



VIV ASIA 2019

BANGKOK, THAILAND
MARCH 13-15



SHOW REVIEW

The largest
international industry
gathering in Asia



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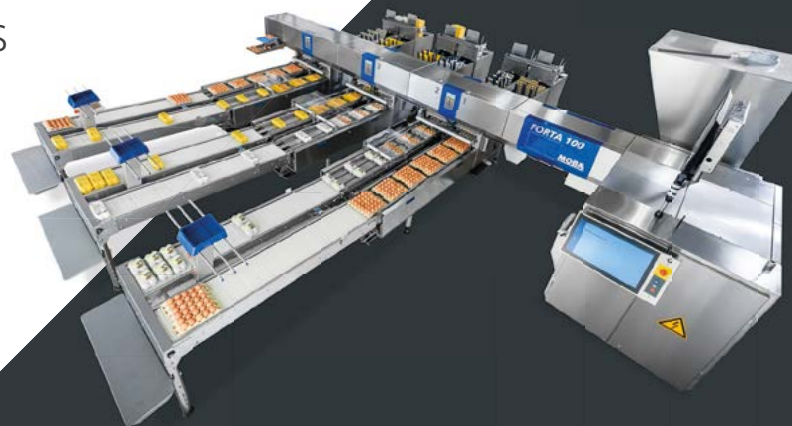
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**+7%
VISITORS
FROM OVERSEAS**

**573 INDUSTRY LEADERS
VISITED THE SHOW**

**45,023 PROFESSIONAL VISITS
FROM MORE THAN
120 COUNTRIES**

**OUTSTANDING VISITORS
SATISFACTION: 8.6 /10**

**1,245
EXHIBITORS
FROM 62 COUNTRIES**

**31,007 NET
EXHIBITING SPACE**

**10 INTERNATIONAL
PAVILIONS**

**86 CONFERENCES AND
SEMINARS ATTRACTING
5,396 VISITS**





VIV ASIA 2019 WINS VISITORS' INCREASE FROM OVERSEAS

The show receives again more than 45,000 visits

Already known since 2017 as the no.1 international trade show from Feed to Food in Asia, VIV Asia 2019 took another step forward in strengthening its international character with a 7% increase of visits from outside of the hosting country. The enthusiasm and energy distinguishing the Feed to Food Asian markets resonated at BITEC throughout the show time, giving all attendees another memorable experience at VIV Asia.

The biggest international industry gathering of Asia

When looking at the livestock and feed to food markets in Asia, VIV worldwide offers the strongest network of industry professionals, with VIV Asia leading the VIV series of events.

A good 65% of the total 45,023 visits registered at VIV Asia in 2019 came to Bangkok from outside of Thailand, confirming the international flavour of this show where local visitors counted this time for 35%, against the 39% Thai visits audited in 2017. With Asian markets in the lead, overseas visitors came from more than 120 countries.

China, once again the first visiting country after Thailand, significantly increased its attendance by 12% compared to the previous edition. Following China, the top 10 visiting markets this year were: India, the Philippines, Vietnam, Indonesia, Malaysia, Bangladesh, Republic of Korea, Taiwan, and Pakistan. Interesting to note, Cambodia claimed in this edition a place in the top 20 visiting countries completing more and more the ASEAN markets coverage at the show.

VIV Asia goes more and more international not only in terms of visitors but also with regards to the exhibiting offer. As announced before the show opening, 1,245 exhibitors (+18% compared to 2017) from 62 countries, covered at BITEC a space of 31,007sqm net (+30% compared to 2017) where 10 international pavilions showcased a number of new companies and brands. In particular, the Canadian and Japanese pavilions proudly marked their new entry into VIV Asia line up in 2019, next to the recurring pavilions from Belgium, China, France, South Korea, Spain, Taiwan, Thailand, and the United States.

A complete event from feed to food which greatly satisfied expectations

A thorough survey ran by the organizers in the 10 days following the show, revealed a satisfaction rate of 8.1 points out of 10, among VIV Asia 2019 exhibitors, and 8.6 among the visitors. The latter spent in fact more time at the show ground, with second and third day re-visits increased by 3% compared to 2017. So what were some of the winning features of this industry's appointment?

Extensive program & complete value chain on display. Visitors attending VIV Asia, not only did they find the A to Z / Feed to Food offer on display at the show ground, but also a wide range of conference and seminar programs to learn, network, and share knowledge. 86 sessions were presented by partners, exhibitors and organizers, with around 200 high-level speakers flying from all over the world.

Educational and informative sessions were successfully attended by a total of 5,396 visits over the 3 days at the second floor at BITEC. On the first day of the show a 3.5 hours conference organized by the Swine Raisers Association of Thailand, received the biggest audience of all programs with 333 delegates taking part in the "ASF: The disruption of ASEAN pig industry" session. The recent developments of the African Swine Fever, with a dangerous outbreak spreading from China to Vietnam right before the show dates, certainly had an influence on show numbers. On the other hand the show represents a great opportunity for industry operators to build the knowledge on how to better manage these diseases, and thus the impact on the overall exhibition attendance was limited considering the relatively small drop in visits.

Food Engineering related conferences held on the second and third day of the show, received a total of 319 visits. With a strong line-up of 100 companies in hall 98 featuring some of the global players in the primary and further processing of protein-based food, the newly branded Food Engineering section officially took off at VIV Asia 2019 and is bound to become a more and more important pillar within the VIV portfolio.

Food Engineering, including processing and handling, represented 10.5 % of VIV Asia 2019 total show space, with an outstanding 93% increase compared to the previous edition. Walking the show ground from hall 98 to 106, from Food Engineering to the Feed-related halls, the exhibition space showcased 24.5% of farm production, 6% of breeding and hatching companies, 6% crop-tech & feed-tech solutions, 37% feed ingredients and additives, 14% of animal health enterprises, and 2% media and consultancy companies.

Quality show. VIV Asia 2019 was not only a busy show, but also a quality event. 573 Industry leaders visited the exhibition, and most of them for more than 1 day. The VIV Industry leaders program brings the top of the industry to the VIV events making sure that the key players are not only invited to the exclusive networking sessions, but are also supported by the show organizers in finding the right suppliers and representatives within the rich show offer.

Several organized delegations, with the support of expert industry partners from China, Cambodia, Iran, the Philippines, South Korea, Nepal, and other countries, had the chance to visit the show and to join tailor-made activities including guided tours at the show ground and special session selections.



Thank you for your presence.
See you at VIV ASIA in 2021!



VISITORS FACTS AND FIGURES

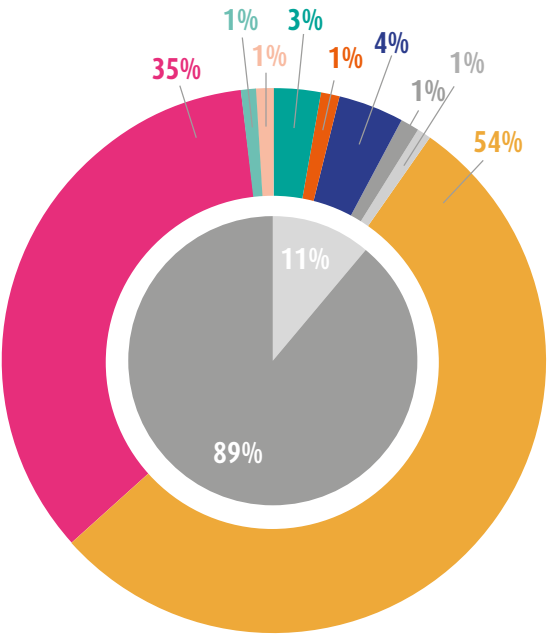
	Day 1	Day 2	Day 3	TOTAL
Exhibition visits	20.120	17.497	7.406	45.023
Conference & Seminars visits	2.706	2.470	220	5.396

VISITS BY AREAS

Western Europe	3%	1.317
Eastern Europe	1%	360
Middle East	4%	1.597
North America	1%	307
South/Central America	0,4%	160
Africa	1%	313
Asia (excluding Thailand)	54%	24.389
Thailand (host country)	35%	15.808
Australia	1%	449
Unknown	1%	323
Total from Asia	89%	40.197
Total from outside of Asia	11%	4.826

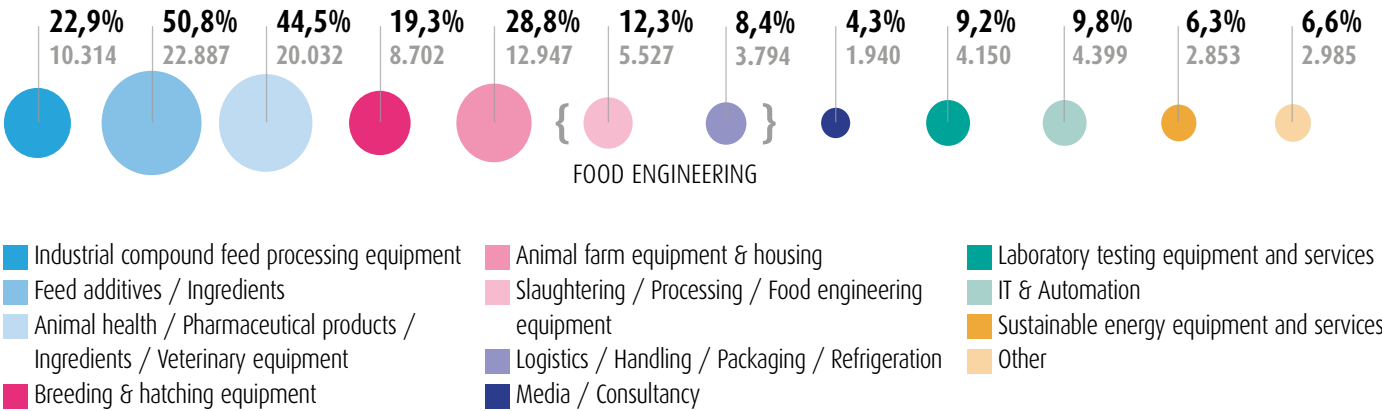
TOP 20 OVERSEAS VISITING COUNTRIES & REGIONS

1	China	3.753	11	Myanmar	737
2	India	3.072	12	Japan	697
3	Philippines	2.630	13	Sri Lanka	677
4	Vietnam	2.610	14	Nepal	553
5	Indonesia	2.347	15	Singapore	440
6	Malaysia	1.960	16	Australia	361
7	Bangladesh	1.222	17	Cambodia	329
8	Korea, Rep of	1.177	18	Netherlands	291
9	Taiwan	1.160	19	Iran	280
10	Pakistan	844	20	United States	257



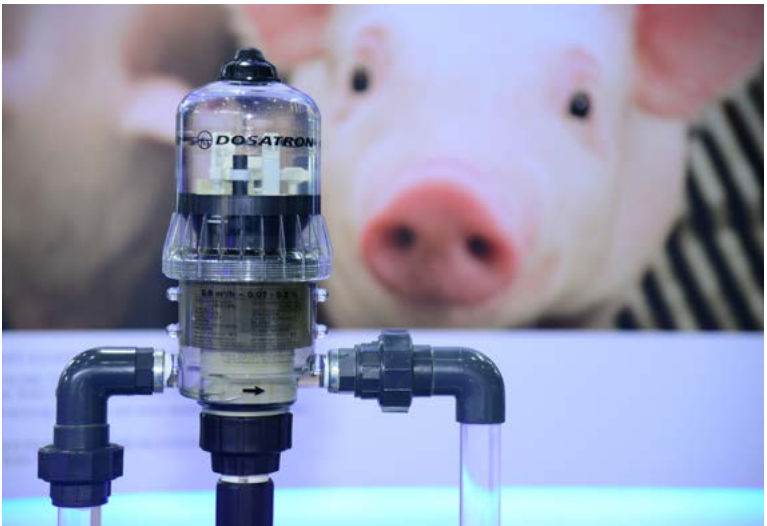
VISITORS FACTS AND FIGURES

VISITORS INTEREST (MULTIPLE CHOICE)



VISITORS BY SPECIES (MULTIPLE CHOICE)

Poultry broilers	22.293	49,5%
Poultry layers	18.337	40,7%
Dairy cows	7.490	16,6%
Cattle / Calves	6.507	14,5%
Fish / Shrimps	7.341	16,3%
Swine	12.556	27,9%
Pets	4.451	9,9%
Sheep / Goat	2.825	6,3%
All species	11.494	25,5%





















VISITORS BY SECTORS











Feedmill	14,8%	6.651
Feed additives / Ingredients manufacturer, distributor, services	24,1%	10.861
Animal health / Pharmaceutical products / Ingredients / Equipment manufacturer, distributor, services	21,6%	9.747
Animal farm equipment manufacturer, distributor, services	7,8%	3.505
Farm	15,6%	7.035
Slaughterhouse, processor, manufacturer, distributor of meat/ dairy / fish and shrimps / egg products and equipment	5,4%	2.428
Other	8,1%	3.665
No answer	2,5%	1.131

VISITORS FACTS AND FIGURES

VISITORS BY JOB FUNCTION

CEO / President / Director / General manager	11.346	25,2%	
Technical manager / Engineer / Technician	4.445	9,9%	
Marketing / Sales manager / Representative	10.371	23,0%	
Purchase manager	1.515	3,4%	
Farm owner	3.134	7,0%	
Farm employee	379	0,8%	
Veterinarian	2.719	6,0%	
Nutritionist	1.035	2,3%	
Researcher	907	2,0%	
Consultant	1.147	2,5%	
Producer / Processor	331	0,7%	
Distributor / Dealer / Retailer	589	1,3%	
Government official / Institutions	292	0,6%	
Academic / Professor	85	0,2%	
Regulatory manager	155	0,3%	
Press	187	0,4%	
Other	5.171	11,5%	
No answer	1.215	2,7%	

VISITING COMPANIES TURNOVER

4.448		9,9%	USD \$ 0 - 100,000
5.194		11,5%	USD \$ 100,000 - 500,000
4.075		9,1%	USD \$ 500, 000 - 1 million
6.284		14,0%	USD \$ 1 million - 10 million
4.174		9,3%	USD \$ 10 million - 50 million
2.418		5,4%	USD \$ 50 million - 100 million
1.691		3,8%	USD \$ 100 million - 500 million
2.476		5,5%	More than USD \$ 500 million
13.008		28,9%	Unknown
1.255		2,8%	No answer



WHAT VISITORS SAID:



There were plenty of options for all to see. It took a solid two days to visit the booths and wrap up meetings.

This is not the first time we visit VIV Asia, we visit every 2 years since 2005 and there are always improvements.

As a first time visitor I was impressed by the diversity of products on display. The overall presentation of the stands was comprehensive and very informative. A worthwhile addition to one's calendar.

I joined the Meat Trends seminar on 15th March: it was very well organized.

Great place for Asia-based buyers to meet with suppliers from all over the world.

I always follow innovations. So I visit VIV. It is very necessary to update on current innovations and their practical applications.

VIV Asia is one of the best exhibition I have attended. I was impressed by the overall layout and it was so informative with many innovations. As a group, we will be attending most of the VIV shows around the world.

A large show this year, first days were crowded. I'm involved in aquaculture as a nutritionist, and I spent 1 day looking for quality ingredients, and was not disappointed with what I was able to find.

VIV Asia was well organized, provided excellent hospitality and a good selection of exhibiting company.



*Quotes from VIV Asia 2019 visitor survey

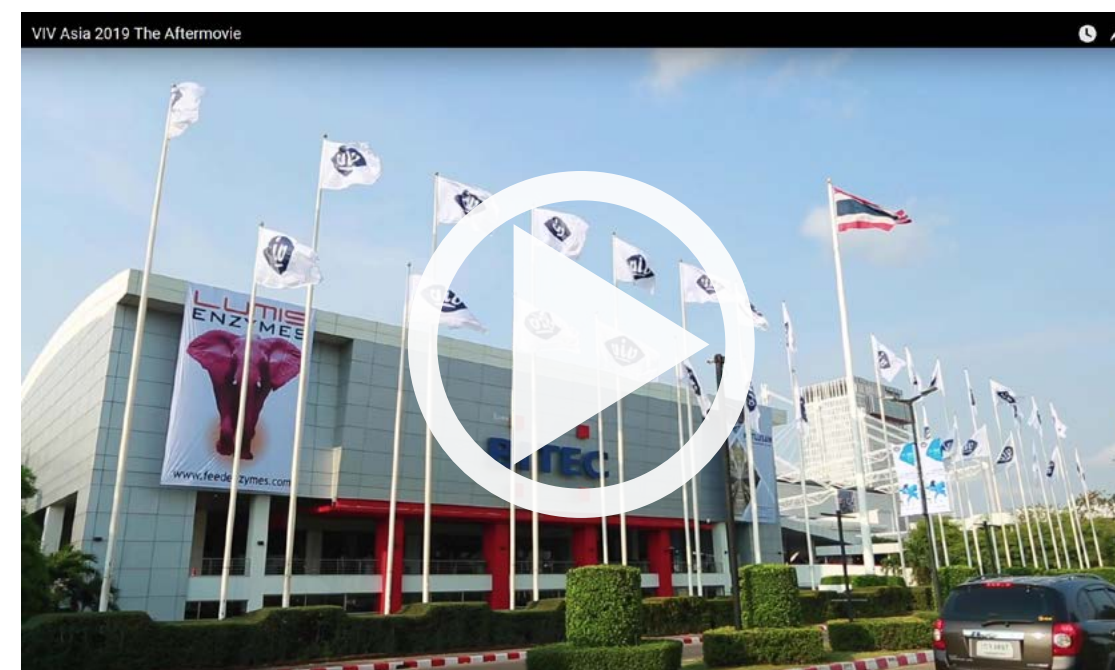
TOP REASONS TO VISIT VIV ASIA	IMPORTANCE	SATISFACTION IN 2019
Network & meet people	Very much important	Very much satisfied
Learn & stay up with the industry	Very important	Very satisfied
Buy and/or source products and services	Very important	Very satisfied
Quality of visitor services and organisation	Very important	Very satisfied

SURVEY

APPRECIATION MARK TO THE SHOW (OUT OF 10)

Visitors rate 8,6 10

Exhibitors rate 8,1 10



WATCH NOW THE 2019 AFTERMOVIE
RE-LIVE THE 2019 SHOW

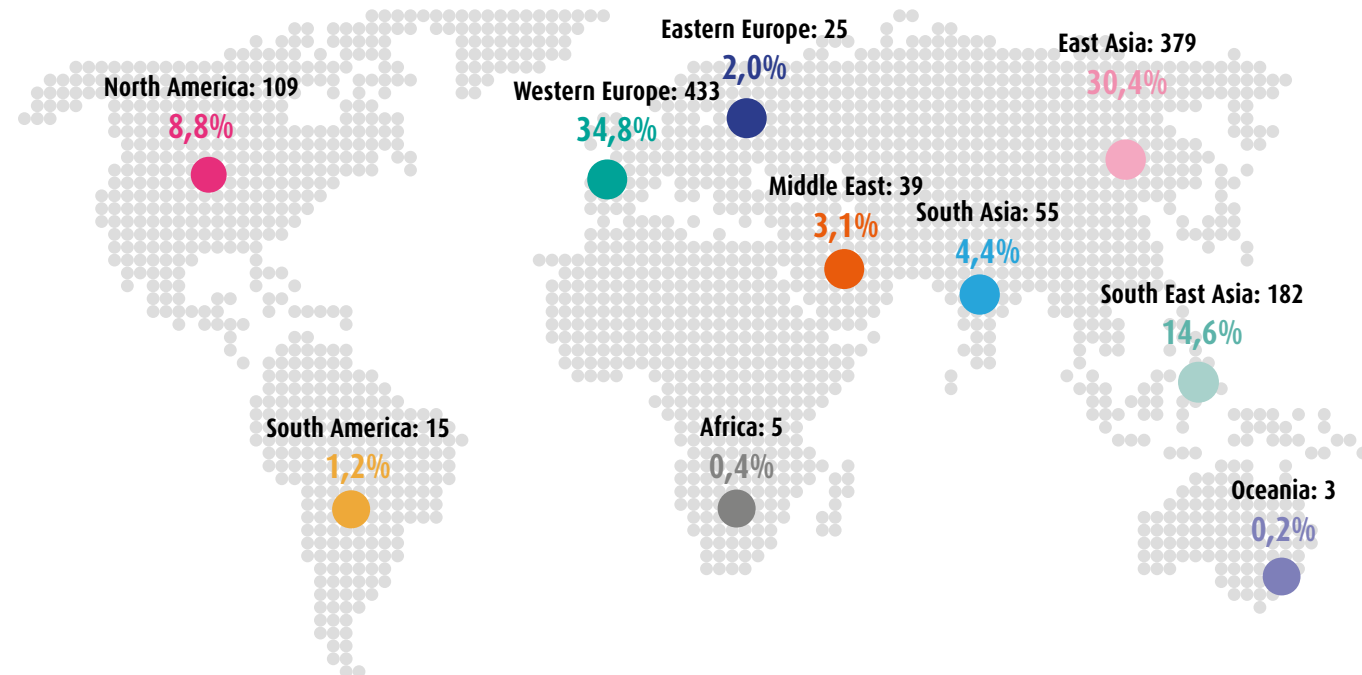


EXHIBITORS FACTS AND FIGURES

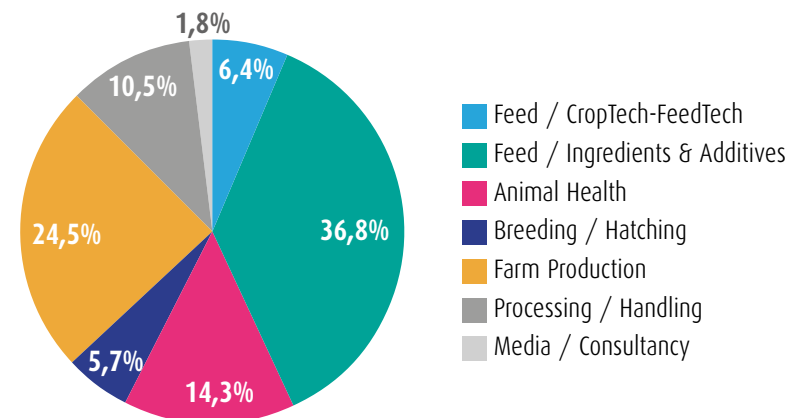


EXHIBITORS BY ORIGIN

Total exhibitors: 1245



EXHIBITORS BY SECTOR (SHOW NET sq.m.)



Please check our interviews with exhibitors on VIV Online 24/7
WWW.VIV.NET

WHAT EXHIBITORS SAID:

"For many years Jarvis is participating in various VIV editions, including VIV Asia. VIV Asia has always proven to be an ideal platform to meet and connect with new and existing clients. This year Jarvis celebrates the opening of a new office in Bangkok to expand the physical presence in the Asian region. It will help to better serve our many clients."

John W. Long, President of Jarvis Asia [Food Engineering]

"I rate this event highly. We have met as many good leads in three hours here as in three days at other shows we have attended recently. The quality of visitor is very high. Top people come to VIV Asia, from many countries."

Bjarne Echberg, General Manager of Echberg Manulech [Food Engineering]

"VIV Asia is the place to meet customers and buyers. Through building a warehouse in the region the company is able to quickly deliver products and maintain a strong network. This year's edition proved again to be an excellent show where we met many new people."

Volodymyr Tuchapsky, K-Pro [Feed Ingredients & Additives]

VISITORS CAMPAIGNS FUN



TELL A FRIEND

The **Tell a Friend** campaign invited visitors to spread the word about VIV Asia to their industry networks and friends. The Award was a dinner offered at a fine dining restaurant in Bangkok.



LUCKY CODE

Lucky codes were published on different means of communication in the past months and were used by our winners when registering as visitors to the show or offered by our show partners for their clients to register.



VIV INDUSTRY LEADERS & DELEGATIONS



VIV offered to the top level members of the industry a tailor-made experience at the exhibition. 573 Industry leaders were part of VIV Asia this year, and joined the VIV Industry leaders treatment. The top 5 countries from which these leaders came from are: China, Thailand, South Korea, Iran, and India.

The VIV Industry Leaders from China represented, amongst others, 50 members of the Beijing Feed Industry Association, a group of pig farm owners by Cargill; CAAV (China Animal Science and Veterinary) in cooperation with Ringpu invited around 40 CEO from China's largest broiler producers; 10 Chinese pig raiser associations joined hands with the feed company BOEN (in the top 30 Chinese Feed companies) and brought 20 of their top pig farms. Moreover, 20 Presidents and Deputy Managers of Korean associations attended the show (the associations represented belong to the livestock, poultry, pork, dairy, and beef industries).



VIV Asia was honored to receive the Ambassadors from France, Spain and the Netherlands, who actively contributed to the success of their country's participation. In the picture, the French Ambassador, his excellency Mr Jacques Lapouge.



Dutch network of Agricultural counsellors took the chance to meet in Bangkok during VIV Asia to support the Dutch industry.

Several organized delegations were also visiting the show.



International Presidents of FAVA, Federation of the Asian Veterinarian Association



20 key delegates from Africa amongst whom 10 Industry Leaders attended the show for 3 days. A special network cocktail was hosted for them at the NABC booth during VIV Asia on March 14: here in the picture.



Iran attended with a group of 30 shrimp farm owners that also participated in the Aquatic Asia conference and enjoyed a visit to a shrimp farm recommended by DOF (the Thai Department of Fisheries).



VIV INDUSTRY LEADERS & DELEGATIONS BY ORIGIN



AUSTRALIA	ITALY	SINGAPORE
BANGLADESH	SOUTH KOREA	SPAIN
BRAZIL	LAOS	SRI LANKA
CAMBODIA	MALAYSIA	TAIWAN
CHINA	MYANMAR	TANZANIA
ETHIOPIA	NEPAL	THAILAND
FRANCE	NETHERLANDS	TURKEY
GHANA	PAKISTAN	UGANDA
INDIA	PERU	UAE
INDONESIA	PHILIPPINES	UK
IRAN	RWANDA	USA
IRAQ	SAUDI	VIETNAM

FOOD TRENDS MEETING SURVEYS ASIA'S MARKET OUTLOOK

How much more animal protein will Asian people consume in future? What type of animal protein will they prefer? Where will they buy it? Who will supply it? Some highly detailed answers to these questions were proposed at VIV Asia 2019, in a landmark conference session called Asian Food & Tech Trends.



Step forward Ben Santoso, based in Singapore as Senior Analyst of South-East Asia's animal protein markets for Rabobank International. Ben is also Executive Director of Rabobank Singapore, regional home of RaboResearch Food & Agribusiness. The following summarises his answers in brief:

► [READ MORE ON VIV ONLINE](#)



EUROMONITOR REPORT
Top 5 Trends in Health and Wellness



Ben Santoso of Rabobank Singapore (at right) is pictured with fellow Asian Food Trends speaker Tim Foulds, Head of Research Australasia for Euromonitor International.

FULL HOUSE AT GLOBAL FEED & FOOD CONGRESS IN BANGKOK WEEK

A busy week of animal agribusiness events in Bangkok, Thailand, began with the 6th Global Feed & Food Congress (GFFC) before the opening of VIV Asia 2019. GFFC's theme: The future of feed and food – are we ready?

► [READ FULL ARTICLE ON VIV ONLINE](#)



HOLLAND INSPIRATION CONGRESS

Speakers assemble for the Holland Inspiration congress, which told VIV Asia 2019 visitors about several future farming initiatives in The Netherlands.

Five entrepreneurial farms from The Netherlands told their story at the Holland Inspiration congress during VIV Asia 2019. One has created a floating farm to hold 40 dairy cows, locating it in Rotterdam harbour to be close to the consumer. Another includes arable by-products in the feed for his broilers and produces chickens with orange-coloured meat. A third farmer described his use of

► [READ MORE ON VIV ONLINE](#)



POLARISATION IN KOREAN PET FOODS

A rapid increase in online purchases of packaged foods for cats and dogs in South Korea has been described to the Pet Health & Nutrition seminar held during VIV Asia 2019. Sunny Moon, senior research analyst at market research provider Euromonitor International based in Seoul, reported that almost half of pet food sales by value on the Korean market today are made online. Ten years ago, the market share of webmarketing was less than 20%.

It is part of a wider trend, she remarked. At a time when many pet food manufacturers across the world are trying to make more premium brands in response to demand, in Asia the focus has remained until now mainly on whether the animals would be fed on prepared foods or on scraps.

► [READ MORE ON VIV ONLINE](#)



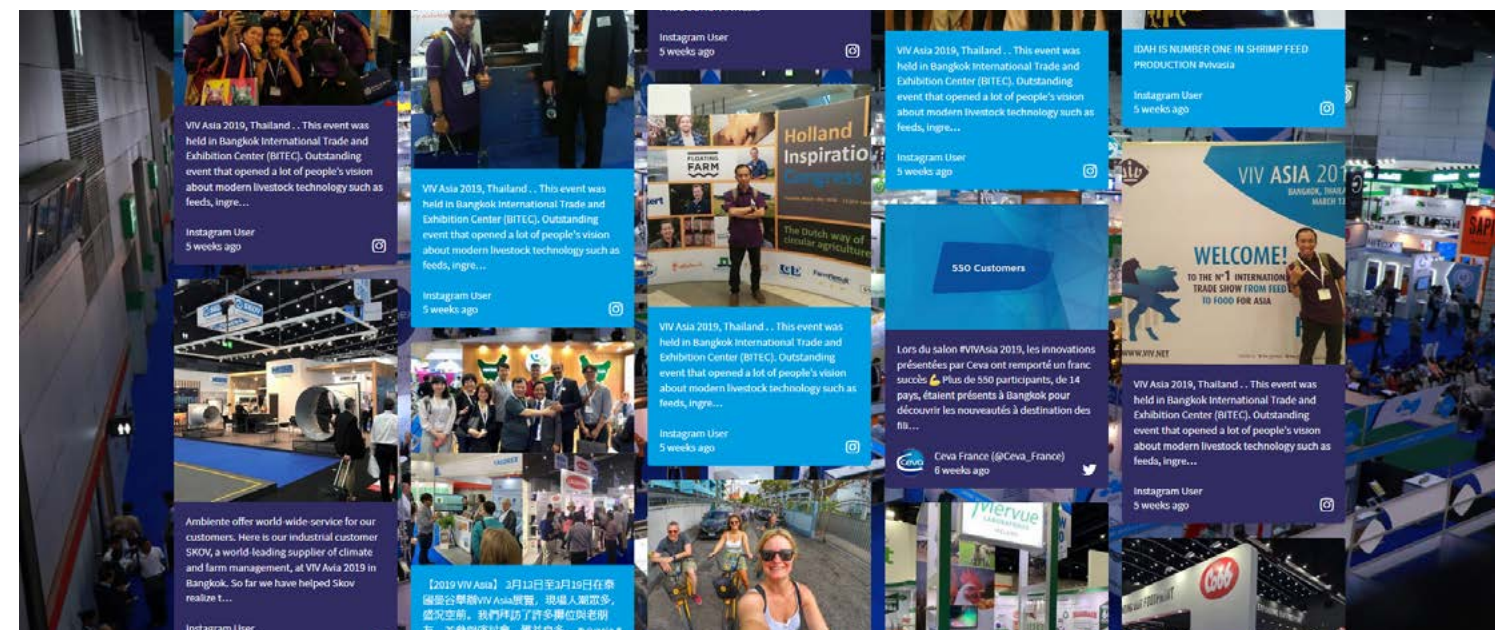
Sunny Moon, Euromonitor

VIV ASIA @ SOCIALS!

VIV Asia was well presented on Social Media. With live reports on the special VIV worldwide Facebook, Twitter and our LinkedIn page, as well as all posts & tweets from exhibitors and visitors before, during and after the trade show.

At VIV Asia all post were live projected on the Social Wall at the Siam Square in Hall 101. It gave a lively mix of impressions of all happening at the trade show.

<https://walls.io/vivasia>



VIV WORLDWIDE ON SOCIAL MEDIA: 45.6K FOLLOWERS





VIV WORLDWIDE FULL EVENTS CALENDAR 2019-2022

POULTRY Africa 2019	KIGALI, OCTOBER 2-3
VIV HEALTH & NUTRITION ASIA 2020	BANGKOK, JANUARY 15-16
VIV MEA 2020	ABU DHABI, MARCH 9-11
VIV ASIA 2021	BANGKOK
VIV EUROPE 2022	WORLD EXPO FROM FEED TO FOOD
PARTNER EVENTS SUPPORTED BY VIV WORLDWIDE	
VIV Turkey 2019	ISTANBUL, JUNE 13-15
VIV Qingdao 2019	QINGDAO CHINA, SEPTEMBER 19-21
VIV Russia 2020	MOSCOW

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