



[ Abu Dhabi – UAE, November 22, 2023]

## **SUCCESSFUL CONCLUSION TO VIV AND HAN MEA 2023: SHOWCASING THE FUTURE OF THE SEED TO FOOD INDUSTRY IN ABU DHABI**

*The 4<sup>th</sup> edition of VIV MEA, held from November 20th to 22nd in Abu Dhabi, in co-location with Horti Agri Next MEA, delivered a dynamic event, marking a positive continuation in the region for the global animal husbandry and agribusiness industry.*

VIV and HAN MEA 2023 demonstrated a strong foundation in B2B international business in the Middle East and North Africa region. Over three days, the show encouraged face-to-face meetings, networking, information exchange, and a bustling marketplace in Abu Dhabi, UAE. With 10,080 visitors from 113 countries, the event maintained its consistent attendance and even exceeded the previous edition.

The co-located events featured 500 exhibitors from 50 countries, showcasing the latest developments of the agrifood industry in the five halls at Abu Dhabi's prestigious venue ADNEC, in a collective of more than 17,500 sqm of gross exhibiting space. One third of the visitors came from the UAE, with countries like Egypt, Iraq, Iran, Pakistan and Saudi Arabia ranking on top right after. 67% of the total visitors onsite indicated interest in both events.

### ***Inspirational Speaker Line-up***

Over 80 renowned industry experts, and visionaries took center stage as part of the event's comprehensive speaker line-up. More than 37 sessions, presentations and panel discussions delved into recent industry trends, challenges, and opportunities, providing invaluable insights for all attendees, in both the animal livestock production and the arable and controlled environment agriculture industry.

A series of sessions, including the AgritectureXchange panel discussions led by Agritecture CEO, Henry Gordon-Smith, as well as speed dating with roundtables session on the first day, and a special program organized by the Abu Dhabi Agriculture Food and Safety Authority (ADAFSA) covered a wide spectrum of topics crucial to the future of Agriculture in the region. HubOrange, the Dutch Poultry Center, Dutch Green House Delta, and many other industry partners also contributed with vibrant sessions throughout the three days..

**Aquafeed Extrusion & Nutrition Conference:** On the 19<sup>th</sup> of November, a one-day conference organized by Perendale Publishers, sponsored by aquaculture leaders like Skretting and Blue Aqua, focused on the topics of the production and extrusion of aquatic feed along with the nutrition and farming for fish and shrimps.



**Poultry Marketing Round Table (PMRT):** For its 3rd edition, MEAP, WATT Global Media and VIV gathered academics, technicians, poultry producers, governors, and end consumers in a Round table to discuss and come up with solutions and clarifications to anticipate to future uncertainties.

### **A long-awaited co-location during the Abu Dhabi Food and Security Week**

The co-location of VIV MEA and HAN MEA 2023 provided an opportunity to explore the entire agribusiness industry, proving the importance of connection among animal production, precision farming, rural cultivation, and innovative horticultural techniques. By holding these two events at the same time, at the same venue, during the Abu Dhabi Food and Security Week, the organizer managed to highlight that integrating the entire industry's value chain is key to resilient and sustainable agricultural eco-systems.

With a closing statement the organizers expressed their gratitude to all the participants and key players who shaped this edition:

"As we wrap up three incredible days of VIV and HAN MEA 2023, we are thrilled for the journey we've embarked upon to shape the future of the agrifood industry, together with everyone who played a role in this; from our international exhibitors, the amazing speakers, the enthusiastic attendees to our long-term partners, the Abu Dhabi Agriculture Food and Safety Authority and the Netherlands Embassy among others. The journey does not end here. We look forward to building on the momentum generated by these events here, to our upcoming events around the world," said Birgit Horn, Managing Director of the Agrifood Portfolio at VNU Europe.

VIV and HAN MEA will return from November 25 to 27, 2025, in Abu Dhabi, to set yet another milestone as the region's top industry platforms.

The full show report will be available on the websites [www.vivmea.nl](http://www.vivmea.nl) and [www.hortiagrinx.com](http://www.hortiagrinx.com) by the end of December.

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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, making it the leading platform for some of the most promising markets of the world.

[www.viv.net](http://www.viv.net)

**About Horti Agri Next (HAN)** | Horti Agri Next (HAN) is the trade show showcasing the latest products, innovations, and advancements in horticultural food production, landscaping, controlled environment practices, environmental conservation, and agriculture. HAN brings together industry professionals and experts from around the world to exchange knowledge and expertise in the fields of arable land planting, horticulture, crop harvesting and processing, land and water resource management, cutting-edge enhancing technologies and more. Visit [www.hortiagrinx.com](http://www.hortiagrinx.com)

**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](http://www.vnueurope.com)