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VIV Asia 2025: High-level Seminars on Sustainable Animal Farming, Biosecurity, Disease Prevention and More

With over 150 curated sessions led by 300 industry experts, VIV Asia 2025 provides an unparalleled platform for knowledge-building and networking

Bangkok, Thailand – VIV Asia 2025, the premier international trade show for the animal protein production and processing industry is set to return this year in co-location with Meat Pro Asia and Horti Agri Next (HAN) Asia, with an expanded focus on sustainable solutions. This year’s edition will feature a series of high-level seminars that will address pressing challenges in modern livestock production, including disease prevention, regenerative agriculture, and biosecurity. These seminars will provide a platform for in-depth discussions, knowledge-sharing, and collaboration among industry professionals, all with the shared goal of shaping the future of animal farming.

150 seminars, 300 industry experts

With over 150 curated sessions led by 300 industry experts, a major emphasis of VIV Asia 2025 will be on disease prevention and biosecurity, where speakers will present cutting-edge strategies for controlling infectious diseases, mitigating risks, and enhancing farm biosecurity to ensure resilient livestock production. The seminars will offer insights into the latest scientific developments, policy frameworks, and technological innovations designed to protect animal health and minimize the risk of disease outbreaks.

Another key focus will be on regenerative agriculture within animal farming, with thought leaders exploring sustainable farming practices that enhance soil health, foster biodiversity, and optimize resource efficiency. Discussions will highlight the economic and environmental benefits of regenerative approaches, along with real-world case studies that demonstrate their effectiveness.

Smart tech and alternative protein

The role of smart technologies and precision farming in advancing livestock management will also take center stage. Industry leaders will delve into the transformative impact of artificial intelligence, the Internet of Things (IoT), and automation in improving productivity, optimizing resource use, and reducing environmental impact. Attendees will gain valuable insights into how these innovations can be integrated into existing farming systems to drive efficiency and sustainability.

Feed innovation and alternative protein sources will be another critical topic, with a focus on the latest developments in animal nutrition. Experts will examine alternative feed sources that not only enhance sustainability but also improve animal health and productivity. The discussion will cover advances in feed formulation, nutrient efficiency, and novel protein alternatives.

Conference highlights to watch out for

Among the sessions lined up at VIV Asia 2025, attendees can watch out for these key conferences and plan their schedules accordingly to avoid missing any of the sessions on high demand: Aquatic Conference, AgriBITs, the 1st World Native Poultry Conference, Sustainable Farming Practices and Animal Health: A Pathway to Achieving Agricultural Climate Mitigation, Functional Feed Innovation and Testing for Aquaculture 2025 (FITA 2025): Shrimp Digestive Health, Shaping the Future of Local Dairy Markets, Biotechnology Innovation for Health Promotion and Sustainability Improvement in Animal Farming, and Smart Insect-Driven Feed Solutions for Sustainable Agriculture, among many others! More details regarding the specific locations, dates, and times can be found on the VIV Asia website under the Conference Program section.

All in all, VIV Asia 2025 offers attendees the opportunity to engage with global experts, network with industry leaders, and gain firsthand exposure to groundbreaking technological advancements aimed at revolutionizing the animal protein production sector.

Birgit Horn, Managing Director at VNU Europe shares, “VIV Asia 2025 represents a critical opportunity for industry stakeholders to access the latest knowledge, exchange ideas, and collaborate on innovative solutions that will shape the future of animal farming. These high-level seminars and conferences will provide an unparalleled platform for discussing the challenges and opportunities that lie ahead, ultimately contributing to a more sustainable and resilient industry.”

Don't miss **VIV Asia, Meat Pro Asia, and Horti Agri Next Asia 2025 from March 12–14, 2025, at IMPACT, Bangkok, Thailand!** Onsite registration costs €15 or THB 600. Register online for ****Free Admission**** before March 11, 2025 at: www.vivasia.nl / www.meatpro-asia.com / www.hortiagrinext-asia.com

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.hortiagrinx.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