

# VIV Russia 2017 Q&A

## 7 Questions and Answers about VIV Russia 2017

March 14, 2016

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The VIV Russia 2017-concept changes significantly. Why?

We've all seen a continuous decrease in the number of Russian decision-makers and related producers. Next, Russia has reached a high level of independence and maturity of its poultry and swine sectors. As a result, we don't expect visitor numbers to VIV Russia to grow. At the same time, Russia is, more than ever before, committed to further develop a strong national food production industry.

To conclude, VIV Russia has a significant role to play. Changes to the concept are required however. To serve you better, we believe that a trade show which is reduced in size and duration results in more effectiveness for you.

### 1. What are the key changes for 2017?

*a 3-day event, split in 2 parts*

- MAY 23: Directors-day => ½ day Conference + ½ day exhibition, accessible with an invitation by exhibitors
- MAY 24-25: 2 regular exhibition days (instead of 3)

With this concept, VIV Russia creates:

An exclusive opportunity for you to meet with your most important relations in an exclusive setting at the exhibition on May 23.

VIV takes care of welcome drinks, finger food and entertainment to create a special ambiance.

+

2 days to meet with your entire Russian network at the exhibition.

### 2. Why is the rate for stand space the same as in 2015?

The hall rental requirements do not change. VIV Russia rents the space for 3 exhibition days. Additionally we invest in catering for your relations during the Directors-day. All in all, VIV Russia invests more without increasing the square metre rates.

By the way; the Euro-rates Crocus charges us for space and related services do increase again. Being an international exhibition we have no choice but to settle in Euro's.

*Please note for VIV Russia 2017:* the rate for companies who book in Russia via ASTI will benefit from a lower rate if you convert the ruble rate into Euro's. If you have a Russian company address you can book via ASTI. In this case you can select from their locations and enjoy their service.

**3. What number of visits can we expect?**

We will work hard to reach the same number of visits, compared with the 2015-edition: 6,433.

**4. Why do you reduce the exhibition into 2 regular exhibition days?**

The number of visits achieved in 3 days can very well be welcomed in 2 regular exhibition days. Less time, equal results.

**5. Why do you aim to reduce the booth sizes?**

We believe that the average booth size in many cases is too big. Considering a stabilization of visitor numbers, the exhibition should be complete and compact. It is complete already. It needs to be more compact. A more realistic booth size, resulting in less investments by you, helps to create a better business ambiance.

**6. How can I contribute to a better VIV Russia?**

- take a realistic booth size
- invite your entire network
- make an exclusive invitation to your most valuable relations for the Directors-day
- plan side activities at the exhibition

**7. What can I expect from VIV?**

- personal service from "Utrecht"
- new investments in creating a special welcome to your VIP guests
- strengthening of co-operations with associations and institutes

For the 2015-edition VIV made a number of changes to the concept, resulting in a stronger event compared to the 2013-edition. Market circumstances were significantly more challenging however. With the 2017-edition, we strive to further lift the quality of the show. The 2015-edition was better, yet not good enough. This requires more investments in time, money and efforts from our side.

Your investment in VIV Russia 2017 means a lot to us. You can be ensured that we will, once again, increase our budgets to further increase the effectiveness of your participation.

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