



VIV EUROPE 2022
UTRECHT, THE NETHERLANDS
31 MAY-2 JUNE

EXHIBITORS INFO

WORLD EXPO

FROM FEED TO FOOD

WWW.VIVEUROPE.NL

**First LIVE
event in
Europe in
2022!**



WWW.VIV.NET

VNU | EUROPE



LEADING SHOW IN ANIMAL HUSBANDRY

VIV Europe is the global gathering of the animal protein sector for the production & processing of poultry meat, eggs, red meat, fish and dairy. The #1 trade show of the Poultry Sector. Innovations in animal production are presented here for the first time to a worldwide audience. With Europe being one of the most developed markets in terms of food quality standards, new consumer trends and advanced production technology, VIV Europe is the most complete show to explore the latest solutions from Feed to Food.



SHOW ID

Location: Utrecht, The Netherlands,
Frequency: every 4 years
Next: 31 May – June 2, 2022
24th edition, since the 1980s

MULTISPECIES EVENT

Poultry Broilers
Poultry Layers
Pigs
Dairy Cows
Fish/Shrimps
Cattle/Calves



2022 SHOW HIGHLIGHTS

1. Big & qualified audience

600 Exhibitors
25,000 Visitors expected

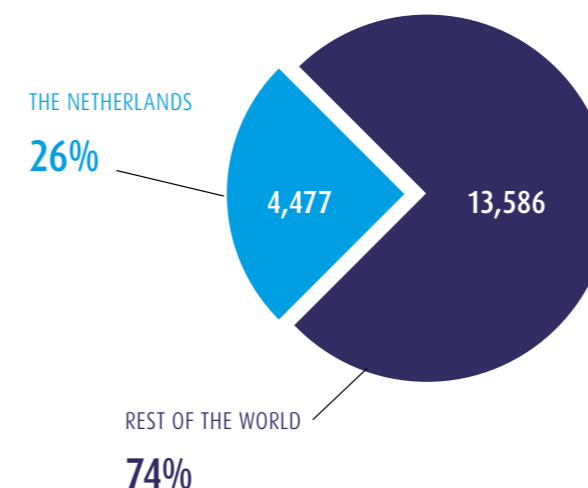
2. The biggest feed industry reunion

Two leading events in one place: VIV Europe 2022 is co-located with VICTAM International at the Jaarbeurs fair ground.

3. Global Expertise | Local Practice

A series of content-driven conferences & sessions will put focus on the combination of global expertise and local practice for future-proof business optimization.

Visitors Origin – from last edition



THE COMPLETE FEED TO FOOD SUPPLY CHAIN



EXHIBITOR PROFILES

- Feed/Feed Processing
- Feed Ingredients & Additives
- Animal Health & pharmaceutical Products
- Breeding & Hatching
- Farm Production
- Slaughtering/Processing/Food Engineering
- Logistics/Handling/Packaging/Refrigeration
- Laboratory Testing Equipment & Services
- IT & Automation Services/Media & Consultancy

THE ANIMAL PROTEIN PRODUCTION INDUSTRY YOU BELONG TO IS SHOWCASING AT VIV EUROPE!

REASONS TO EXHIBIT!

FIRST LIVE EVENT IN EUROPE IN 2022!

After almost 2 years of travel limitations, this will be the first animal husbandry global event to be attended by the world industry.

We will make it Safe! The event is held at the Jaarbeurs venue, where all safety measures are already in place to welcome big trade shows.



#1 IN THE POULTRY INDUSTRY

VIV is the show brand of the poultry and egg industry since its start. The global and regional poultry associations and their members are strongly connected with VIV Europe. This is the main appointment for suppliers, buyers and dealers of this sector. VIV worldwide is partner of the IEC, IPC, DPC, WPSA, WVPA, Hub Orange, and others. *50% of the show visitors are interested in layers and/or broilers production.*

4 DECADES OF NETWORK DEVELOPMENT

In the late 1980s, the first VIV Europe was organized in the Netherlands: over 40 years ago. We have come a long way since then!

CLEAR FOCUS ON THE FEED INDUSTRY

VIV Europe 2022 will be co-located with VICTAM International. The combination of these 2 shows brings extra value to all participants in the feed production equipment, feedmill, feed handling and storage, compound feed, feed ingredients and additives sector. The VIV Europe Feed to Food concept together with the strong network of VICTAM in feed technology and animal feed processing will deliver a complete platform to exhibitors and visitors.

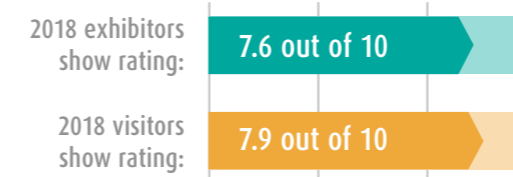
Around 200 Exhibitors at VIV Europe are in the feed business, and 25% of the visitors are interested in this segment of the supply chain.



30 MINUTES FROM THE CAPITAL AMSTERDAM

Utrecht and Amsterdam are two major cities in the Netherlands. The show venue is extremely well connected to both A'dam airport and the city center. The VIV shows are not only professional business events, but also travel destinations. Enjoy working!

EXCELLENT ATMOSPHERE FOR BUSINESS CONVERSATIONS



TOP B2B INTERNATIONAL EXHIBITION AND CONFERENCE PROGRAM IN EUROPE

VIV Europe is a must for all animal husbandry experts. High-level Speakers from the world come and share their knowledge and fresh solutions at VIV Europe. New concepts, future directions, new trends are discussed and boosted on a large scale at this global platform. At every VIV Europe event, 100+ Sessions deliver inspiring ideas to professional attendees. The program for the 2022 is available in Spring. Exhibitors are invited to be part of it with their cutting-edge presentations and topics.

RETURN ON INVESTMENT

HEAR IT FROM THE EXHIBITORS

”

VIV 2018 was a milestone for Hotraco Agri. The VIV has made old ties stronger and we have been able to establish a lot of new connections. It gives tremendous energy to meet and speak to people for 3 day long, who all have a passion for poultry.”

Erik Helmink
(Former) Director
Hotraco Agri

”

VIV Europe offered us an excellent platform to present our latest developments and innovations to the customers. Customers and prospects came to Utrecht in great numbers, even from distant countries such as Argentina, Singapore, and Australia. We succeeded in enhancing our partnerships in a stimulating environment.”

Arie Tulp
Sales & Marketing director
Marel Poultry

”

Compliments! The show was fantastic! Many meetings during the show with many customers and dealers. My personal mark is 10!”

Oscar Giordano
CEO
Giordano Poultry Plast



QUALITY MARKET PLACE

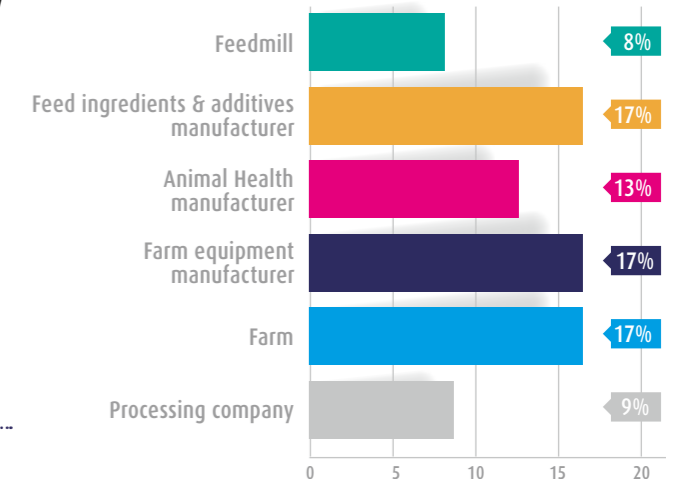
MEET THE TOP BUYERS FROM EMEA AND THE WORLD

VISITOR PROFILES

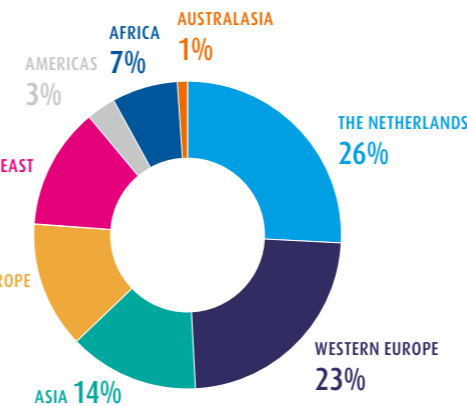
Visitors quality is something you can count on at VIV Europe. Meet professional business prospects!

General Manager / CEO, Technical Manager, Marketing / Sales representatives and Buyers are the most represented profiles at VIV Europe, with most numerous visiting countries being The Netherlands, Germany, United Kingdom, Iran, Belgium, China, Russia, Italy, Spain, France, Poland.

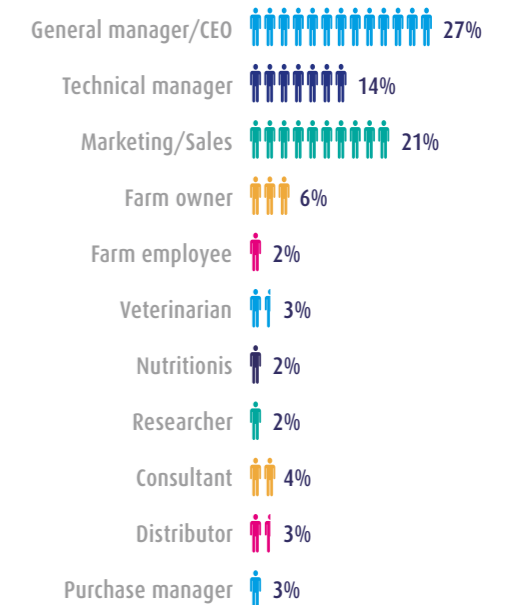
VISITORS BY SECTOR



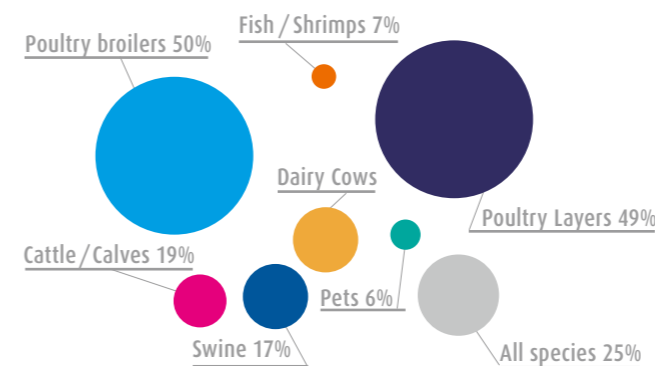
VISITORS BY REGION



VISITORS' JOB TITLES



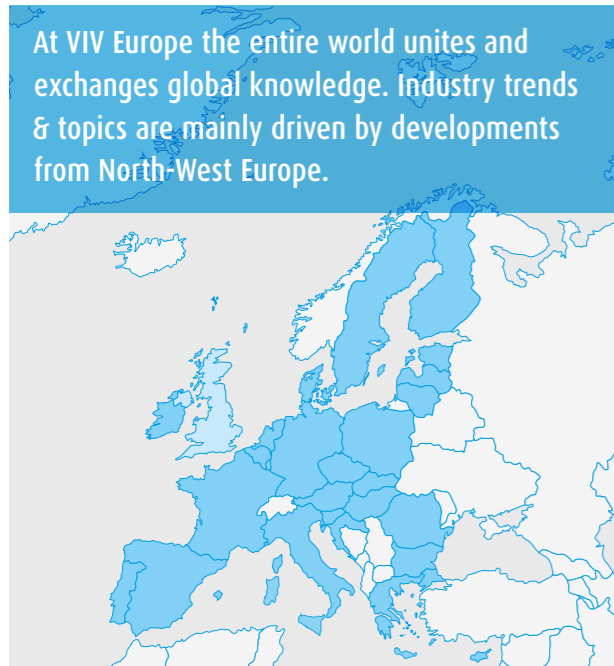
VISITORS BY SPECIES



* Figures from 2018 Show

**ACCELERATE YOUR BUSINESS
IN EUROPE.
BOOK YOUR FAVOURITE BOOTH NOW
AND MEET THE BUYERS!**

INDUSTRY & MARKET INSIGHTS

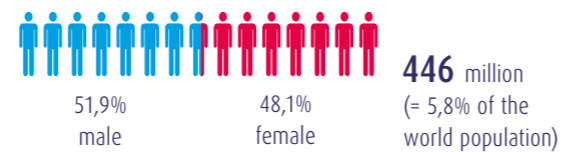


DID YOU KNOW?

- Spain has the highest number of livestock animals in Europe
- The largest compound feed market in Europe is the poultry feed market, representing roughly one-third of the total European compound feed market
- The European Union is one of the three major dairy exporters together with New Zealand and the United-States. Western Europe global share of milk production exceeded 20% in 2019.

EUROPE DEMOGRAPHICS

Population (2019)



INDUSTRY PRODUCTION

(data referring to 2019 or 2020)

Total production in Europe – by SECTOR

Europe feed production	165 million tons
Europe livestock production (pig, bovine, sheep, goat)	294 million animals
Europe meat production	64 million tons
Europe egg production	7.15 million tons
Europe aquaculture production	4.25 billion Euro
Europe milk production (raw milk)	168 million tons

Western Europe is a very large producer, consumer and trader of milk and dairy products, and while its share of global milk production is decreasing over time, production and trade of high value products such as cheese are growing.

Total production in Europe – by SPECIE

(animal population 2018/2019)

Europe broilers production	7.2 billion animals (slaughtered for meat in the EU-27 each year)
Europe layers production	350 million animals
Europe pigs production	143 million animals
Europe beef cattle production	77 million animals
Europe sheep/goat production	74 million animals
Europe fish/shrimp production	1.4 million ton life weight

MARKET CONSUMPTION (SIZE)

By product type

Meat consumer market	231 billion USD (fresh)
	140 billion USD (processed)
Poultry meat consumption	12,8 million tons
	62% of all meat consumed
Eggs consumption	23 million USD
	12 kg/capita/person
Milk consumption	122 billion USD
Aquaculture/Fish consumption	59.3 billion Euro

On average, an EU citizen consumed 22 kg per year of animal-based proteins and 16 kg per year of plant-based proteins

A HIGHLY DEVELOPED MARKET

Price

A main challenge for the European market are the competing prices from the world.

Environment

The preservation of the environment is on the world's agendas and surely on Europe's also, both at government and companies' level.

Animal Welfare

Higher standards in animal welfare means higher competing power in developed markets with demanding consumers, and lower competing power in developing market where animal protein demand is rising but prices are still driving most of the consumers' choice.

THE "FOUR FREEDOMS" OF THE SINGLE MARKET ARE:

- Free movement of goods.
- Free movement of capital.
- Freedom to establish and provide services.
- Free movement of persons.

<https://research.rabobank.com> • <https://ec.europa.eu/eurostat> • <https://www.statista.com/statistics> • <https://www.seafoodsource.com> • FEFAC • <https://ourworldindata.org/grapher/global-meat-production>



2022 EDITION CONTENT HIGHLIGHT

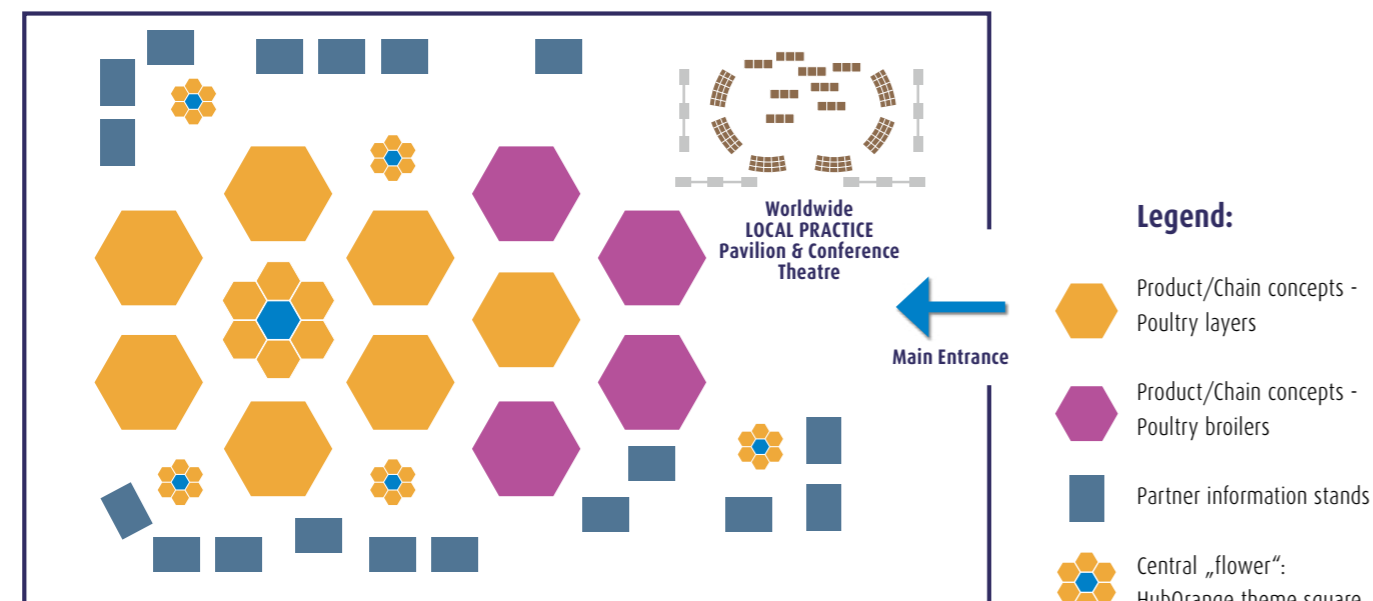
GLOBAL EXPERTISE | LOCAL PRACTICE CONTENT AND CONFERENCE

The role of Local food production is essential next to the Global supply chains. Both systems need to be brought into a suitable balance. VIV Europe 2022 provides the required Global expertise to boost the Local practice in a sustainable way.

Global food systems make us vulnerable in the time of worldwide crisis. In addition, the call of consumers for sustainable food production becomes louder. The Global and Local systems are interconnected. When one fails, the other can provide stability. To create this balance the local consumption needs to increase, which means that shorter supply chains are also required.



VIV EUROPE 2022 Hall 9 – Field of inspiration In co-creation with HubOrange



For development it is vital to collect the correct knowledge and find the right partners.

Many activities & conferences will feature this main topic.

The Global Expertise | Local Practice theme focuses on how current and future trends in feed, breeding & hatching, farming, health & nutrition, slaughtering

and egg handling & processing may lead to develop a supply chain with fewer links. It emphasizes on the fact that interaction between consumers and farmers is equally important as the interaction within the supply chain.

The theme comes live in Hall 9 at VIV Europe 2022.

VALUABLE SERVICES TO REACH R.O.I.

VIV Europe is your 360° marketing and sales maximizer, offering exhibitors full support during the preparation of the event to amplify your ROI at the event.

VIV Europe organizer does not stop at the booth space offer. We walk the journey with our exhibitors, to help you find the leads that grow your business in a specific market. How? Via a set of add-on services and free preparation tools!



CUSTOMIZED MARKETING OPPORTUNITIES

Promotion before, during, after the show is extremely important. Maximized brand exposure is possible via the multiple marketing items for online and onsite boosting.

Some options:

- Logo on lanyards
- Onsite banners
- Seminars room slot
- Logo on website
- Social media exposure
- ... and many more!

Deadline:

- April 2022
- First-come-first-served

Benefits:

- Stand out from competition
- Easy booking via seamless orders portal



VIV EUROPE INVITES TOP BUYERS & INDUSTRY LEADERS ON EXHIBITORS' BEHALF



Lead marketing

VIV Europe provides exhibitors with a free customized invitation link; special visiting conditions for some top clients; data from your registered clients.

Make your existing clients feel important.

Key buyer appreciation program

Meet qualified Buyers from Europe and MEA.

VIV industry leaders & delegations

Meet C-levels: networking is made easy with the VIV Industry Leaders program at VIV Europe. A total of 391 Industry leaders and almost 20 delegations took part in the 2018 dedicated programs.

EFFECTIVE MATCH-MAKING

Of the 25000 visitors heading to the show, you want to focus on those that are most likely to match with your products and services.



Good news! Signing for VIV Europe 2022 gives free, complimentary access to V-Connect Europe Edition. A digital platform with an advanced matching tool that will spare you the headache of finding promising leads to focus on at your booth.

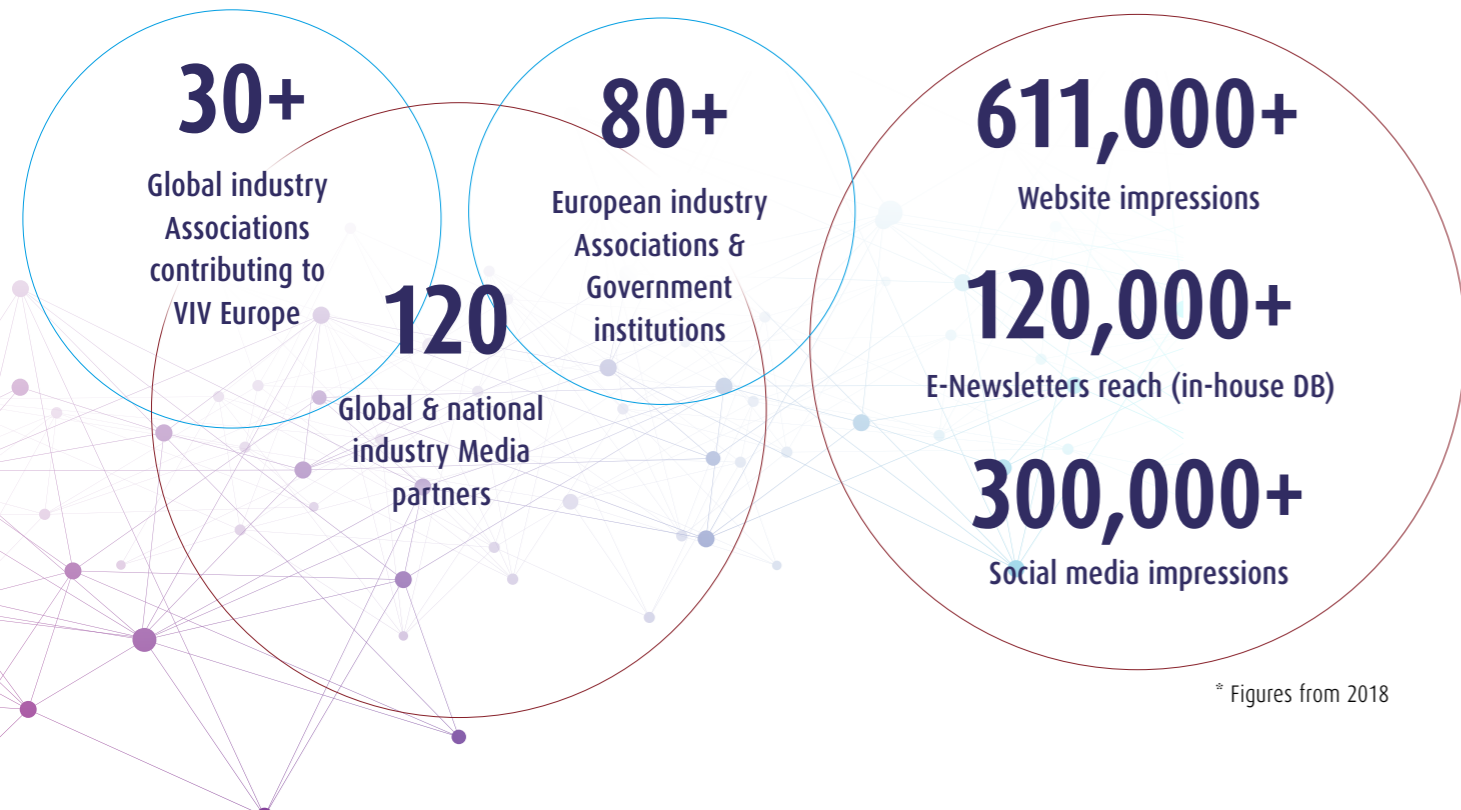
The combination of V-Connect Europe Edition digital platform and the VIV Europe in-person event, makes it a hybrid experience, which means: more leads to reach.

A Powerful extension to your physical showcase. Beyond physical boundaries; more leads for exciting yields!

OUR NETWORK IS YOUR REACH

VIV Europe develops every year new partnerships and consolidates the networks built through 40 years of worldwide activities. How do we do that? Giving everyone the stage they deserve.

Join our campaigns reach via the VIV worldwide channels. Your brand will be promoted globally, with an extra focus on the European market.



* Figures from 2018

SOME OF THE KEY SHOW PARTNERS



BOOK YOUR BOOTH NOW!

Preparation Steps:



Digital service portal for easy preparation!

CONTACT US!

VIV Europe team speaks your language. Check the contacts network and choose your favorite sales representative among team members or country agents at: www.viveurope.nl/contact

For any question on how to join, reach out to:



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Senior Project Manager
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- | | | |
|----------------|----------|-----------------|
| BANGLADESH | IRAN | SLOVAKIA |
| CANADA | ITALY | SOUTH KOREA |
| CHINA | JAPAN | SPAIN |
| CZECH REPUBLIC | MALAYSIA | TAIWAN |
| FRANCE | POLAND | THE NETHERLANDS |
| HUNGARY | ROMANIA | TURKEY |
| INDIA | RUSSIA | UNITED STATES |



VIV EUROPE ENABLES YOUR BUSINESS TO:

- Boost your company's brand awareness.
- Generate new and qualified leads from Europe and the world.
- Meet your existing clients and the industry experts safely after many months.
- Present your products and innovations to the world.
- Get feedback from the market.
- Meet the VIV Industry Leaders, the press and the network:
join the only event that connects you to the whole industry from feed to food.

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**Book
now!**

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