



VIV ASIA 2025

BANGKOK, THAILAND

12-14 MARCH

SHOW REVIEW

THE COMPLETE FEED TO FOOD
GLOBAL TRADE SHOW

WWW.VIVASIA.NL



Organized by **vnu** | EUROPE **vnu** | ASIA PACIFIC

Co-located with

meat pro
ASIA



HORTI AGRI NEXT
ASIA

VIV Asia 2025 wraps up: A landmark event showcasing industry excellence and market leadership

The 17th edition of the complete feed-to-food global trade show in Asia concludes with a massive success

VIV Asia 2025 successfully reaffirmed its position as the leading and most trusted B2B platform for the feed-to-food industry in Asia, convening over 51,000 professional visitors from 129 countries, with products and services from 1,500 exhibitors across 63 countries.

Held from March 12-14, 2025 at IMPACT Exhibition Center, Bangkok, the event delivered an electrifying showcase of innovation, expertise, and global collaboration, and drew top industry leaders, innovators, and key decision-makers from around the world. Over three action-packed days, attendees engaged in high-level networking, groundbreaking knowledge exchange, and immersive product displays, reinforcing VIV Asia's unrivaled influence in the sector.



SHOW IN NUMBERS



51,000 professional
Visitors from **129** countries



52 global
associations



1,500 exhibitors
from **63** countries



700 industry leaders
from **55** countries

Exhibitor
Satisfaction

8.2 out of 10

Visitor
Satisfaction

8.6 out of 10



25 media partners

„Congratulations and kudos to your team for an exceptionally well run and professional event. Key lessons learned for our next VIV event, bring more business cards and bring more fliers, we underestimated the significant interest in our innovation and the scale of the event.”

Xsights Digital Pty Ltd

„Three days of discussions, new connections, and industry trends – VIV Asia 2025 has once again proven why it’s a must-attend event for the feed industry. VIV worldwide, Thank you for hosting such an outstanding event! VIV Asia 2025 truly brought together the best of the industry — insights, innovation, and invaluable connections. Looking forward to the next edition!”

Enzym Group

„We’re still buzzing from the excitement of VIV Asia 2025 at Impact Bangkok! We’d like to extend our heartfelt congratulations and gratitude to the organizers VIV worldwide for putting together an incredible event. The opportunity to connect with fellow professionals, showcase our herbal solutions and learn from industry experts was invaluable.” -

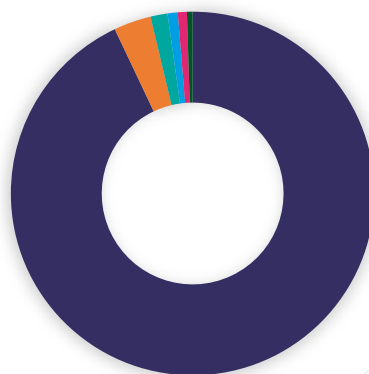
Vamso Biotech Private Ltd

VISITOR QUANTITY & QUALITY EXCEEDED EXPECTATIONS



VISITORS BY REGION

Asia	92,4%
Europe	3,3%
Middle East	1,5%
Americas	0,9%
Australasia	0,8%
Africa	0,5%

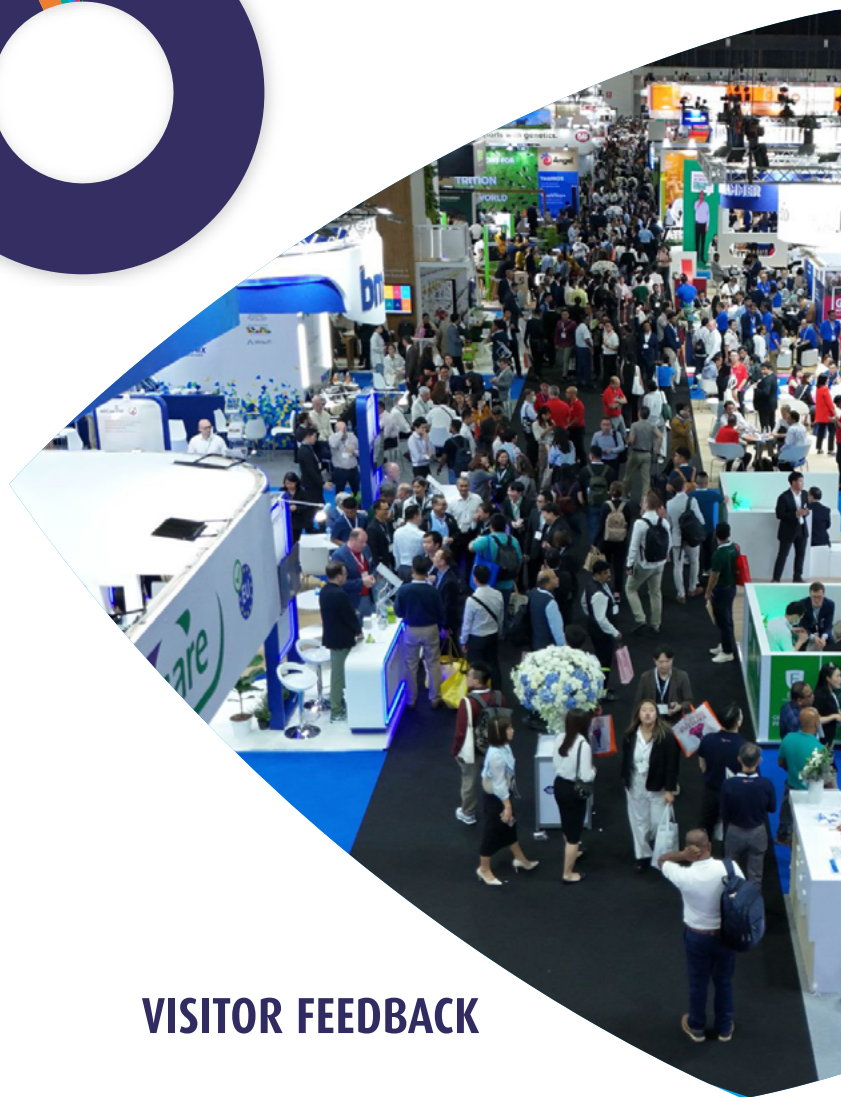


Total number of visitors: 47.527

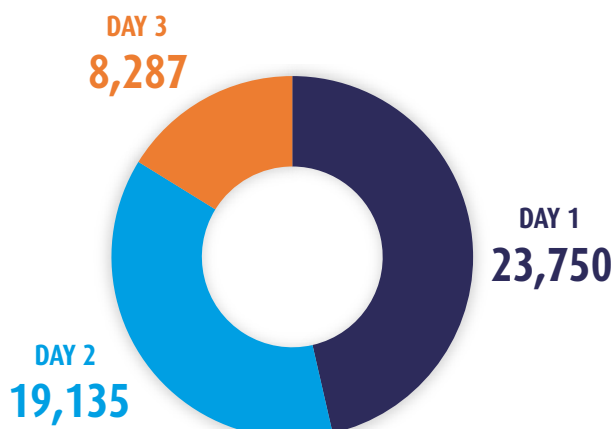
TOP VISITING COUNTRIES

1. Thailand	41,5%
2. China	7,2%
3. Philippines	7,0%
4. India	6,7%
5. Vietnam	6,4%

Total number of visiting countries: 129



VISITORS BY DAY



VISITOR FEEDBACK

87% intend to visit again the next edition

89% is likely to recommend VIV Asia to a friend or industry colleague

DECISION MAKERS AT VIV ASIA 2025



VISITORS JOB FUNCTION - TOP 10

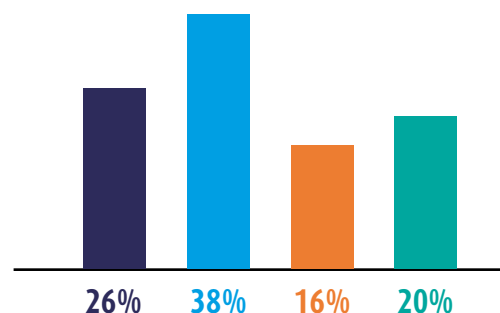
Marketing / Sales manager / Representative	24%
Executive Leadership / Owner	23%
Technical Manager / Engineer	7%
Farm Manager / Operations	7%
Purchasing / Procurement / Finance	6%
Veterinarian	5%
Product Developer	4%
Feed nutritionist	3%
Academic Researcher / Professor	2%
Breeding / Hatching Manager	2%

VISITING COMPANIES Y-O-Y TURNOVER

USD \$ 0 - 100.000	15%
USD \$ 100.000 - 500.000	15%
USD \$ 500.000 - 1 million	10%
USD \$ 1 million - 10 million	15%
More than USD \$ 500 million	18%
Not specified	27%
Total	100%

DECISION MAKING VISITORS

Final decision makers Influencers
Co-decision makers Not involved

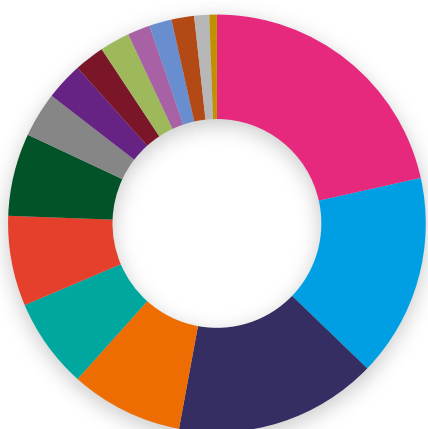


VISITOR PROFILE



VISITORS BY SECTOR

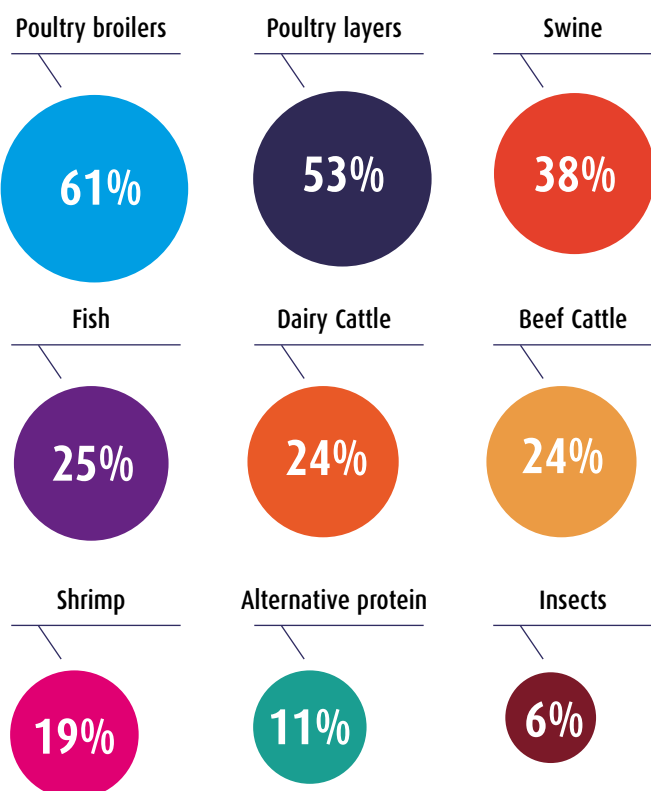
Which sector do you belong to?



Animal Farm	37%
Feed additives / ingredients	27%
Animal Health	27%
Distributor / Wholesaler / Trader	15%
Feed Tech / Crop Tech	12%
Breeding / Hatching	12%
Food Processing	11%
Aquaculture Farm	6%
Quality Control / Hygiene	5%
Packaging / Labelling	4%
Waste / Water / Energy	4%
Logistics / Cold chain	4%
Foodservice / Retailer	3%
IT Solutions	3%
External Knowledge	2%
Feed to Farm (VIV Asia)	1%

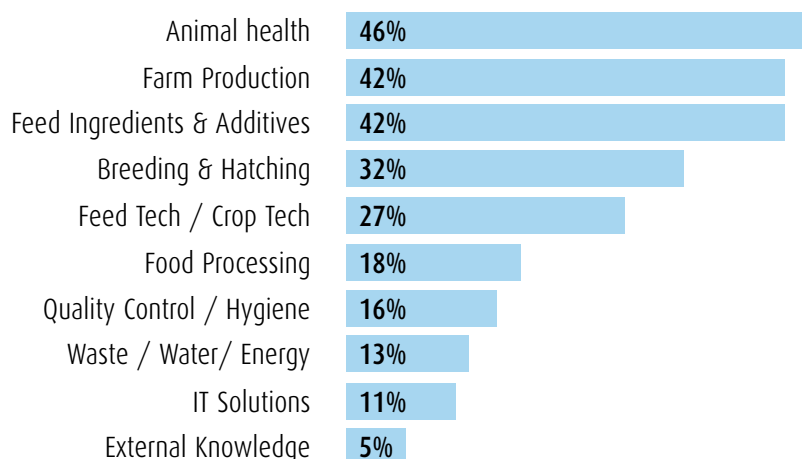
VISITORS BY SPECIES

To which specie is your company mainly related?



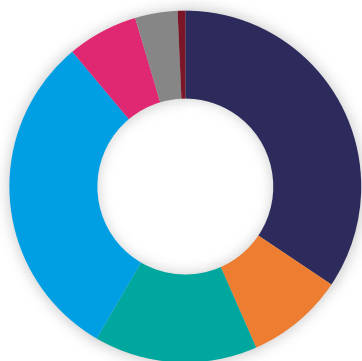
VISITORS MAIN INTERESTS

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%

91%

INTENDS TO EXHIBIT
AGAIN AT THE NEXT
EDITION

EXHIBITORS BY SECTOR



Animal Farm	20%
Animal health	13%
Breeding/Hatching	7%
External Knowledge	7%
Farm Production	7%
Feed Ingredients & Additives	7%
Feed Tech/ Crop Tech	7%
Food Processing	7%
Government/ Official Authority	7%
IT Solutions	7%
Logistics/ Cold chain	7%

83%

OF THE EXHIBITORS IS
LIKELY TO RECOMMEND
VIV ASIA TO INDUSTRY
COLLEAGUES

TOP EXHIBITING COUNTRIES



China
27,1%



Spain
4,5%



India
7,3%



Netherlands
6,2%



Thailand
7,4%



USA
4,8%

TOP 6 KEY THEMES AT VIV ASIA 2025

VIV Asia 2025 highlighted five key forces shaping the future of agri-food: technology, sustainability, collaboration, adaptability, and innovation. As Asia emerges as an influential player driving global advancements, industry leaders are embracing new solutions, working together, and responding quickly to the changing consumer needs.

1. The Crucial Factor: Digital Transformation

VIV Asia 2025 made it clear: advanced technology is now essential in the agri-food sector. AI, IoT, automation, robotics, and biotechnology—driven by powerful, cost-effective data analytics—are transforming efficiency, resource management, product quality, and sustainable food production.

2. Sustainability is Not a Trend: It's Here to Stay

At VIV Asia 2025, sustainability emerged as a non-negotiable priority for the agri-food industry. Consumers want transparency, and regulations demand accountability. Embracing eco-friendly practices isn't just ethical—it's critical for long-term success and market credibility.

3. The Ultimate Key: Collaboration

Technology and sustainability are crucial, but VIV Asia 2025 emphasized that real progress in agri-food hinges on collaboration. Solving the industry's complex challenges requires united efforts, bridging gaps across the value chain and beyond.

4. Building Agility to Respond to Evolving Consumer Demands

Consumer expectations are shifting fast. Beyond price and availability, they demand healthier, more sustainable, and ethically sourced food. As highlighted at VIV Asia 2025, businesses that adapt will thrive—those that don't risk falling behind.

5. Asia: A Hotspot for Innovation

VIV Asia 2025 highlighted both the challenges and innovations shaping Asia's agri-food sector. With rapid economic growth, advanced technology, and diverse agricultural practices, the region is becoming a global leader in food security and sustainability solutions.

6. Spotlight on Aquatic

The Aquatic Conference, held one day before the show, spotlighted the transformative potential of aquaculture in advancing the blue economy. Co-organized by VIV Worldwide and International Aquafeed, the sold-out conference brought together leading experts to discuss innovations in fish and shrimp production, with a focus on nutrition, health, and emerging farming technologies. Key sessions delved into hatchery technologies, aquaculture engineering, sustainable aquafeed solutions, and disease management strategies. The Petfood & Aquafeed Extrusion Conference, complimented the special aquatic theme at VIV Asia, with expert speakers covering all key-areas of the industry on the latest extrusion information.



SHOW PARTNERS



MEDIA PARTNERS



PIG PROGRESS

ALL ABOUT FEED

DAIRY GLOBAL

POULTRY WORLD



ASIAN FEED
MAGAZINE

ASIAN MEAT
MAGAZINE

ASIAN PORK
MAGAZINE

ASIAN POULTRY
MAGAZINE



International
Poultry
Production

International
Hatchery
Practice

International
Pig
Topics

International
Dairy
Topics



LIVESTOCK &
FEED BUSINESS



International
Milling
Directory



Far Eastern
Agriculture



FeedStrategy®

WATTPoultry®

ALLMA.NET
Machinery • Material • Exhibition

Asia
Media
Food
Package
亞洲媒體
亞洲食品
亞洲包裝

Brandex
Directory

FOOD
BUSINESS
Review

food-Drink
& innovations

AsianAgribiz

FOOD focus
Thailand

food network
packaging
Connecting the World of Food Packaging



MEETINGPOINT

HIND POULTRY

ศูนย์สารอินทรีย์
innoLAB

think Grain
think Feed



LyJa
萊加信諾



Build MY
Feedmill

AgriFuture
MIDDLE EAST & AFRICA

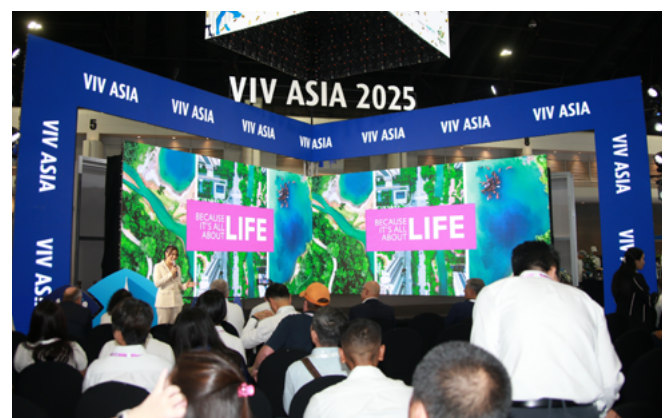
Poultry Creations



THANK YOU FOR BEING PART OF OUR JOURNEY IN BANGKOK!



VIV ASIA 2025 IMPRESSIONS





VIV ASIA 2027

BANGKOK, THAILAND
10-12 MARCH

**SAVE
THE DATE!**

THE COMPLETE FEED TO FOOD GLOBAL TRADE SHOW IN ASIA

WWW.VIVASIA.NL



Co-located with

meat pro
ASIA



HORTI AGRI NEXT
ASIA

Organized by

VNU EUROPE **VNU** ASIA PACIFIC

VNU AGRIFOOD CALENDAR 2025 AND BEYOND

THE BUSINESS NETWORK
LINKING PROFESSIONALS
FROM SEED TO FOOD



VIV MEA 2025

NOVEMBER 25-27, 2025 • ABU DHABI, UAE



HEALTH & NUTRITION ASIA 2026

MARCH 11-13, 2026 • BANGKOK, THAILAND



HORTI AGRI NEXT ASIA 2026

MARCH 11-13, 2026 • BANGKOK, THAILAND



VIV EUROPE 2026

JUNE 2-4, 2026 • UTRECHT, THE NETHERLANDS



VIV AFRICA 2026

OCTOBER 7-8, 2026 • KIGALI, RWANDA



VIV ASIA 2027 meat pro ASIA

MARCH 10-12, 2027 • BANGKOK, THAILAND



HORTI AGRI NEXT ASIA 2027

MARCH 10-12, 2027 • BANGKOK, THAILAND



ILDEX PHILIPPINES 2025

AUGUST 27-29, 2025 • MANILA, PHILIPPINES



VIV SELECT CHINA 2025

SEPTEMBER 10-12, 2025 • NANJING, CHINA



ILDEX INDONESIA 2025

SEPTEMBER 17-19, 2025 • JAKARTA, INDONESIA



HAN SELECT INDONESIA 2025

SEPTEMBER 17-19, 2025 • JAKARTA, INDONESIA



VIV SELECT INDIA 2026

APRIL, 2026 • NEW DELHI, INDIA



ILDEX VIETNAM 2026

MAY 20-22, 2026 • HO CHI MINH CITY, VIETNAM



HAN SELECT VIETNAM 2026

MAY 20-22, 2026 • HO CHI MINH CITY, VIETNAM

WWW.VIV.NET



SEE YOU IN 2027!

Organized by

VNU | EUROPE **VNU** | ASIA PACIFIC

Supported by

