

Bangkok, Thailand | 14 March 2025

VIV Asia 2025 wraps up: A landmark event showcasing industry excellence and market leadership

The 17th edition of the complete feed-to-food global trade show in Asia concludes with a massive success

VIV Asia 2025 successfully reaffirmed its position as the leading and most trusted B2B platform for the feed-to-food industry in Asia, convening over 51,000 professional visitors from 129 countries, with products and services from 1,500 exhibitors across 63 countries.

Held from March 12-14, 2025 at IMPACT Exhibition Center, Bangkok, the event delivered an electrifying showcase of innovation, expertise, and global collaboration, and drew top industry leaders, innovators, and key decision-makers from around the world. Over three action-packed days, attendees engaged in high-level networking, groundbreaking knowledge exchange, and immersive product displays, reinforcing VIV Asia's unrivaled influence in the sector.

A world-class marketplace for the global animal protein industry

VIV Asia 2025 featured an extensive international marketplace showcasing the latest advancements in animal protein production, processing, and packaging. It also gathered around 700 industry leaders from 55 countries, continuing the momentum of previous editions and demonstrating the industry's resilience and commitment to working in synergy. For three days, the industry leaders participated in a series of tailored and exclusive networking events which provided the perfect setting to be attuned with the industry trends and access the right knowledge, technology, and people.

Meat Pro Asia, the premier trade platform for meat processing and packaging solutions, was once again co-located with VIV Asia. Meanwhile, for the first time in VIV Asia's history, a new co-location was added to make the event the most comprehensive global trade show of its kind: Horti Agri Next (HAN) Asia.

"As a cornerstone of the animal protein industry, VIV Asia is where professionals converge to drive progress and capitalize on new market opportunities," says Birgit Horn, Managing Director at VNU Europe/VIV Worldwide. "Our ongoing commitment is to support industry growth, enhance collaboration, and cement VIV Asia's role as the sector's leading global event."

This edition testified to that same commitment through the special announcement of VIV Select India. Set to take place on April 2026, VIV Select India is committed to fostering long-term industry relationships, ensuring that the event remains a sustainable and impactful trade platform for years to come. With India's livestock, poultry, dairy, and aquaculture sectors experiencing rapid transformation, VIV Select India will serve as a key business and networking hub, connecting international exhibitors with leading Indian buyers, integrators, and producers.

For VIV Asia 2025, it is also worth noting how sustainability was embedded as a core strategy. Panadda Kongma, Vice President - Business at VNU Asia Pacific highlights, “We have taken concrete steps towards sustainability, including using soy-based ink for printed materials, deploying EV tractors in partnership with DB Schenker, reducing printed materials, and promoting digital applications. Our goal is to support green initiatives and lower the carbon footprint of our trade fair as much as possible”.

A platform for innovation and industry advancement

As a hub for cutting-edge developments, VIV Asia 2025 spotlighted advancements in animal disease prevention, regenerative agriculture, and precision livestock farming among many others. Attendees also engaged in a comprehensive program of over 150 knowledge-packed sessions led by 300 thought leaders and industry pioneers.

Other important highlights were the Dutch pavilion and the Thai-Dutch seminar on Resilient Food Systems & Livestock Innovation; the fully-booked guided tours; the country pavilions namely France, Belgium, the United States of America, Korea, India, Taiwan, and Brazil; the SMElevate Spotlight which featured SMEs and start-ups together with their groundbreaking innovations in relation to regenerative agriculture; and the launch of AgriBITs, a two-day program which focused on digital transformation in the agrifood sector.

“The importance of the AgriBITs platform showcasing AI, IoT, robotics, and the smart technology that is available now and in the near future cannot be overstated enough. With industry leaders from seven companies sharing research and insights and discussing real-world use cases, AgriBITs shows the big impacts, challenges ahead, and the role that these technologies are playing in our industry. We are really happy with the turnout and excited to take AgriBITs to the next VIV editions,” says Natalie Taylor, Project Manager of AgriBITs.

Speaking on HAN as a new co-location in this year’s VIV edition, Justin Pau, CEO of VNU Asia Pacific, shares, “HAN Asia is a future-focused platform that connects the entire supply chain from farm to food, bridging horticulture, agriculture, and food processing for a holistic, sustainable industry approach.” This powerful combination consolidated the entire seed to feed to food value chain under one roof, creating significant opportunities for cross-sector collaboration and business development.

A successful conclusion to VIV Asia 2025

With a strong track record of success and a commitment to delivering value-driven experiences, VIV Asia 2025 marked another milestone in the VIV worldwide portfolio. The organizers, in collaboration with over 25 media partners and 52 global associations, see this result as another step in supporting the industries’ continuous growth and development.

Dr. Myoe Win, importer and distributor of animal medicines in Myanmar and an avid VIV Asia attendee, enthusiastically relays his experience. “I’ve been attending VIV Asia in Bangkok since 2001 and it has certainly grown bigger and bigger over the last two decades that I attended. It serves as the bridge between buyer and seller, and where you learn about international medicines, equipment, hatchery, breeding, covering the entire livestock field all over the world. VIV Asia certainly adds value as it enables me to connect with new suppliers and at the same time build stronger ties with existing partners, both of which are essential to any business.”

The VIV worldwide team and its partners extend their gratitude to the exhibitors, attendees, and supporters who contributed to making VIV Asia 2025 a massive success, and look forward to the next edition of VIV Asia scheduled to take place from March 10-12, 2027.

The full show report will be made available on the official VIV Asia website at a later stage.

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



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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