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ASIA

# VIV ASIA 2023

BANGKOK, THAILAND

8 - 10 MARCH, 2023

# SHOW REVIEW

THE COMPLETE FEED TO FOOD

GLOBAL TRADE SHOW



[WWW.VIVASIA.NL](http://WWW.VIVASIA.NL)

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

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 attendance and even 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.



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## VIV ASIA 2023 AFTERMOVIE



# SHOW IN NUMBERS



**47.527** professional  
Visitors from **112** countries  
and **6** continents



**92%** visitors  
from Asia



**1.186** global  
manufacturers and suppliers  
representing over **57**  
countries



**120** sessions  
by 96 speakers

Exhibitor  
Satisfaction

7.3 out of 10

Visitor  
Satisfaction

8.1 out of 10

**„It’s been a fantastic event. There’s been thousands of people come through the stand. It’s an amazing three days and we wouldn’t miss it for the world.“**

Shane Nicolson, Northern Sales Manager  
Alltech Lienert Australia

**„This event is great for our marketing activities, especially after the covid. We get to see our customers face-to-face and really talk to them. We are very happy with the show. This year’s show is beyond our expectations.“**

Cherrie Kin, B2B Regional Marketing Specialist Buhler Group

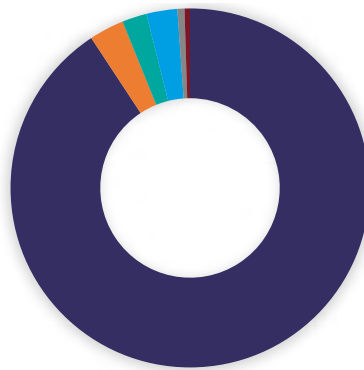
**„VIV Asia has been a very succesful show for us, because we have met with a lot of our customers, but also with new companies wanting to start in the poultry business. The quantity of people coming to our booth was massive, and the quality was perfect. So we are very happy to be here and be very close to our customers in Asia.“**

Constance Titaley, Marketing Communications Manager  
Moba Group

# VISITOR QUANTITY & QUALITY EXCEEDED EXPECTATIONS

## VISITORS BY REGION

Asia	92,47%
America	3,2%
Middle East	2,26%
Europe	2,84%
Australasia	0,65%
Africa	0,5%



Total number of visitors: 47.527

## TOP VISITING COUNTRIES

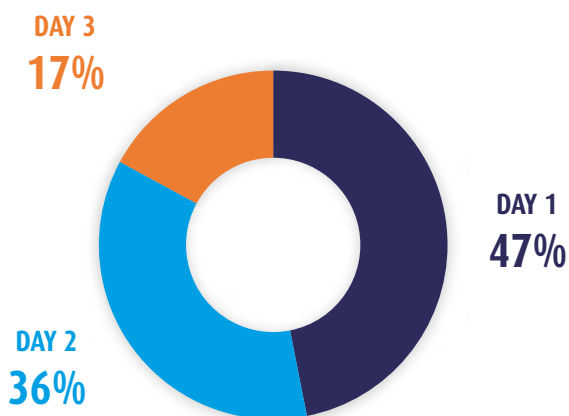
- |                |                      |
|----------------|----------------------|
| 1. Thailand    | 6. Indonesia         |
| 2. Vietnam     | 7. Malaysia          |
| 3. China       | 8. Republic Of Korea |
| 4. Philippines | 9. Taiwan            |
| 5. India       | 10. Bangladesh       |

Total number of visiting countries: 112

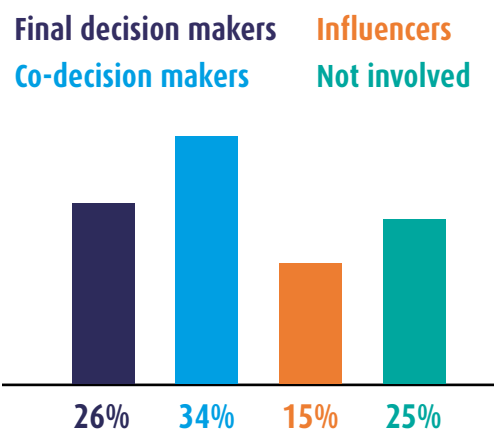
## VISITOR FEEDBACK

- 87% intend to visit again the next edition
- 82% satisfied with the conference program
- 87% satisfied quality of exhibitors

## VISITORS BY DAY



## DECISION MAKING VISITORS



# DECISION MAKERS AT VIV ASIA 2023

## VISITORS JOB FUNCTION

<b>Chairman/CEO/President/MD/CFO</b>	<b>19%</b>
<b>Technical manager/Engineer/Technician</b>	<b>12%</b>
<b>Marketing/Sales manager/Representative</b>	<b>22%</b>
<b>Farm owner</b>	<b>7%</b>
<b>Farm employee</b>	<b>6%</b>
<b>Veterinarian</b>	<b>5%</b>
Nutritionist/Formulator	2%
Researcher	2%
Consultant	2%
Producer/Processor	2,5%
Distributor/Dealer	4%
Retailer	0,5%
Government official/Institutions	0,5%
Other (please specify)	9%
Buyer/Purchase/Procurement manager	4%
Press	0,5%
Academic/Professor	1%
Regulatory manager	1%
<b>Total</b>	<b>100%</b>

## VISITING COMPANIES Y-O-Y TURNOVER

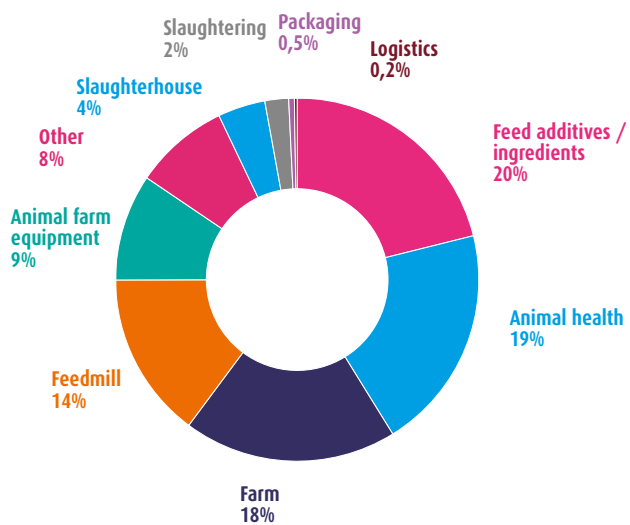
USD \$ 0 – 100.000	9%
<b>USD \$ 100.000 - 500.000</b>	<b>10%</b>
USD \$ 500.000 - 1 million	8%
<b>USD \$ 1 million - 10 million</b>	<b>14%</b>
<b>USD \$ 10 million - 50 million</b>	<b>10%</b>
USD \$ 50 million - 100 million	5%
USD \$ 100 million - 500 million	4%
More than USD \$ 500 million	5%
Not specified	35%
<b>Total</b>	<b>100%</b>



# VISITOR PROFILE

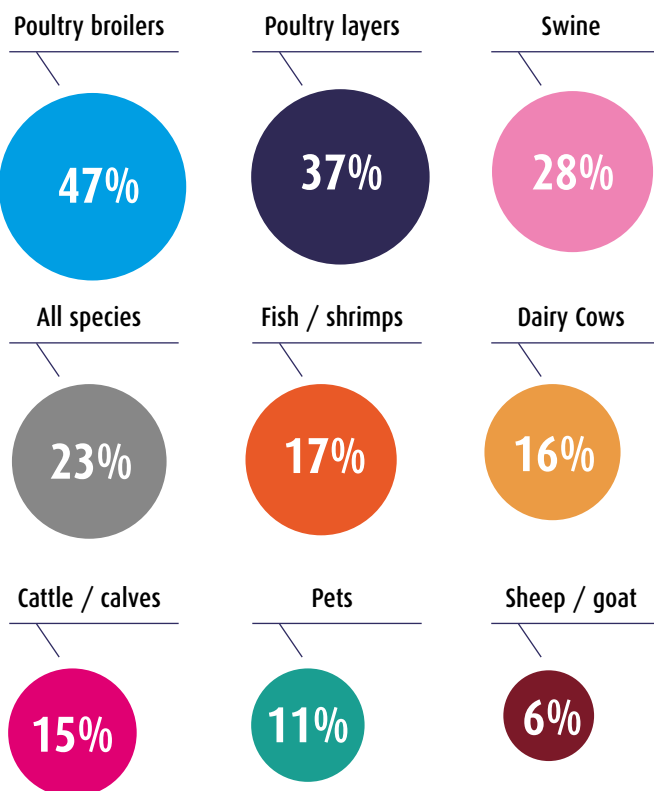
## VISITORS BY SECTOR

Which sector do you belong to?



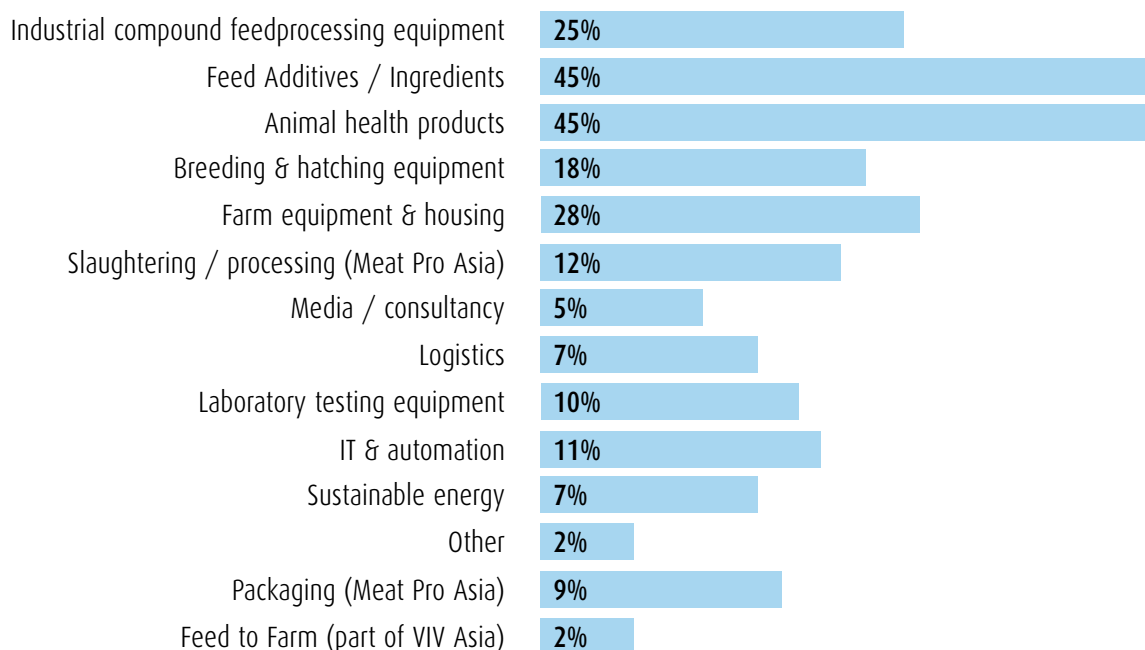
## VISITORS BY SPECIES

To which specie is your company mainly related?



## VISITORS MAIN INTERESTS

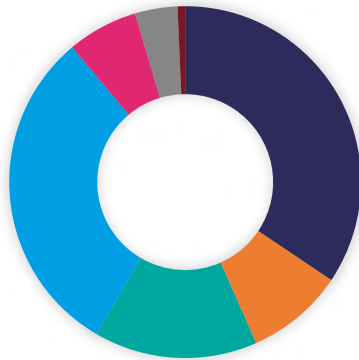
In which range of products are you interested?



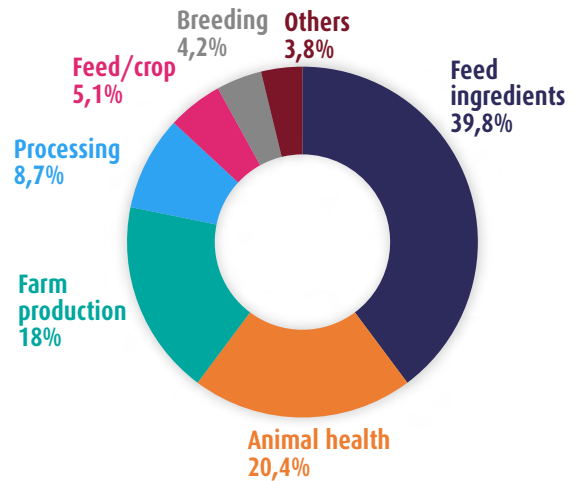
# EXHIBITOR REVIEW

## EXHIBITORS BY REGION

Western Europe	34,4%
The Americas	9,0%
ASEAN	15,0%
East Asia	30,5%
South Asia	6,5%
Middle East	3,9%
Others	0,7%



## EXHIBITORS BY SECTOR



## TOP EXHIBITING COUNTRIES



**China**  
284 Companies  
23,9%



**France**  
73 Companies  
6,2%



**India**  
75 Companies  
6,3%



**Netherlands**  
81 Companies  
6,8%



**Thailand**  
96 Companies  
8,1%



**USA**  
80 Companies  
6,7%

**80%** INTENDS TO EXHIBIT AGAIN  
AT THE NEXT EDITION

**73%** OF THE EXHIBITORS FOUND THE  
QUALITY OF VISITORS "GOOD"  
TO "EXCELLENT"

## OVER 120 SESSIONS STACKED WITH KNOWLEDGE

With a focus on cutting edge know-how, VIV Asia's conference program offered attendees a unique opportunity to gain insights into the latest innovations and technologies, as well as best practices from leading industry and research experts. Over 200 high-level speakers joined from all over the world, to make the conference program one of the most comprehensive and informative events in the industry. It covered topics like early feeding, feed efficiency or controlling Avian Influenza, maximizing dairy farm margins, improving gut health and sustainable solutions for animal production and alternative proteins.

### HIGHLIGHTS

**Aquatic Asia conference** - Evolving Aquafeed Towards Meeting a Sustainability Agenda by International Aqua-feed.

**Reimagining the global food system**, seminar by Tony Hunter, Future Cubed

**How to Build your Sustainable Dairy Farm**, by Global Dairy Farmers

**Trends, Challenges and Opportunities of Alternative Proteins in Asia**

**Welcome China Seminar** - Working Towards Efficiency and Sustainability in China's Animal Husbandry Industry

**Glocal & Sustainable Animal Farming: The Netherlands** - Asia Inspiration Forum 2023, by HUB Orange





# SHOW PARTNERS



# MEDIA PARTNERS



# 2023 IMPRESSIONS





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# VIV ASIA 2025

BANGKOK, THAILAND  
12-14 MARCH

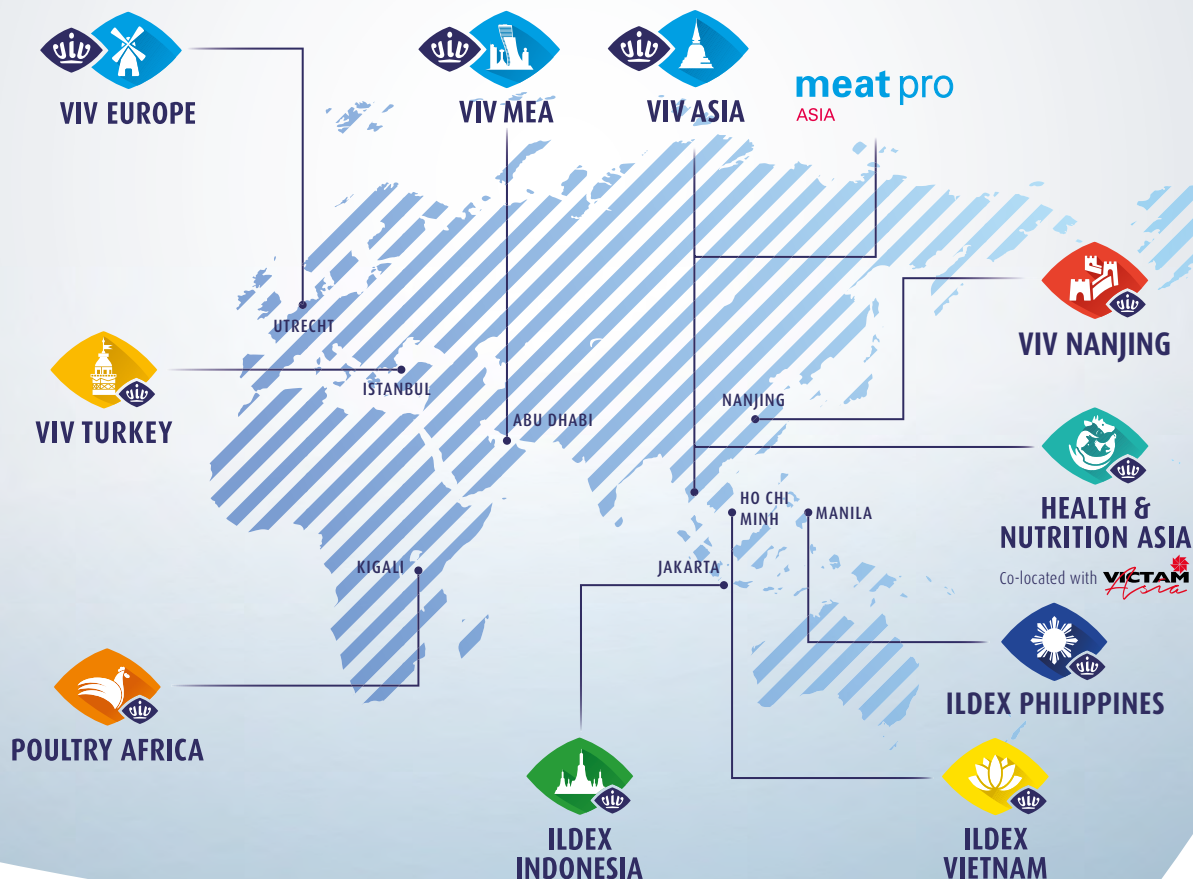
SEE YOU  
THERE

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GLOBAL TRADE SHOW IN ASIA**



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# THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD



## ILDEX PHILIPPINES 2023

MANILA | JUNE 7-9

## VIV TURKEY 2023

ISTANBUL | JULY 6-8

## VIV NANJING 2023

NANJING | SEPTEMBER 6-8

## ILDEX INDONESIA 2023

JAKARTA | SEPTEMBER 20-22

## VIV MEA 2023

ABU DHABI | NOVEMBER 20-22

## HEALTH & NUTRITION ASIA 2024

co-located with VICTAM Asia

BANGKOK | MARCH 12-14

## ILDEX VIETNAM 2024

HO CHI MINH CITY | MAY 29-31

## POULTRY AFRICA 2024

KIGALI | OCTOBER 2-3

## VIV ASIA 2025

BANGKOK | MARCH 12-14

## MEAT PRO ASIA 2025

BANGKOK | MARCH 12-14

## VIV EUROPE 2026

UTRECHT | MAY



# SEE YOU IN 2025!

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