



ASIA 2027

THE COMPLETE FEED TO FOOD GLOBAL TRADE SHOW IN ASIA

IMPACT, BANGKOK, THAILAND
10-12 MARCH 2027

WWW.VIVASIA.NL



Organized by

VNU | EUROPE
VNU | ASIA PACIFIC

In co-location with

meat pro
ASIA

WHY EXHIBIT AT VIV ASIA 2027

YOUR SHORTCUT TO ASIA'S FASTEST-GROWING MARKETS

VIV Asia is the biggest and most complete feed to food exhibition in Asia, dedicated to the world of livestock production, animal husbandry and all related sectors, from feed production, to animal farming, breeding, veterinary, animal health solutions, processing of meat, fish, shrimp, egg, dairy products and more.

VIV Asia is more than an exhibition. It is where suppliers, producers, buyers, and industry leaders meet to do business, exchange knowledge, and explore new opportunities across the feed to food supply chain.

GATEWAY TO ASEAN & BEYOND

Direct access to ASEAN, China, Far East and South Asia. 92% of visitors travel from within Asia. Your booth is the region's meeting point.

COMPLETE SUPPLY CHAIN COVERAGE

Feed to food. Upstream to downstream. Poultry, swine, dairy, aquaculture: every sector represented under one roof.

SEMINAR STAGE = THOUGHT LEADERSHIP

VIV Asia gives you the chance to own the knowledge agenda. A seminar slot positions your brand as the expert, not just another booth, and drives qualified traffic directly to your stand.

DECISION-MAKERS IN THE ROOM

64% Decision makers. 16% Decision influencers. Every visitor is a qualified buyer with purchasing power.

PROVEN ROI, EDITION AFTER EDITION

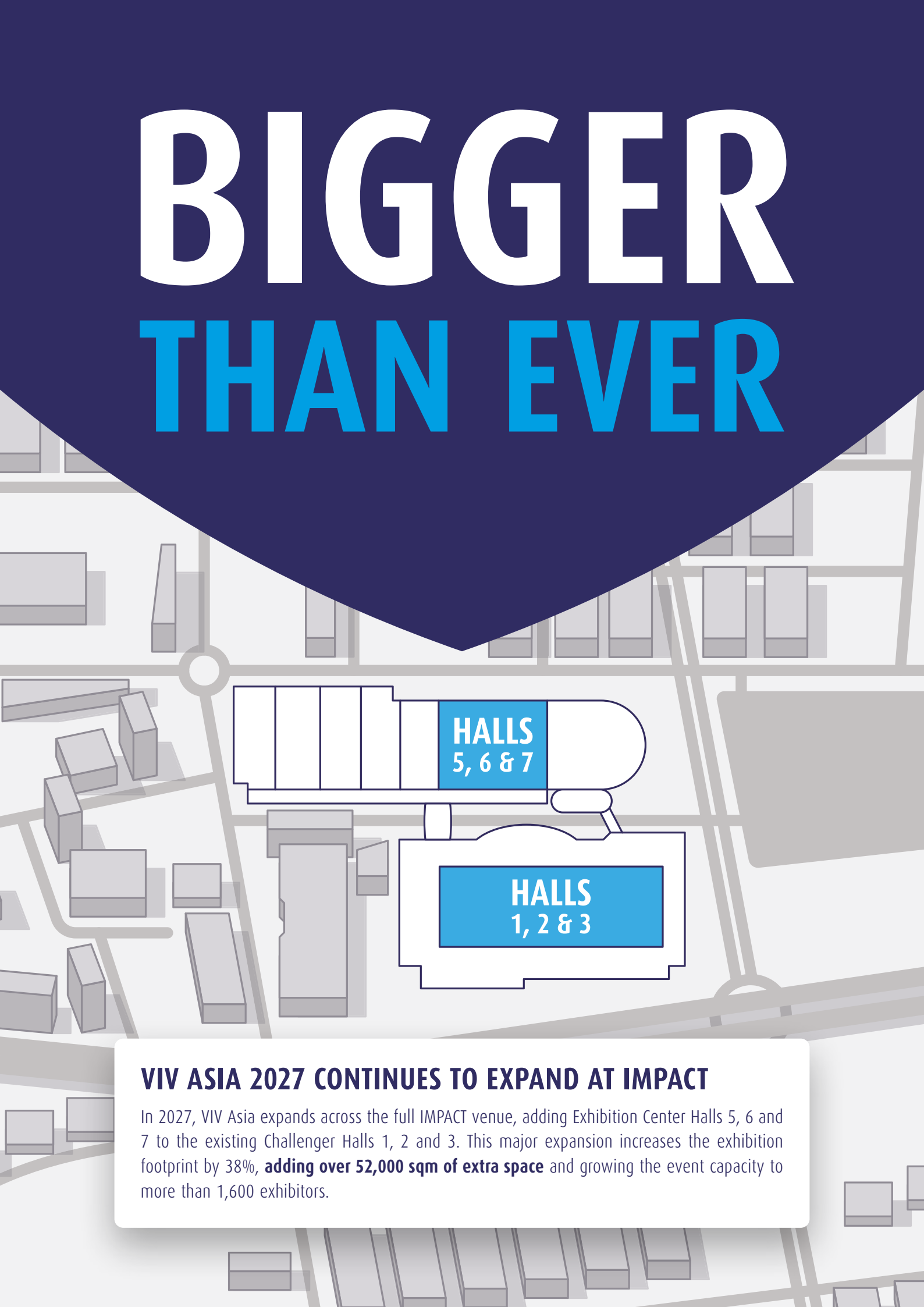
VIV Asia grows with every cycle. More exhibitors, more visitors, more floor space. Your investment scales with the show.

MULTI-CHANNEL BRAND EXPOSURE

With over 51,000 on-site visitors, and over 180,000 database contacts, your brand is promoted before, during and after the event with integrated on-site, online and digital marketing activities.



BIGGER THAN EVER



HALLS
5, 6 & 7

HALLS
1, 2 & 3

VIV ASIA 2027 CONTINUES TO EXPAND AT IMPACT

In 2027, VIV Asia expands across the full IMPACT venue, adding Exhibition Center Halls 5, 6 and 7 to the existing Challenger Halls 1, 2 and 3. This major expansion increases the exhibition footprint by 38%, **adding over 52,000 sqm of extra space** and growing the event capacity to more than 1,600 exhibitors.

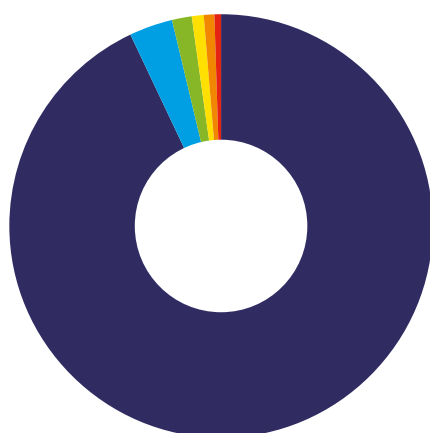
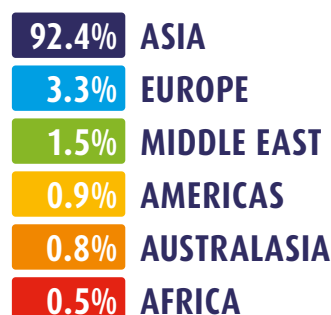
LAST EDITION IN NUMBERS

VIV ASIA 2025 • 12-14 MARCH 2025

With 51,000 professional visitors and 1,500 exhibitors, VIV Asia 2025 delivered three days of business, innovation, and networking. Visitors represented every major livestock sector and traveled from 129 countries, reinforcing VIV Asia's position as the region's leading feed to food platform.

Beyond its size, VIV Asia 2025 brought together professionals from across the feed to food value chain to discover innovations, exchange expertise, and build new business connections.

VISITORS BY REGION



51,000

Professional visitors
from 129 countries

1,500

Exhibitors
from 63 countries

VISITORS BY SPECIES

POULTRY
BROILERS

61%

POULTRY
LAYERS

53%

SWINE

38%

FISH

25%

DAIRY
CATTLE

24%

BEEF
CATTLE

24%

SHRIMP

19%

ALTERNATIVE
PROTEIN

11%

INSECTS

6%

VISITORS MAIN INTERESTS





CUSTOMIZED MARKETING OPPORTUNITIES

MAXIMIZE YOUR VIV ASIA 2027 PARTICIPATION

Our Customized Marketing Opportunities are designed to extend your visibility beyond your booth and place your brand in front of the right audience at the right moment. From onsite branding and print advertising to digital exposure through our website, newsletters, social media, and the Show Review, these options allow you to reinforce your presence across multiple touchpoints.

ON-SITE ADVERTISING

- Logo on Lanyard
- On-site banners & displays
- Conference & seminar branding
- Show guide advertisement

DIGITAL MARKETING

- Logo on our website
- Newsletter promotion
- Social media exposure
- VIVian Highlighted Exhibitor

VIV CONNECT PLATFORM

- Company profile & showcase
- Meeting scheduler with visitors
- Product catalogue listing
- Post-show lead follow-up

Booking deadline: January 2027 - First-come, first-served. Secure your preferred options early.

BOOK YOUR SPOT AT VIV ASIA 2027

IN 3 EASY STEPS

With the expansion into Halls 5, 6 and 7, VIV Asia 2027 has more exhibitor space than ever before. Get in contact with our account managers to secure your preferred location, select the right booth package, and explore additional branding opportunities. Start planning your participation today and position your brand at the center of the industry.



**SIGN UP & CHOOSE
YOUR LOCATION**



**SELECT BOOTH
CONSTRUCTION
PACKAGE**



**MAXIMIZE YOUR
EXPOSURE & BRAND
PRESENCE**

INTERESTED IN EXHIBITING AT VIV ASIA 2027?

Fill in the [Interest Form](#) or contact our team to secure your preferred booth location, explore sponsorship opportunities, and discover how VIV Asia can help grow your business across the global feed-to-food industry.



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