the primary platform for sector leaders in Asia to showcase their latest developments. This year's innovations spanned a wide range of topics, including safe and effective farming automation tools, ingenious medical and medicinal products, and efficient broiler house control systems. Other exciting innovation-related events included a regional seminar on Innovations in Good Farming led by the Federation of Asian Veterinary Association, as well as a seminar presented by Tony Hunter of Future Cubed on new technologies for a future sustainable and equitable global food system. "We need to reimagine the food system using the new technology. The industry needs to think about this issue as they are in the business of supplying food. VIV Asia and Meat Pro Asia is a really great place to gather new information on this new and important topic. I am very impressed with the show", commented Hunter.

Knowledge-stacked programs were a major highlight at the event. With more than 120 sessions spread over four days, attendees could gain an all-round understanding on industry insights, technologies and best practices. The day before the show, the Aquatic Asia Conference organized by International Aquafeed of Perendale Publications and VIV, featured a variety of industry experts with captivating presentations on the latest in fish and shrimp nutrition. On the first of the show the the Asian Inspiration brought together key speakers that discussed the latest on local and sustainable farming based on the Netherlands model. Most of the sessions were fully booked with very few possibilities of walk-ins finding availability – a fact that showed how important are the sessions presented during VIV Asia to an audience that is keen on learning and following the industry trends.

Looking ahead, VIV Asia will return 12-14 March, 2025, carrying on the tradition of providing a premier platform for the animal protein industry to connect, learn, and innovate. VIV Asia will undoubtedly be another landmark event in the VIV series of events around the world, with a strong commitment to delivering a top-quality trade show and knowledge programs.

The show organizing team, its partners, which included over 60 industry media titles, 45 global industry associations, and the exhibitors are grateful to everyone who came out to support this event in Bangkok. The full show report will be available on the website by the end of the April.

----- End of Press Statement -----

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:

Ms. Lida Kokkini, Senior Marcom Manager at VIV worldwide, lida@vnueurope.com

Ms. Saengtip Techapatiphandee, Marcom Manager of VNU Asia Pacific,
saengtip@vnuasiapacific.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 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

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