



HEALTH & NUTRITION ASIA 2024

BANGKOK, THAILAND
12-14 MARCH

SHOW REVIEW

TOTAL ANIMAL FEED AND HEALTH
EVENT FOR ASIA

WWW.VIVHEALTHANDNUTRITION.NL



In Co-location with: Powered by:



INTRODUCTION



HEALTH AND NUTRITION ASIA 2024 BROUGHT THE INDUSTRY TOGETHER AND EXCEEDED EXPECTATIONS

Health and Nutrition Asia 2024, held in co-location with VICTAM Asia, has drawn to a close, marking the second edition of the show taking place in the heart of Asia, in Bangkok, Thailand. The event witnessed unprecedented success, setting new benchmarks with 8722 professional visitors from 73 countries. 252 exhibitors representing the Animal Health and Nutrition industry, as well as the Feed Processing industry, from around the world, had the chance to network over three full business days with professionals seeking to reinforce their business operations in those fields.

The show experienced a remarkable surge in attendance, surpassing the previous edition by 42.5% with a notable increase both during the pre-registration period and on-site visitor numbers from the last edition, indicating the growing interest and importance of the event in the sector.

The 2024 edition welcomed a professional group of over 200 buyers, manufacturing representatives, and farm owners from Thailand and international markets such as India and Korea, demonstrating the event's significance on a global scale. Additionally, the presence of more than 200 C-level executives and embassy dignitaries further highlighted the event's positioning as an important gathering for industry leaders. 141 speakers from 14 countries provided content for more than 45 sessions on-site on subjects ranging from fish-farming nutrition and technology, feed innovation and precision animal farming to challenges and opportunities in genetic improvement of species.

A highlight of the event was the Networking Night, attended by over 250 guests, providing a platform to celebrate the success of the show and honor the recipients of the prestigious 2nd Asian Animal Health Award. The award ceremony recognized outstanding contributions in veterinary academia and practice.

Another notable feature of this year's event was the inaugural H&N Start-up Pitching session, made possible through collaboration with Kasetsart University Veterinary Alumni Association and Kasetsart University, demonstrating a commitment to nurturing and supporting emerging talent in the field.

Health and Nutrition Asia 2024 also attracted significant media attention, with over 50 local and international media outlets exploring the latest technological advancements and innovations showcased by top brands.

EW Nutrition and Andritz seized the opportunity to unveil their latest products and innovations, further enriching the event with cutting-edge offerings, among other top industry players present.

In a historic move, UOB Bank joined a VIV Worldwide event for the first time, pointing to a new era of collaboration and opportunities within the livestock industry.

As part of the on-site events, the press conference launch of Horti Agri Next (HAN) Asia 2025, co-located with VIV Asia 2025, provided insights into agricultural and horticultural trends, attracting over 50 guests and media representatives that engaged in discussions and knowledge-sharing sessions led by industry experts.

The next edition of Health and Nutrition Asia is co-located with VICTAM Asia, scheduled from March 10-12, 2026, at BITEC in Bangkok, Thailand. Leading up to 2026, VIV Worldwide will also host several trade shows in various regions.

FACTS & FIGURES



8.722 professional visitors. +42,5% Increase compared to previous edition.



73 countries
61% visitors from Thailand (host country).

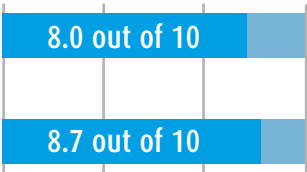


252 global manufacturers and suppliers representing the Animal Health and Nutrition industry.



45 conference sessions and **141** speakers from **14** countries.

Exhibitor Satisfaction



Visitor Satisfaction



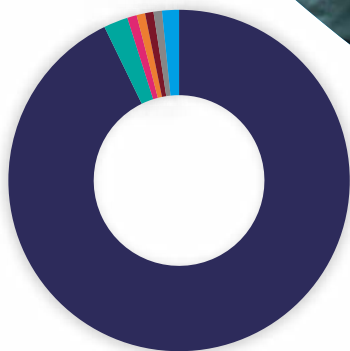
Gestation length (days)	116.0 ± 1.3
Term	18.2 ± 3.8
Time	15.6 ± 3.2
Duration (min)	259.1 ± 138.1
Duration > 300 min (%)	28.9
Yield (kg)	5.3 ± 1.1
Assistance (%)	50.9%

VISITOR PROFILE



VISITORS BY REGION

Asia	92,8%
Western Europe	2,3%
Middle East	0,9%
Eastern Europe	0,8%
Australasia	0,8%
The Americas	0,8%
Others	1,6%



Total number of visitors: 8.722

TOP VISITING COUNTRIES

- | | |
|-------------|----------------|
| 1. Thailand | 6. Philippines |
| 2. India | 7. Malaysia |
| 3. China | 8. Indonesia |
| 4. Vietnam | 9. Bangladesh |
| 5. Korea | 10. Taiwan |

Total number of visiting countries: 72

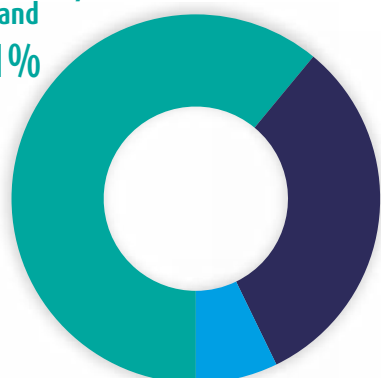
VISITOR INTEREST PER AREA

- 43% Animal Feed Technology area
- 14% Grain Processing Technology area
- 34% Animal Health and Nutrition area
- 38% All of the above

VIV HEALTH AND NUTRITION: REGIONAL HUB

Host Country
Thailand

61%

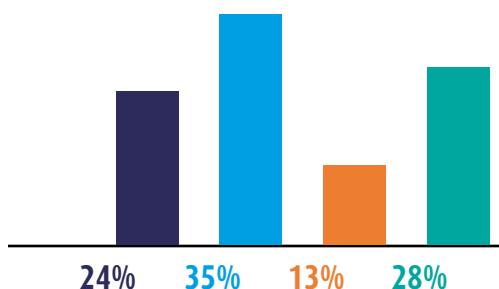


Other Asian
countries
31,8%

Rest of the world
7,2%

DECISION MAKING VISITORS

Final decision makers Influencers
Co-decision makers Not involved



VISITOR PROFILE

VISITORS JOB FUNCTION

HIGH PERCENTAGE OF DECISION MAKERS AT HEALTH & NUTRITION ASIA

Final decision makers	24%
Co-decision makers	35%
Influencers	13%
None	28%
Total	100%

VISITING COMPANIES Y-O-Y TURNOVER

USD \$ 0 - 100.000	11%
USD \$ 100.000 - 500.000	10%
USD \$ 500.000 - 1 million	8%
USD \$ 1 million - 10 million	13%
USD \$ 10 million - 50 million	10%
USD \$ 50 million - 100 million	5%
USD \$ 100 million - 500 million	5%
More than USD \$ 500 million	5%
Not specified	33%
Total	100%

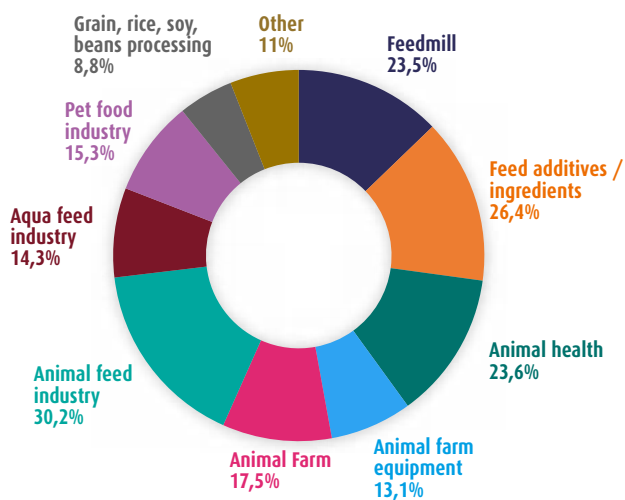
General manager/CEO	18%
Technical manager/Engineer/Technician	12,7%
Marketing/Sales manager/Representative	20,4%
Farm owner	3,2%
Farm employee	1,3%
Veterinarian	3,2%
Nutritionist/Formulator	2,6%
Researcher	3,4%
Consultant	2,6%
Producer/Processor	0,8%
Distributor/Dealer	2%
Retailer	0,3%
Government representative	0,4%
Other (please specify)	6,7%
Buyer/Purchase/Procurement manager	3,5%
Press	0,6%
Academic/Professor	0,9%
Regulatory manager	0,4%
Director	5%
COO/Operational manager	0,6%
Plant manager	1,1%
Production	2,3%
Quality control	1,6%
Product/Project manager	1,7%
Transportation/Logistics	0,5%
Trainee	1,3%
Design/Development/Engineering	2,9%
Total	100%



VISITOR PROFILE

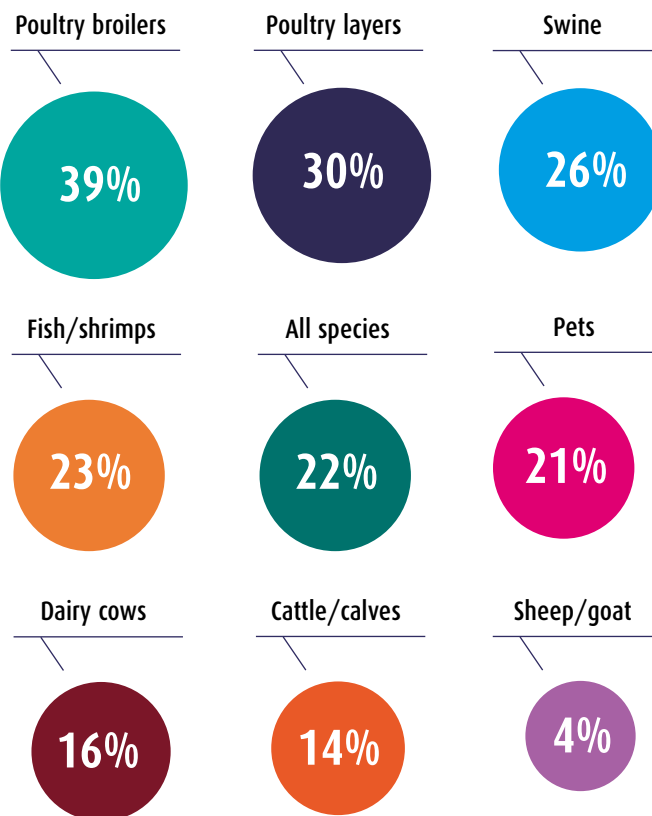
VISITORS BY SECTOR

What is the nature of your business?



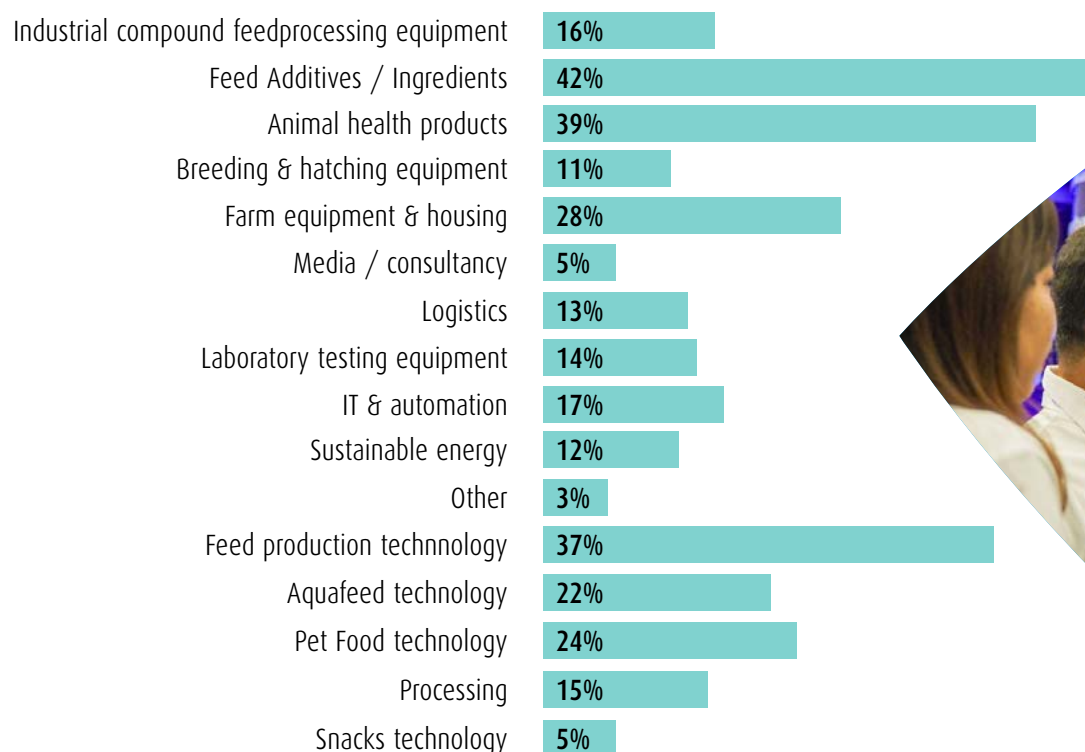
VISITORS BY SPECIES

To which specie is your company mainly related?

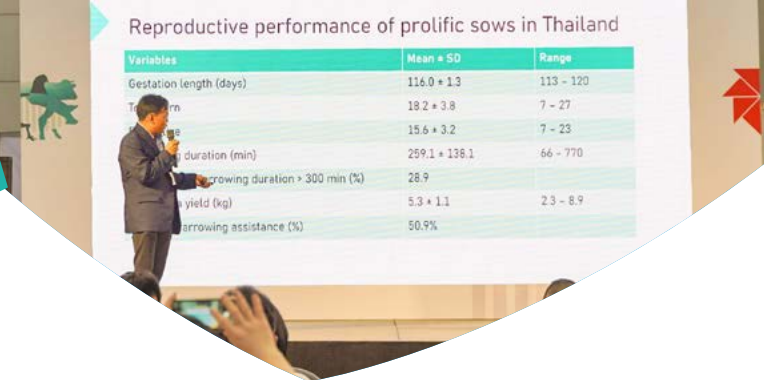


VISITORS MAIN INTERESTS

Which of the following sectors have your interest?



CONFERENCES



CONFERENCE HIGHLIGHTS

Health and Nutrition Asia 2024 presented an extensive conference program featuring a wide range of topics such as advanced animal health technologies, genetics, pharmaceuticals, veterinary equipment, feed additives, and much more. 141 speakers from 14 countries provided content for more than 45 sessions onsite on subjects ranging from fish-farming nutrition and technology, feed innovation and precision animal farming to challenges and opportunities in genetic improvement of species.

HIGHLIGHTS



Aquatic Asia 2024

One-day conference with international specialists in fish-farming nutrition and technology discussing quality, safety, the environment and new innovations.



Petfood & Aquafeed Extrusion conference

This one-day conference featured a variety of industry expert speakers delivering innovative presentations on how users can make the best use of their extrusion machinery and aqua feed systems.



FAVA's One Health Approach on Sustainable Food Security in Asia Pacific

Organized by the Federation of Asian Veterinary Associations & Thai Veterinary Medical Association with topics discussed such as:

- Asia One Health Declaration and Beyond.
 - One Health approach on Animal Health and Disease Control in the region.
 - Role of FAVA on One Health Activities in Asia.
- Followed by the award presentation of the Asian Animal Health Award 2024.

SHOW PARTNERS



CONTENT PARTNER



MEDIA PARTNERS



2024 IMPRESSIONS



RECAP DAY 1



VNU AGRIFOOD CALENDAR 2024 AND BEYOND

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM SEED TO FOOD



VIV AFRICA 2024
OCTOBER 2-3, 2024 • KIGALI, RWANDA



VIV ASIA 2025 meat pro ASIA
MARCH 12-14, 2025 • BANGKOK, THAILAND



VIV MEA 2025
NOVEMBER 25-27, 2025 • ABU DHABI, UAE



HORTI AGRI NEXT MEA 2025
NOVEMBER 25-27, 2025 • ABU DHABI, UAE



VIV EUROPE 2026
JUNE, 2026 • UTRECHT, THE NETHERLANDS



ILDEX VIETNAM 2024
MAY 29-31, 2024 • HO CHI MINH CITY, VIETNAM



HAN SELECT VIETNAM 2024
MAY 29-31, 2024 • HO CHI MINH CITY, VIETNAM



ILDEX PHILIPPINES 2024
AUGUST 28-30, 2024 • MANILA, PHILIPPINES



VIV SELECT CHINA 2024
SEPTEMBER 5-7, 2024 • NANJING, CHINA



AGRIBITS 2025
MARCH 2025 • BANGKOK, THAILAND



VIV SELECT TÜRKIYE 2025
APRIL 24-26, 2025 • ISTANBUL, TURKEY



ILDEX INDONESIA 2025
SEPTEMBER 17-19, 2025 • JAKARTA, INDONESIA



HAN SELECT INDONESIA 2025
SEPTEMBER 17-19, 2025 • JAKARTA, INDONESIA



HEALTH & NUTRITION ASIA 2026
MARCH 10-12, 2026 • BANGKOK, THAILAND



WWW.VIV.NET



SEE YOU IN 2026!

10-12 March, Bangkok, Thailand.

In Co-location with:



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TESTIMONIALS



The reason we attended this event is that Thailand has been the center of Southeast Asia in terms of both the transportation and animal industries. Another reason is Health and Nutrition this year was co-located with Victam Asia. I believe that there will be a lot of people involved in this industry participating. So, this event is one of the significant events. Moreover, Health and Nutrition have strong points in networking because they let us know about various products from others.

JEONG BYOUNG-GON, CHAIRMAN OF KAHPA

I think specialists in animal feed should come to this event because we have a lot of technologies at the show. I have seen a lot of innovation, but not only technology. There are also innovations in the production of animal feed, and what kind of raw materials can be used in animal feed.

MR. VISIT LIMLURCHA, VICE CHAIRMAN OF THE THAI CHAMBER OF COMMERCE



Victam and VIV are the only events dedicated to this industry. It's very useful to us because since we specialize in this business, there are no other events that can gather so many companies with the same interests from the same industry. We can meet quite a few clients we are already servicing, but also new ones, new people from the industry. As a recruitment firm, it's also good to meet people as candidates, so making these kinds of connections in a very specialized environment is very valuable to us.

MR. PIERRE TURGIS, MANAGING DIRECTOR OF MORGAN PHILIPS GROUP

This year, we joined the health and nutrition shows because we think that this is a great opportunity after we have done a lot of research and trials in Thailand. We need a marketplace to show the products. We think that this trade show is an opportunity because there are many international participants at this show and we have the opportunity to explain the product benefits. We are also looking for networking opportunities to distribute the products in other countries.

MR. WITON SANGIAMSOMBOON, GENERAL MANAGER OF LILY FOODANSCI LIMITED

