



# VIV NANJING 2023

NANJING, CHINA  
6-8 SEPTEMBER



# FIND THE BEST FARMING MODELS TO MAKE THE BUSINESS **MORE** **SUSTAINABLE**

## **WELCOME BACK TO CHINA.**

China's market is ready for business and will open up new opportunities for the global animal protein sector.

## **WELCOME TO VIV NANJING.**

Join us in Nanjing, Jiangsu Province as VIV Worldwide's highly anticipated China project returns after four years. Make sure to be a part of this new chapter for China's thriving husbandry industry.



## **VIV NANJING 2023**

**NANJING, CHINA**

**6-8 SEPTEMBER**

**TOGETHER WE CREATE THE FUTURE OF  
ANIMAL HUSBANDRY.**

VIV NANJING 2023 will showcase the latest technologies and innovative products from September 6th to 8th. Join us in promoting the advancement of an environmentally-friendly animal husbandry industry.



# Who will exhibit at VIV Nanjing 2023

MULTISPECIES EXHIBITION SCOPE | ALL SPECIES



**500+** Exhibitors



**50,000 SQM** Exhibition Space



**10+** International Exhibition Pavilions

## 2023 INTERNATIONAL EXHIBITION PAVILIONS

- The Netherlands
- United Kingdom
- France
- U.S.A.
- South Korea

- Pig Breeding
- Cage-free Egg Display Area
- Poultry Breeding
- Ruminant Display Area
- Smart Farming Area

## Exhibition Sectors



- Feed & Feed Ingredients
- Feed Additives
- Feed milling equipment
- Bio-products (Vaccine, Veterinary drugs, etc.)
- Veterinary equipment/ Disinfection & Protective equipment
- Veterinary drug production and packaging equipment
- Breeding/ Hatching
- Breeding/ Hatching equipment
- Housing design & construction
- Farming & Feeding equipment
- Environmental control equipment ( Ventilation, Temperature, etc.)
- Lighting equipment
- Accessories/ Assorted & Processing equipment for farming equipment
- IT & Automation services
- Waste treatment equipment & Bio-energy technology
- Laboratory testing equipment and services
- Slaughtering & Meat/ Egg Processing & Handling
- Logistics/ Refrigeration/ Package
- Aquaculture Farming Technology & Equipment
- Ruminant Farming Technology & Equipment





# Who will visit VIV Nanjing 2023

210+ GLOBAL PARTNERS: MEDIA & CONSULTING FIRMS & MORE...



**30,000+** Visitors



**300+** Hosted buyers



**100+** Delegations (over 1500 visitors)



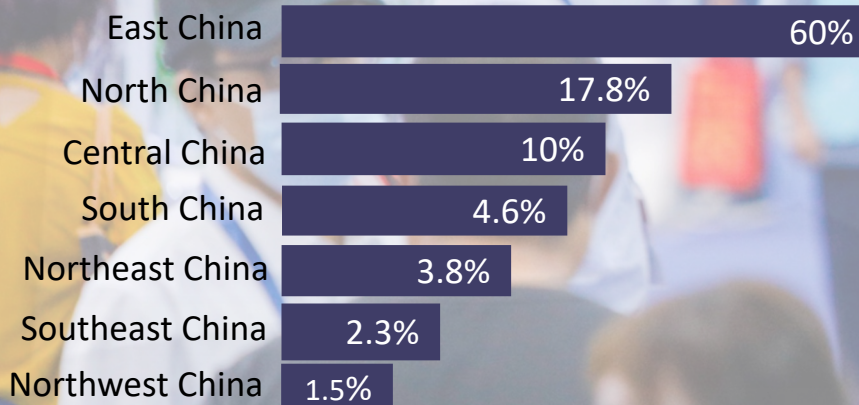
**100+** VIV Industry Leaders

## PROFILES

### VISITOR

- **Owner / senior manager/ purchaser** of large-scale farms, feed mills, slaughtering houses, integrated companies, etc.
- **Agency/distributor** of the whole industry
- Veterinarian
- Nutritionist
- E-business

## DOMESTIC VISITS BY REGION



- ✓ With 24 years of **successful operation** in China, we have accumulated a large base of core buyers.
- ✓ **Purchasing ability** has recovered quickly two years after the pandemic outbreak.
- ✓ Provide accurate and personal business supporting services to realize effective cross-border **procurement matchmaking**.
- ✓ Reach the **target groups** via multiple channels throughout the year.



# Who will support VIV Nanjing 2023

Please refer to our website for up-to-date information.

Partial list of our partners.

MULTISPECIES EXHIBITION SCOPE | ALL SPECIES



150+ Supporting Media



60+ Supporting Organizations

## Supporting Media



## Supporting Organizations



# How to **grow your business** in China?

VIV NANJING WILL PROVIDE SYSTEMATIC BUSINESS SERVICES FULL YEAR.



## **PROMOTION & BRANDING**

Omni-channel recommendation  
Onsite advertising & Custom Marketing Opportunities  
Media Supporting



## **Business Trade Service**

Matchmaking meetings  
Direct procurement fairs  
Workshops



## **CONFERENCE & EVENTS**

Conferences  
Webinars  
New Product Launch Events  
Technology Awards



## **Information and Survey**

Industry Consulting  
Field Visit  
Visitor Survey  
Skills Training

# ***MAKE BUSINESS MORE EFFICIENT***

Stepping into the Chinese market

VIV remains committed to facilitating precise business matchmaking, hosting high-level international forums, conducting industry inspections, fostering interactive cloud platform engagements, organizing Direct Procurement Fairs, facilitating professional training sessions, and more. We continuously enhance our international business service modules to cater to the diverse needs and expectations of industries and enterprises.

# PROMOTION & BRANDING

180,000+ VISITOR DATABASE | OMNI-CHANNEL PROMOTION

## PROMOTION SUPPORTING

E-newsletter  
120,000+

WeChat  
followers  
25,000+

Phone call  
invitations  
54,000+

Global Media  
partners  
150+

Invitation  
Mailing  
35,000+

Web views  
215,000+

Social  
media followers  
55,000+

SMS  
invitation  
60,000+

**180,000+**

**VISITOR  
DATABASE**

## MEDIA SUPPORT

150+ media partners will participate in some events and provide services to enterprises.

**Interview | Advisement | Database  
Industry info | Seminar | Consulting**

## ONSITE PROMOTION

Experience the comprehensive custom marketing opportunities for on-site advertising and online promotion. By enhancing interaction frequency with the core buyer group and maximizing advertising effectiveness, you can foster successful commercial collaborations.



# Business Trade Service

Stepping into the Chinese market through accurate international business matchmaking

## TRADE AROUND THE WORLD. 2023

### Match-making Meeting

**HOT**

Participating suppliers can obtain information of international buyers and purchasing requirements in advance to ensure accurate matchmaking. Both parties meet online or on-site at a specific time, with a professional team providing relevant services.



## TRADE TO CHINA. 2023

### The 2<sup>nd</sup> DIRECT PROCUREMENT FAIR **HOT**

The Direct Procurement Fair will be conducted through targeted warm-up activities in the early stage, on-site promotion, and domestic e-commerce platform. Selected high-quality products and limited discounts can greatly stimulate the purchasing willingness of local buyers.



### WORKSHOP (ONSITE) **HOT**

An open area will be set up at the exhibition on-site. Companies can conduct on-site recommendation meetings for about 30 minutes here. Display the products and technologies in detail to attract more target customers directly.

# CONFERENCE & EVENTS

Engage in High Level Forums and Professional Seminars

## 2023 Conference Program

**Main Forums: 2023 Agriculture and Animal Husbandry Industry Chain Development Summit and VIV Animal Husbandry Innovation and Application Forum**

2023 International Conference of Animal Nutritionists

Th Global Pig Genetic Summit 2023

The 2nd International Forum on Poultry and Egg Health Development

Sino-Dutch Seminar on Future Farming

Forum on Animal Welfare and Sustainable Development of Animal Husbandry

Special Forum on Utilization of Livestock and Poultry Manure and Harmless Resource Recovery

Forum on Feed Processing Technology and Future Development

Special Forum on Application and Innovative Development of Smart Breeding

Training Session on Prevention and Treatment of Common Diseases: Special Session for Veterinarians

Seminar on Talent Training in Animal Husbandry Industry

Salon Activities of Farm Manager Club

Commendation Meeting for Benchmarking Enterprises in Livestock Industry of Shandong Province

Cross-Industry · New Players' Salon in Animal Husbandry

Product Launch and Promotion Meetings

## CO-LOCATED CONFERENCES

**5800+** CONFERENCE VISITS





# CONFERENCE & EVENTS

INTERNATIONAL INDUSTRY presentations | Some Speakers

300 + global industry leaders will participate in these meetings  
Discuss the hot topics of global animal husbandry industry together



Ena Enting



Liu Qiangde



Yao Minpu



Ma Chuang



Snorri Sigurdsson



Rubia Soares



Jeroen Dewulf



Sixte



Darius Cesna



Camille de Tugny



Yi Ganfeng



Yao Jun



Monita Mo



David S. Casey



Yu Daosheng



Pan Chenjun



Douglas W. Newcom



Hans Olijslagers



Jan Merks



Niu Yufeng



Hannah Van Zanten



# TECHNOLOGY AWARDS

Online Matchmaking Meeting 2023

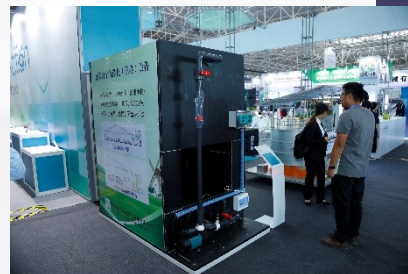
## Upgrade of InnovAction Campaign

NEW

Boosting Sustainable  
Development With  
New Technologies  
and Products



Immerse yourself in the forefront of animal husbandry technology as we highlight its development and application. Witness the recognition of excellence through prestigious awards like the "White Technology Award," "Black Technology Award," and "Future Concept Award." Engage in a captivating series of trade exhibitions, contests, and showcase activities that will unfold throughout the event.



# 南京

NAN JING

Nanjing City Landmark.

**Favorable location in one of the globalized cities in China**

WHY NANJING **AGAIN**

# Location

## International airline

## International port

Nanjing boasts a rich historical and cultural heritage.

Nanjing is a comprehensive transportation hub, spanning aviation, shipping, rail, road and pipelines.

It is an important gateway in China's Yangtze River Delta to the developing central and western regions of the country. The Nanjing metropolitan ring, meanwhile, is one of the five major metropolitan rings in the Yangtze River Delta.

### **Nanjing Lukou International Airport:**

Flight routes reach 78 major cities in China and 35 international and regional urban destinations, and a route network covering China and the rest of Asia, Europe, North America and Australia has been initially established.





# Industrial advantages

## Business environment

Nanjing has always connected the Eurasian continental bridge and the Maritime Silk Road. Over time, this has led to a greater degree of multiculturalism and cultural exchanges that have made the city open and inclusive.

At present,  
Nanjing has established  
economic and trade ties with  
more than

**230**

countries and regions

Establishing friendships with



**81**

cities

in

**47**

countries

on

**5**

different  
continents

# Post show review and highlights

VIV CHINA 2018 HELD IN NANJING

## What Exhibitors said about VIV China 2018

### Big Herdsman

VIV is always the best platform for Big Herdsman to show products, and we have also learned a lot during this edition. Best wishes to VIV in China! Best wishes to Chinese husbandry industry!

### Al Dahra Agriculture Consulting

Thanks to the enthusiasm and professional organization. We met some problems during our preparation and the show operational team was very helpful in finding positive solutions.

### Buhler (Changzhou) Machinery Co.,Ltd

We attended several exhibitions of VIV worldwide and look forward to future performances in China, especially with the new organizing structure by VNU Exhibitions.

### Little Giant-Farming Equipment

Little Giant has attended VIV several times in China, allowing us to follow market dynamics, technology development trends and innovations. Meanwhile, VIV China provided us with the right platform to show our unique products and brands to global customers. We are looking forward to cooperating with VIV projects in China in the future!

## VIV China 2018 Facts & Figures



466

Exhibiting companies



16,156

Total visits

14,131

VIV China 2018 Exhibition

3,800

VIV China 2018 Conference



14,109

Domestic visits  
(64.6% from Eastern China)



2,047

International visits  
(42.6% from Southeast Asia)

# VIV Nanjing 2023 will provide **comprehensive exhibition services**

HOPE YOU ENJOY YOUR TRIP TO  
NANJING, CHINA



◆ Hotel Booking

◆ Logistic service

◆ Construction service

◆ Catering Service

◆ Travel service

◆ WIFI service

◆ Meeting room rental

◆ Visa service

◆ Translation service

◆ *more ...*



# Livestock Industry Big Gathering in China

## SOME LEADING COMPANIES HAVE EXHIBITED AT VIV IN CHINA



Note: a small glimpse of the exhibiting companies

# Livestock Industry Big Gathering in China

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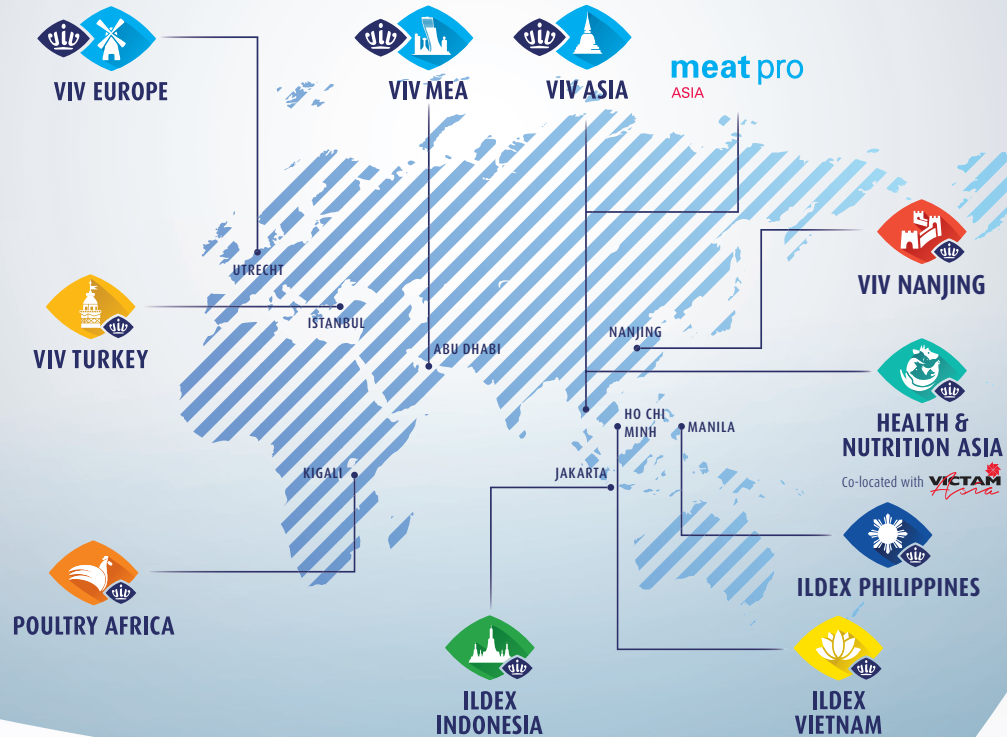


Note: a small glimpse of the exhibiting companies.

## THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD



# VIV WORLDWIDE



### 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

VIV was launched in the Netherlands and was introduced into China in 2000. It has been successfully held in China for 24 years, with the dual advantages of internationalization and localization, and has always been the first choice for international brands to enter the Chinese market.

Up to now, it has provided relevant business support and services to customers in more than 85 countries and regions around the world.



# BOOTH BOOKING | SALES TEAM

## Mrs. Hellen Wang

*Based in China*

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Mob: +86 138 1775 2961


## Mr. Philippe Verstuyft

*Based in Europe*

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



Stand Type	min	Unit price
Standard Booth	12m <sup>2</sup>	RMB 1,900/SQM
Raw Space	18m <sup>2</sup>	RMB 1,800/SQM

◆ Participation Fees: all participation fees are inclusive of 6% VAT (Value Added Tax).

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You can contact us directly to get more information about the CMO and sales package.