



VIV ASIA

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PRESS RELEASE

Bangkok, Thailand | 15 October 2024

VIV Asia 2025 Visitor Registration Now Open – The Premier Event for the Animal Protein Production Industry

VIV Asia, the world's leading event for the animal protein production industry, announces that visitor registration for the 2025 edition is now open. Set to take place from March 12–14, 2025, at the IMPACT Exhibition and Convention Center in Bangkok, in co-location with MeatPro Asia, and HortiAgriNext Asia 2025, this highly anticipated event promises an expanded and dynamic experience for its global crowd.

New! Expanded Venue

This year, VIV Asia 2025 has expanded into new halls, right across Challenger 1,2 and 3 and will be complemented by the first edition of Horti Agri Next Asia, next to a Features Hall and a dedicated Hall for the CropTech- FeedTech sector.

Focus on Key Industry Themes: Regenerative Agriculture & Animal Disease Management

The 2025 edition will highlight two major themes driving the future of the industry – Regenerative Agriculture and Animal Disease Management. Regenerative Agriculture is increasingly vital as the industry seeks sustainable and eco-friendly farming practices that promote soil health, biodiversity, and long-term productivity. Animal Disease Management remains a top priority, with a focus on preventing and controlling outbreaks to ensure the health and safety of livestock populations globally. Attendees will have the opportunity to explore cutting-edge solutions in these areas, participate in dedicated sessions, and network with leading experts.

Aquatic Pavilion: A new area focusing on Aquaculture

Building on previous success, the Aquatic Pavilion has grown significantly for 2025, encompassing not only fish but also shrimp as key species. The pavilion will also feature an enhanced content program designed to address the latest trends, innovations, and challenges in aquaculture, making it a must-visit for professionals in the aquatic sector. With over 17% of last edition's visitors stating that their company is mainly related to Fish and Shrimps as a specie, the aquatic pavilion is expected to be a new center of attention in 2025.

New Start-up Hub Pavilion

For the first time, and in a bid to support innovation and entrepreneurship, VIV Asia 2025 introduces the Start-up Hub Pavilion. This new platform offers young companies in the industry a plug-and-play solution, providing them with access to global audiences and key stakeholders at the world's most important event for the animal protein production sector.

Register Now

VIV Asia 2025 is set to be the most comprehensive edition yet, with unparalleled networking opportunities, cutting-edge content programs, and a platform that spans the full value chain of animal protein production. Interested attendees are invited to pre-register as early as possible to secure their entrance ticket free of charge. Tickets will remain free for visitors who register online until the 11th of March (23:59, BKK Time).

Visit the show's website www.vivasia.nl for more information and to remain updated on all news related to VIV Asia.



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END OF PRESS RELEASE – Note for editors

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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.

About Horti Agri Next Asia (HAN Asia) | HAN Asia is the Horti Agri Next hub edition tailored specifically for the Asian market, showcasing the latest in horticultural food production, landscaping, controlled environment practices, environmental conservation, and agriculture. HAN Asia brings together industry professionals and experts from across Asia and around the world. Join us at HAN Asia to explore the forefront of the Asian horticultural and agricultural industries. For more details, please visit the official website at www.hortiagrinext.com.

About Meat Pro Asia | Meat Pro Asia is a professional trading platform for food processing machinery and packaging technologies. Organised alongside with VIV Asia, the fairs provide the complete supply chain from feed to food to processing and packaging and sales, attracting then entire spectrum of food technology trade buyers in ASEAN region. For more information, please visit the official website at www.meatpro-asia.com

About VNU Group | VNU Group is a globally operating exhibition company with offices in Utrecht (VNU Europe) 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 both VNU regional offices. Other VNU Group main event sectors include Tech, Lifestyle, Construction, Lifesciences, 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 involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV and Horti Agri Next. 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 and 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