



VIV China 2018

SEPTEMBER 17-19, NANJING, CHINA

SHOW REVIEW

Facts & Figures

Key events

New: VIV held in China on a Yearly basis!



WWW.VIV.NET

Official WeChat: VIVworldwide



The 11th edition of VIV China 2018 closed its doors after three days of business and intensive networking on 19th September 2018, in Nanjing. With an exhibition space of 40,000 square meters gross, and one-fourth of the exhibitors from overseas, the event welcomed 16,156 visits this year. Visitors came for 25.4% from Jiangsu province and 64.6% come from Eastern China.

2,047 overseas visitors attended VIV China 2018 with South East Asia in the lead. Trade delegations from Indonesia, Korea, Vietnam, Thailand, Philippines, India, and more attended the show with trading purposes. The new location in Nanjing created a good opportunity to expand VIV China customer group.

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Facts and Figures 2018



469

Exhibiting Companies



16156

Exhibition Total Visits



14,109

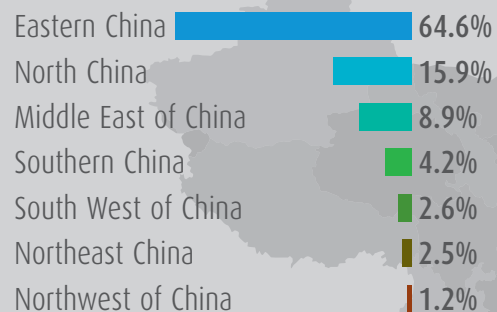
China Visits
(64.6% from East China area)



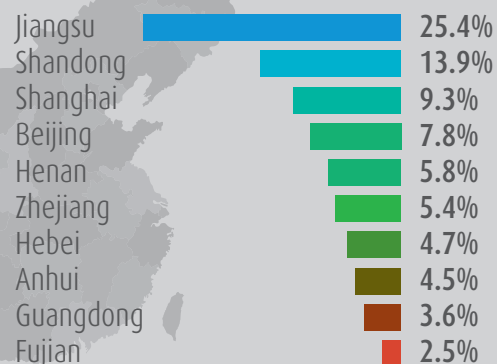
2,047

International Visits
(42.7% from Southeast Asia)

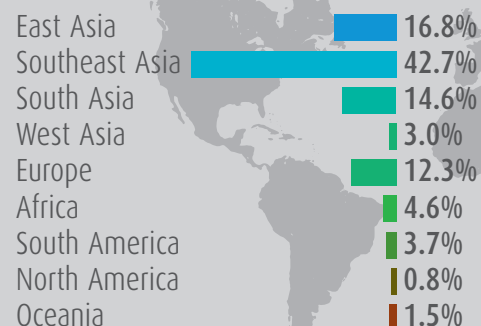
China mainland areas



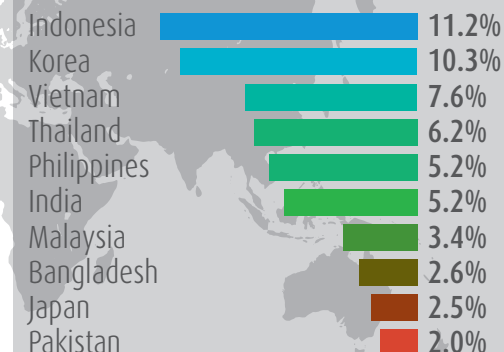
Top 10 Chinese Province



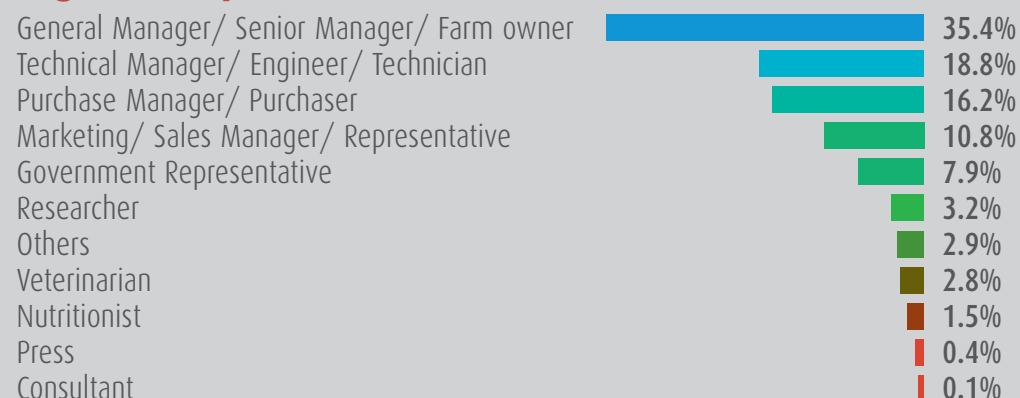
International Visits by Region(Excluding China)



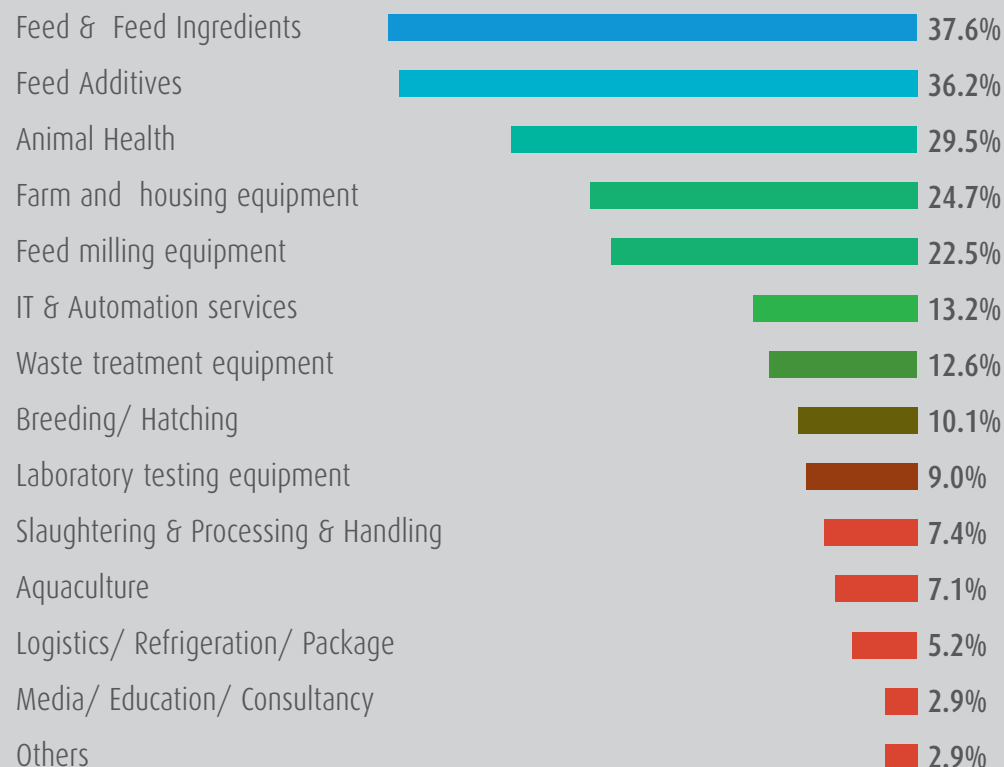
Top 10 visiting countries (after China)



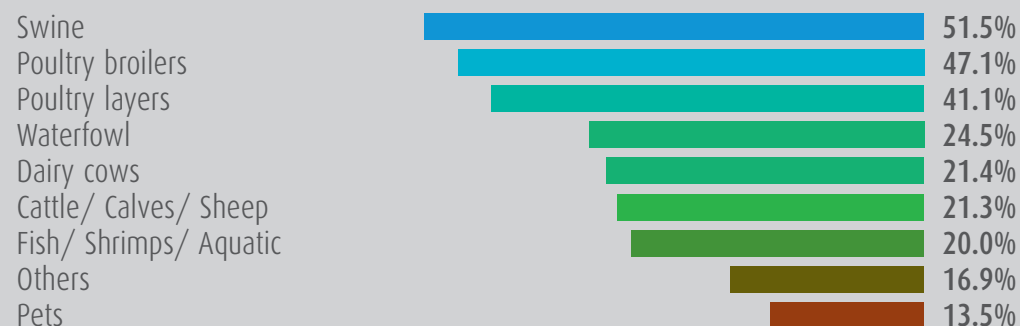
High Quality Visitors



Interest in the rang of products



Interest in the rang of products



About 3,800 visitors attended conferences and seminars. Keeping its main focus on trading, VIV China 2018 also succeeded in building a new platform for sharing policy, technology and experiences. VIV China conference and seminars program managed to gather global industry leaders from different sectors.

The Belt and Road International Animal Husbandry Forum, organized by VIV and China Association for the Promotion of International Agriculture Cooperation (CAPIAC), hosted industry leaders who shared and discussed about the future of the industry globally, regional policy and related opportunity, international trading experiences. More than 300 professionals attended this key conference.

Farm and Food Integration Seminar, was organized by VIV and CPICP, supported by CAPIAC.

More than 100 attendees representing husbandry and food industry, shared and discussed solutions for integration' from farm to food. Topics covered different aspects, from food tracing systems, to consumers behaviors and chain sectors connection patterns, following market developments.



2018 technology course of recycling livestock wastes, Feed Technology Forum, "Future Farming, Future Technology" Sino-Dutch Pig Industry Seminar 2018-II, IPC annual conference, The third China Egg Distribution Conference, Aquatic China 2018, Pre-judgment of the swine market in the fourth quarter of 2018 and 2019, 2018 market and industry opportunities and risks exchange meeting. By all of these, VIV built an open and professional platform for international communication, and promoted value of visiting.

Commentaries of Exhibitors

1- VIV is always the best platform for us Big Herdsman to show products, and we have learned a lot from here. Best wishes to VIV in China! Best wishes to Chinese husbandry industry!

Big Herdsman
Jingfa Wang CEO

3- This year is transition period of changing organizers, we attended several exhibitions of VIV worldwide, and look forward to future performance of VNU in Chinese VIV project.

Buler(Changzhou) Machinery Co.,Ltd
Kai Sheng International Business Department Director

2- Thanks to enthusiasm and professional organizers. We met some problems during preparing show, and they helped us to deal with those problems positively.

Al Darh Architectural Consulting

4- During going ahead with VIV for more than ten years, we have seen the development of world husbandry industry and growth of national companies. We hope VIV can continue to build a platform for national and international enterprises to communicate and learn others, and contribute to innovation and development of the whole husbandry industry.

Qilu Animal Health Products Co.,LTD.
Lianyong Wu General Manager

Commentaries of Visitors

The exhibition was very good and exceeded my expectations. Looking forward to an even better one next year.

It was my first time for visiting, and it gave me a fresh experience. There were many famous companies in devices area, we had business communication with them all, and built a cooperating relationship.

There were so many professional conferences at the same time, which have excellent contents, were organized professionally, and have a high level of international.

I'm working on feed addition, usually attend exhibitions abroad in the past time. After visiting this exhibition, I will consider about being an exhibitor next year.

I think this is a biggest exhibition as I know, and a complete venue at this time.





VIV Qingdao 2019

SEPTEMBER 19-21 | Qingdao World Expo City, CHINA

International trade show
from Feed to Food for China

VNU 万耀企龙

VNU exhibitions
europe

 VIVworldwide
www.VIVworldwide.cn

