



# HEALTH & NUTRITION ASIA 2024

BITEC, BANGKOK, THAILAND  
12-14 MARCH

[www.vivhealthandnutrition.nl](http://www.vivhealthandnutrition.nl)

## EXHIBITOR BROCHURE

**TOTAL ANIMAL  
FEED AND HEALTH  
EVENT FOR ASIA**

Co-located with **VICTAM**  
*Asia*



**WWW.VIV.NET**

**vnu** | ASIA PACIFIC

**vnu** | EUROPE

# WELCOME TO HEALTH AND NUTRITION ASIA 2024

**Health and Nutrition Asia** in co-location with VICTAM Asia, is a 3 days event presenting two shows under one roof at the BITEC venue, in Bangkok.

Organized by VIV and VICTAM:

- VIV has the largest worldwide network in animal health and nutrition and is best-connected in Asia.
- VICTAM is the world's largest feed & grain event.

The co-location of these respective shows offers a unique platform to dive into the most relevant players in the field of feed, nutrition, pharma, genetics, health and veterinary technology, health monitoring and management.



# HEALTH AND NUTRITION ASIA OUTLOOK



## SHOW IDENTITY CARD



### Event profile:

Health and Nutrition Asia is the niche-event by VIV worldwide focusing on innovation in nutrition, pharmaceuticals, and high-tech animal health solutions

### Location:

BITEC, Bangkok, Thailand

### Frequency:

Every 2 years

### Date:

12-14 March 2024

### Floor space:

6600 sqm gross



## EXHIBITOR IDENTITY CARD



### Exhibitor profile:

Top international suppliers and a broad spectrum of products on display.

### Attendance target:

250 exhibitors from 35+ countries

### Exhibitor profiles:

- Automation
- Feed additives, Ingredients, production
- Genetics
- High-tech animal health technology, Lab equipment
- Packaging
- Pharmaceutical
- Quality control
- Veterinary
- Others



## VISITOR IDENTITY CARD



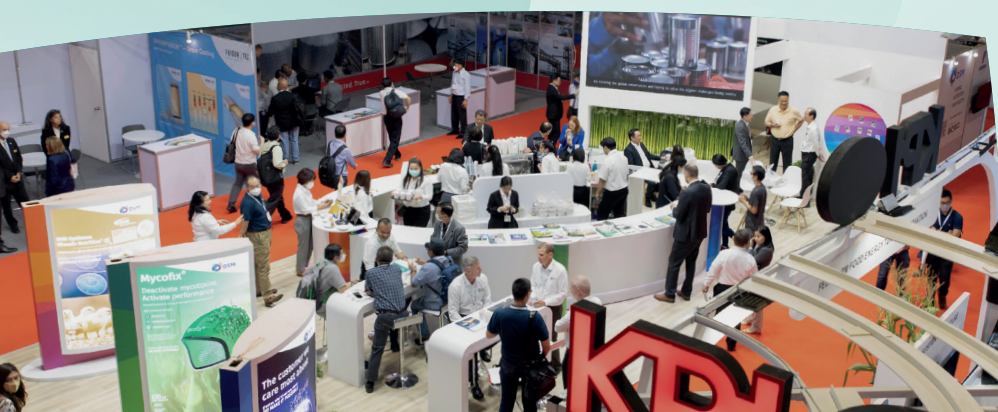
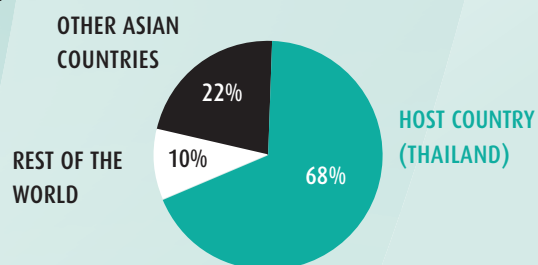
### Visitor profile:

High quality visitors is something you can count on at Health & Nutrition Asia

### Attendance target:

9000 visitors from 70+ countries

### Visitors origin from last edition:



# THE ANIMAL FEED AND HEALTH SUPPLY CHAIN

Thanks to the strategic partnership between VIV and VICTAM we offer the total feed and animal health solution in Asia.

Health and Nutrition Asia presents the latest technology, ingredients and additives to manufacture and process feed for livestock, pets and aquaculture combined with pharmaceuticals, genetics and high-tech animal health solutions.



HEALTH & NUTRITION ASIA 2024  
at a glance:

**100+**  
media

**70+**  
visiting  
countries

**250+**  
exhibitors

**9000+**  
visitors

**35+**  
conference  
sessions

The must-attend event for all professional players in the animal feed and health production and a prime access to the Asian market, the world's fastest growing market.



# REASONS TO EXHIBIT

Health & Nutrition Asia is an ideal platform to meet and connect with new and existing clients.

1. Health and Nutrition Asia is the most relevant niche-event by VIV worldwide focusing on innovation in nutrition, pharmaceuticals, and high-tech animal health solutions
2. The event provides the opportunity for attendees to sell, buy and to remain updated about the latest technology on a yearly basis
3. A real gateway: the hub (Thailand-ASEAN) offers free-trade agreements with China, Japan, Korea, Australia and New Zealand multiplying business opportunities
4. Bangkok voted best destination 4 years in row (source: Tourism Authority of Thailand, Mastercard, etc)
5. Highly attended by local distributor and regional offices
6. Increase your brand awareness and positioning in Asia and internationally
7. Build loyalty with your current customers and meet new prospects
8. Get access to world's fastest growing market



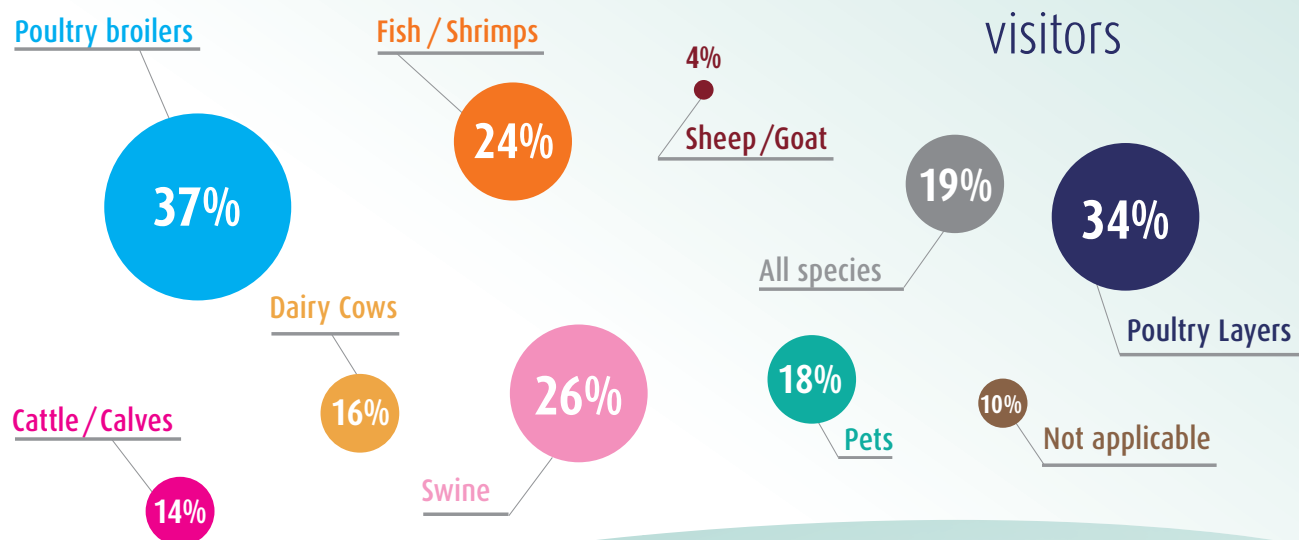
# IMPORTANT BUYERS

A prepared and professional audience, representing the best buyers in the field of animal Health & Nutrition



**9000+**  
visitors

## VISITORS BY SPECIES



Feedmill	30%
Feed additives / ingredients manufacturer / distributor services	28%
Animal health / Pharmaceutical products / ingredients equipment manufacturer / distributor / services	18%
Animal farm equipment manufacturer / distributor / services	15%
Animal Farm	16%
Animal feed industry	27%
Aqua feed industry	16%
Pet food industry	16%
Grain, rice, soy, beans processing	13%
Others	12%

## VISITORS PROFILES

CEO's

Feed formulators

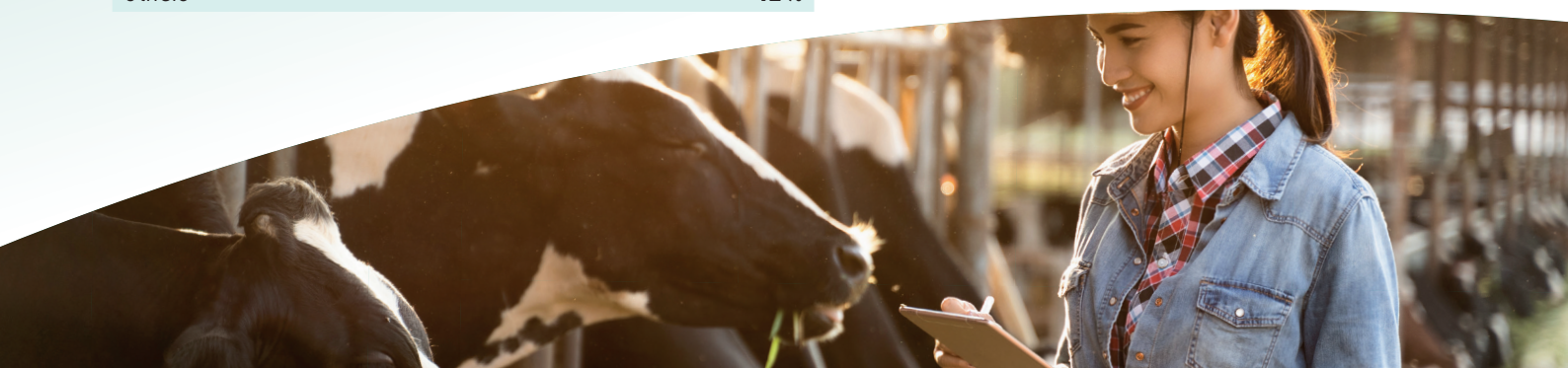
Mill managers

Nutritionists

Operation directors

Transportation managers

Veterinarians



# VALUE-ADDED SERVICES

Promote your participation at Health & Nutrition Asia with customized marketing solutions.

## CUSTOMIZED MARKETING OPPORTUNITIES

A proper promotion before, during, and after the show is extremely important to maximize your business and brand profile.

Make sure your current clients and new potential customers know that you will take part in Health & Nutrition Asia 2024.



## CUSTOMIZE MARKETING OPPORTUNITIES



On-site advertising



Digital marketing



Seminars & workshops

**GO DIGITAL!**  
Webvertising  
Direct Marketing Newsletter  
Digital show review  
Social Media



## BENEFITS:

- Stand out from competition
- Trigger sales opportunities by creating multiple touch points with your future customers
- Great customization

# BOOK YOUR BOOTH NOW!

Reserve your space at **HEALTH & NUTRITION ASIA**



## GREAT VISIBILITY FOR NEW BUSINESS OPPORTUNITIES

A booth at Health & Nutrition Asia 2024 maximizes your company's business opportunities in the Asian market.

As a relevant player in the field of feed, pharma and genetics in animal protein production, this is the must-attend event to include in your marketing strategy.

Our professional sales team is excited to receive your questions and help you reserve the best location for you on the show floor.

### PREPARATION STEPS:

- 1 **Sign-up**  
and choose  
your location
- 2 **Booth Construction**  
package choice
- 3 **Exposure**  
maximization!

## TO LEARN MORE ABOUT OUR OFFER – CONTACT US!

Health & Nutrition Asia team speaks your language. Check the contacts network and choose your preferred sales representative among team members or country agents at: [www.vivhealthandnutrition.nl/contact/](http://www.vivhealthandnutrition.nl/contact/)



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# HEALTH & NUTRITION ASIA 2024

BITEC, BANGKOK, THAILAND

12-14 March

POWERED BY VIV

WE ARE LOOKING FORWARD  
TO WELCOMING YOU  
TO HEALTH & NUTRITION ASIA 2024



Organized by

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