



**VIV MEA 2021**

**ABU DHABI, U.A.E.**

**23-25 NOVEMBER**

# SHOW REVIEW

VIV MEA **THIRD EDITION**  
SPRANG BUSINESS  
INTO ACTION!

[WWW.VIVMEA.NL](http://WWW.VIVMEA.NL)



**VNU** | EUROPE



INTRODUCTION..... 3

VISITOR REVIEW..... 5

SHOW RATING ..... 8

EXHIBITOR REVIEW..... 9

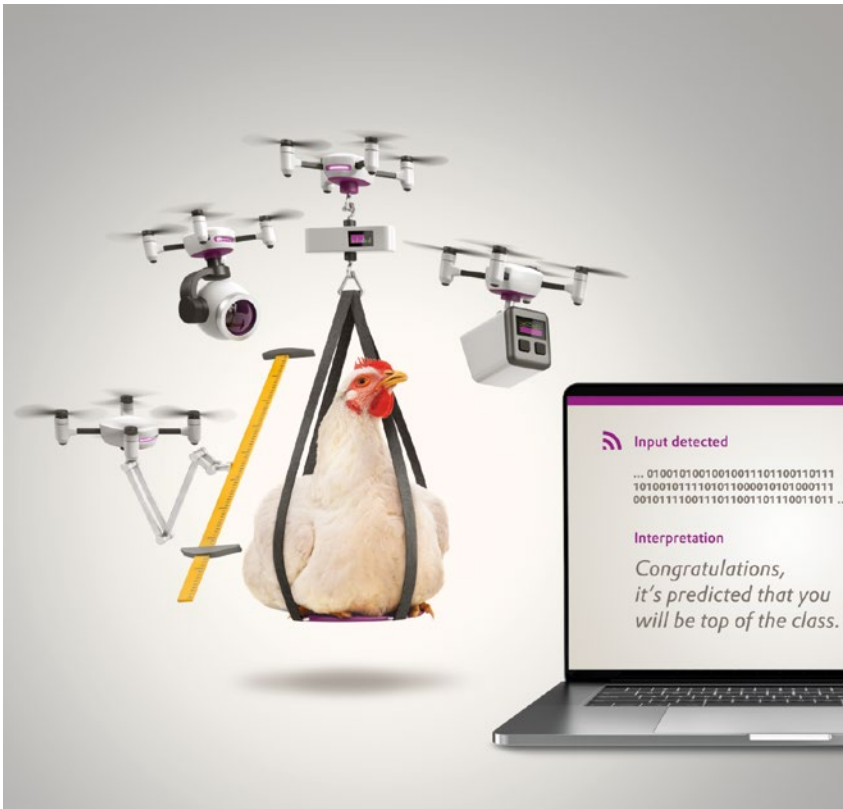
VIV INDUSTRY LEADERS REVIEW..... 10

CONFERENCE REVIEW..... 11

DIGITAL REVIEW..... 13

QUOTES & INTERVIEWS..... 14

PARTNERS..... 16



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## VIV MEA 2021 FULLY SPRANG BUSINESS INTO ACTION!

### Great appreciation from the industry. A very successful third edition of the show!

The organizer looks back at this 3rd edition of VIV MEA with a heartfelt gratitude towards all the global and regional exhibitors who placed their trust in VIV to return to an in-person event after a long pause, and all the visitors and partners who made it onsite. It was an informative, exciting, busy and extremely productive show, with an outstanding quality of the profiles in attendance. A memorable edition, which the whole industry deserved so much. This Show Review gives you all the details about the show results.

### The visitor numbers that made the show a true success

A total of 6,671 professional visitors smoothly made it to the 500 exhibitor booths at ADNEC, thus confirming the success of the previous edition in terms of visitor quantity, despite the limited traveling scenario occurred in 2021. At the same time, visitor quality reached even greater results. In fact, ¼ of the total visitors were C-levels.

### Impressive exhibitor presence and broad spectrum of the products on display

66% of the visitors came back to the exhibition halls for more than one day. This speaks volumes about the range of products and brands available onsite and about the seriousness of the participants in getting into detailed

conversations with the suppliers. The re-visit on more than one day increased by +3.3%, compared to the last edition, reflecting both the high-quality of exhibitors and the size of the show that required more than a day to cover it.

Business finally happened face-to-face with suppliers meeting their own agents after a long time, as Blueline Group Director, Mr Afthar Hussain mentioned, "We had the pleasure to meet again our distributors after a very long time."

### A truly regional hub for the Feed to Food industry

The U.A.E. topped the list with 29% of all the visitors coming from the country itself. Importantly, the majority of the visitors came from the rest of the world, with the GCC countries in the lead. 71% of the visitors in fact came from outside of the hosting country. **This makes VIV MEA a truly international show and a recognized hub for the whole Middle East and Africa.**

"To see the show back on track and in such a good health was really rewarding." said Mrs Renate Wiendels, Senior Project manager of VNU Europe. "I am grateful for the support in hosting and sharing information we received from the Governments of the United Arab Emirates and the Kingdom of Saudi Arabia and ADNEC Exhibition Centre."

# SHOW IN NUMBERS



**6,671** professional visitors. 66% of visitors re-visit on multiple days. 235 Industry Leaders



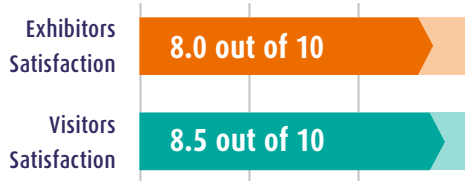
**90** countries  
29% visitors from U.A.E. (host country)  
71% from the rest of the world



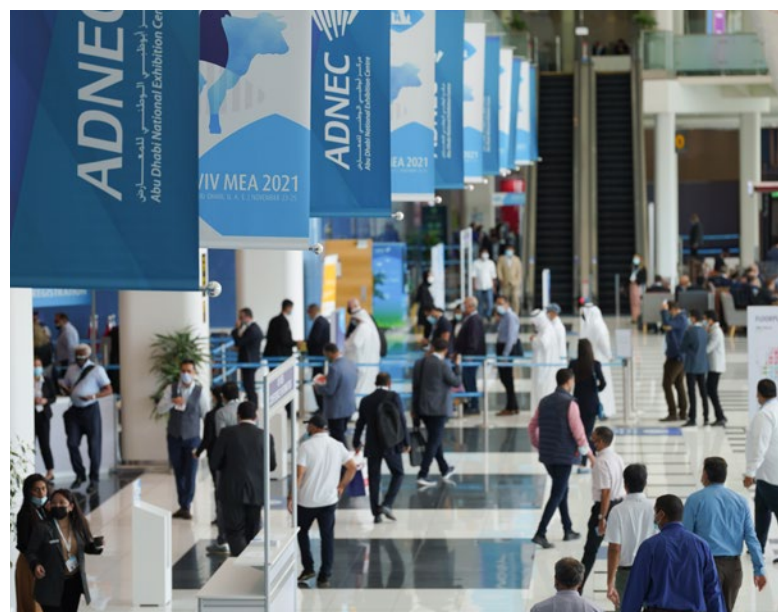
**500** exhibitors from 51 countries



**20** conference sessions and 80+ Speakers



See you at  
**VIV MEA 2023!**

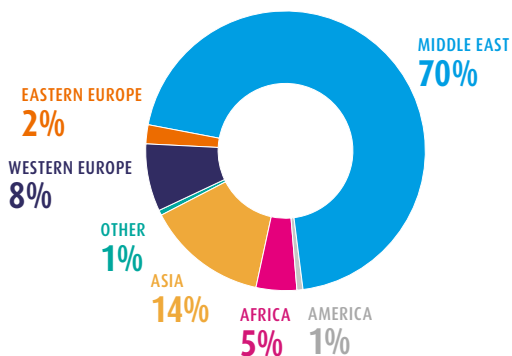


# THE VISITOR NUMBERS THAT MADE THE SHOW A TRUE SUCCESS

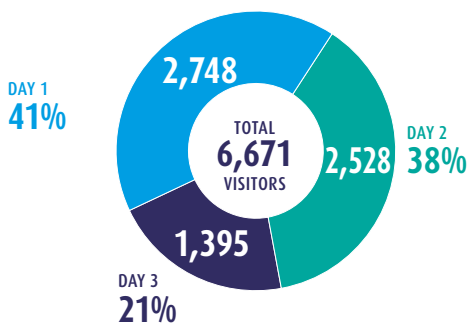
The 3rd edition of VIV MEA confirmed the success of 2018 in terms of visitor quantity, despite the limited traveling scenario. At the same time, visitor quality reached even greater results.



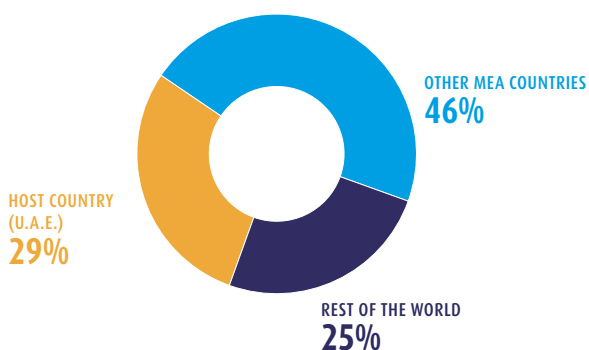
## VISITORS BY REGION



## SHOW VISITORS



## VIV MEA: REGIONAL HUB



## TOP VISITING COUNTRIES

1. U.A.E.
2. Egypt
3. Saudi Arabia (country of honor of this edition)
4. Iraq
5. Pakistan
6. Jordan
7. Bangladesh
8. Iran
9. India
10. Oman
11. The Netherlands
12. Turkey
13. Israel
14. Sudan
15. Germany
16. Kuwait
17. Lebanon

**Total number of visiting countries: 90!**



# HIGH VISITOR QUALITY AT VIV MEA 2021!

## HIGH PERCENTAGE OF DECISION MAKERS AT THE SHOW

<b>Final decision makers</b>	<b>36%</b>
<b>Co-decision makers</b>	<b>35%</b>
Influencers	13%
No decision makers	16%
Total	100%

## VISITING COMPANIES Y-O-Y TURNOVER

USD \$ 0 - 100	10%
USD \$ 100 - 500	11%
USD \$ 500 - 1 million	10%
<b>USD \$ 1 million - 10 million</b>	<b>20%</b>
<b>USD \$ 10 million - 50 million</b>	<b>13%</b>
USD \$ 50 million - 100 million	5%
USD \$ 100 million - 500 million	4%
More than USD \$ 500 million	5%
Unknown	22%
Total	100%

## VISITORS JOB FUNCTION

<b>General manager/CEO</b>	<b>26%</b>
<b>Technical manager/engineer/technician</b>	<b>5%</b>
<b>Marketing/sales manager/representative</b>	<b>15%</b>
<b>Farm owner</b>	<b>7%</b>
Farm employee	2%
<b>Veterinarian</b>	<b>10%</b>
Nutritionist	2%
Researcher	1%
<b>Buyer/purchase/procurement manager</b>	<b>4%</b>
<b>Consultant</b>	<b>4%</b>
Producer/processor	2%
<b>Distributor/dealer</b>	<b>8%</b>
Retailer	0,5%
Government representative	1%
Press	0,5%
Academic/professor	1%
Regulatory manager	1%
Other	10%

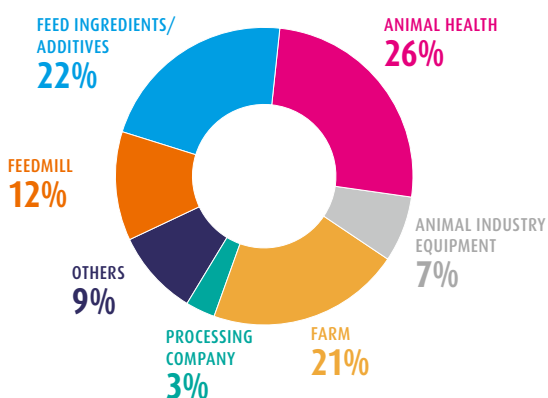




# QUALITY PROFILES OF PROFESSIONAL FEED TO FOOD VISITORS

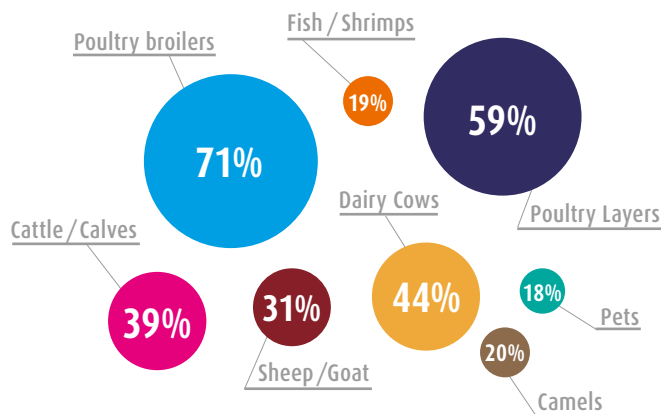
## VISITORS BY SECTOR

Which sector do you belong to?



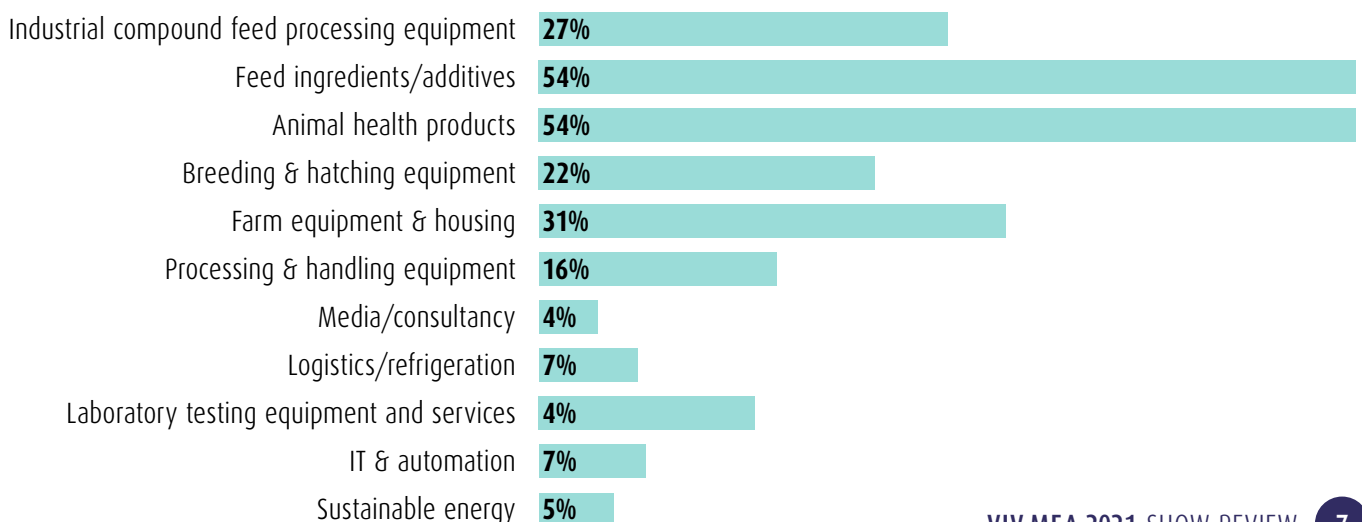
## VISITORS BY SPECIES

To which specie is your company mainly related?



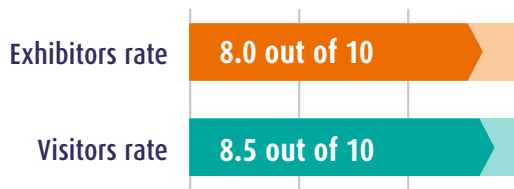
## VISITORS MAIN INTERESTS

In which range of products are you interested?



# ATTENDEES SATISFACTION. POST-SHOW SURVEY

## SHOW APPRECIATION MARK



## MORE ON EXHIBITOR SATISFACTION

- **81%** intend to exhibit again at the next edition
- **79%** of the exhibitors found the quality of visitor “good” to “excellent”
- **85%** is likely to recommend VIV MEA to a friend or colleague in the industry
- **81%** regards VIV MEA as “fairly” to “very important” show for their business and is “fairly” to “very” satisfied with the show participation



## VISITOR QUOTES FROM SURVEY

“During my visit at VIV MEA 2021, I met interesting and high-profile suppliers and we had good talks for follow-up business. It was an excellent opportunity with an excellent organisation. Can’t wait until the next event”

“As usual, VIV organization was excellent. We attended all 3 editions of this show and appreciated them all.”

“Great networking platform. Business to business. Booming food security topic in UAE and globally.”

“In the region VIV is a must do.”



## MORE ON VISITOR SATISFACTION

- **86%** intend to visit again the next edition
- **86%** is likely to recommend VIV MEA to a friend or colleague in the industry
- **4.2** (out of 5) was the content sessions’ rate according to the visitors
- **83%** regards VIV MEA as “fairly” to “very important” show for their business

## ENJOY THE AFTERMOVIE OF VIV MEA 2021!



“Informative”

“Great gathering”

“Well organised fair”

“Good platform”

“Eye opener”

“Excellent”

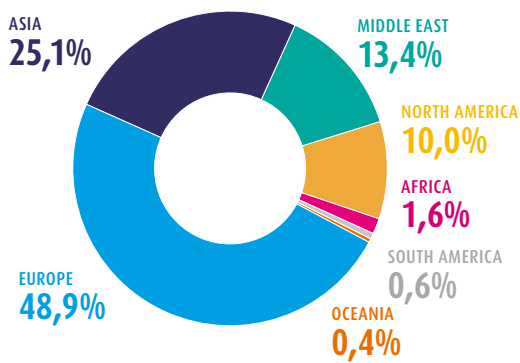
“Many stakeholders in one place”





# IMPRESSIVE EXHIBITOR PRESENCE AND BROAD-SPECTRUM OF THE PRODUCTS ON DISPLAY

## EXHIBITORS BY REGION



## 4 COUNTRY PAVILIONS DISPLAYED AT THE SHOW

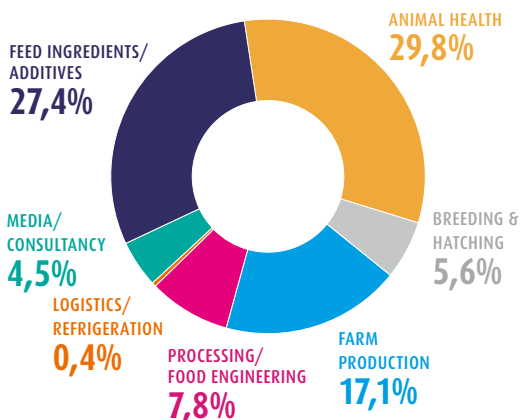
the USA Pavilion, the India Pavilion, the Korea Pavilion and the France Pavilion.



## TOP EXHIBITING COUNTRIES

The Netherlands, United States, Italy, China, India, France, Turkey, Germany, UAE, Belgium, Spain, South Korea, UK, Denmark, Lebanon, Russia, Vietnam

## EXHIBITORS BY SECTOR



66% OF THE VISITORS CAME BACK TO THE EXHIBITION HALLS FOR MORE THAN ONE DAY.



Delegation of Progressive Dairy Farmers Association (PDFA) of India

## INDUSTRY LEADERS FROM THE ENTIRE GCC REGION MADE THEIR WAY TO VIV MEA 2021

Important Industry Leaders and delegations were present at the show. A delegation of Abu Dhabi officials did a tour of the show floor on the first morning to meet-and-greet with worldwide market leaders and catch up on new ideas for sustainability.

H.E. Saeed Al-Bahri Salem Al-Ameri, DG Abu Dhabi Agriculture and Food Safety Authority and Minister of Climate Change and Environment Mariam Almheiri visited VIV MEA accompanied by H.E. Eng Jamal Salem Al Dhaheri, CEO of Silal Food and Technology, H.E. Dr. Shaikha Salem Al Dhaheri, H.E. Humaid Matar Al Dhaheri - CEO of ADNEC Group and Mr Rashed Bin Rasas Al Mansory from ADAFCA. Lebanon, Ministry of Agriculture, H.E. Louis Lahoud and a delegation joined on the third day, while the delegation of Progressive Dairy Farmers Association from India colored the show with their presence on day one.



Delegation of Abu Dhabi officials with Minister of Climate Change and Environment H.E. Mariam Bint Mohammed Saeed Hareb Almheiri



Delegation from Ministry of Agriculture Lebanon

“VIV MEA attracted the attention from many Ministry representatives in the MEA region: not only from the Emirates, but we also received officials from Nigeria, Kenya, Sudan, Israel, Jordan, Zimbabwe and more”, said Mrs Anneke van Rooijen, Relations Manager VIV Industry Leaders & Delegations.

# CONFERENCE HIGHLIGHTS

## PMRT – NEW CONFERENCE FORMAT

The need to work together to overcome the difficulties faced by the Middle East’s poultry producers was amongst the conclusions to emerge from the region’s 1st Poultry Marketing Round Table, held at VIV MEA.

Jointly organized by Middle East Agrifood Publishers (MEAP), WATT Global Media and VIV, the event focused on crisis management and attracted leading poultry producers and experts from across the region and further afield. In a first for VIV MEA, participants and speakers joined the event both in person and remotely.

The Middle East has a long history of overcoming crises but will need to become ever more adept at working in challenging circumstances. The Poultry Marketing Round Table offered an opportunity to share expertise and best practice and to see how companies had confronted their own challenges.

Each company has its own strategy, and each crisis demands its own response, and it was agreed that crisis survival is both a science and an art. According to Tony Freijeh, CEO of Egyptian agribusiness concern Al Wadi Group: “In a crisis you don’t always go with the flow. Sometimes, you bend with the wind, while at others you stand firm against the storm”. Each

particular crisis needs to be carefully analyzed and each can offer opportunities if judged correctly.

William Boutros, President of the Syndicate of Lebanese Poultry Producers and co-owner of Lebanese poultry company Wilco, noted that, amongst other areas, businesses must engage stakeholders and governments and have active public relations campaigns. They must implement strong social responsibility policies and engage in social activities, helping to ensure that, should a crisis occur locally, the company is not physically attacked.

Examining how, companies might cause a crisis, what they should do to recover, and how they should communicate in a crisis, Kate Hartley, cofounder of crisis simulation training consultancy Polpeo and author of *Communicate in a Crisis*, noted that acting in line with company values, truthfulness, owning up to errors, and regular communication were key to overcoming a crisis. Establishing intent – defining where a company wants to be at a specific point following a crisis breaking – can help to focus minds, she continued, so that all actions are focused on surviving the crisis and rebuilding public trust.

– by Mark Clements, Editor at Poultry International, Watt Global Media –





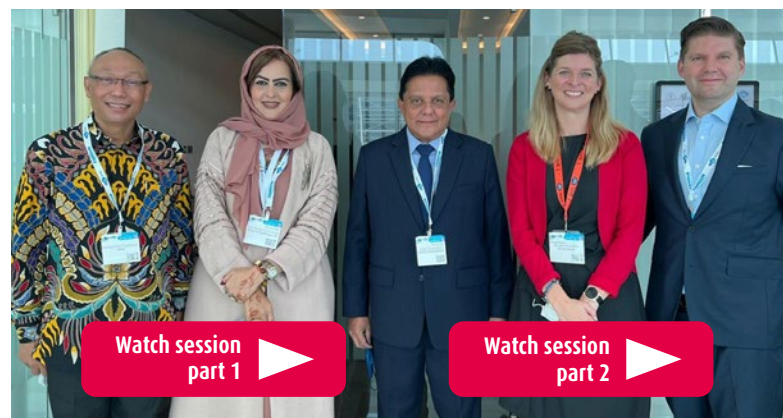
## A total of 20 Conference sessions were offered to VIV MEA attendees, with more than 80 speakers sharing their knowledge to the region.

### AQUATIC MEA CONFERENCE

“We had well attended aquatic events where speakers discussed several new technologies related to aqua feed. Topics covered were raw material, how to set up an aqua feed plant, grinding of raw material, extrusion of aqua feed and sustainability and some talks related to fish health. Participants asked interesting questions and very well engaged with speakers.” said Tuti Tan, Accounts Manager at Perendale Publishers Ltd, about the Aquatic MEA program.

### NEW PARTNERSHIPS IN THE REGION

For the first time FAVA, the Federation of Asian Veterinary Association in association with EVA, the Emirates Veterinary Association, held an informative seminar at VIV MEA. Dr Quaza Nizamuddin Hassan Nizam, Dr. Roula Shaaban and Prof Bambang Pontjo Priosoeryanto were present at the morning session, followed by Dr. Mohammed Ezzat Elagamy, Dr. Ibrahim Mohamed El Fishawy, Dr. Mahmoud Haidar, Ph.D., Abdulaziz M Alateeqi and Willem Van Walt Meijer.



“Except for some very well attended content sessions, the conferences in general had a lower turn-up this year, despite the good pre-registrations. As confirmed by the survey, the reason is that after being isolated behind screens the visitors enjoyed the time at the exhibition floor fully.”

said Mrs Renate Wiendels,  
Senior Project manager of VNU Europe.



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The V-Connect MEA Edition focused on learning, deal making and networking within the Feed to Food sector in the Middle East and Africa. It offered all show attendees a reliable, responsive growth platform during the show time and beyond.

Users could benefit from 3 days filled with actionable networking, intelligent match-made meetings during VIV MEA. The networking functionalities of this Event App helped visitors locate the exhibitors of their choice and schedule meetings with them in advance for a more effective in-person visit.



## THE V-CONNECT MEA EDITION IN NUMBERS:

- 3,126 people signed up for V-Connect MEA Edition. 960 of these were exhibitors and 2,166 visitors.
- 796 connection requests were sent among active users.
- All together the exhibitor profiles available on the platform were viewed 14,171 times.
- The most used functionality was the exhibitor list, which was viewed 11,821 times. The networking function reached 1,393 views and the conference program received 543 views
- 735 messages were exchanged during the show time.

# Save the date!



**VIV EUROPE 2022**

**UTRECHT, THE NETHERLANDS**

**31 MAY-2 JUNE**

Co-located with **VICTAM International**



# See you there.

# INNOVATIONS & SOME EXHIBITOR EVALUATIONS

## Innovative implementation of multi spectrum lighting through light recipes.

'We believe ND Dome is the innovation of the show', Mr Sebastian Haskamp and Mr Guido (surname) of Once Inc. tell us at VIV MEA 2021. ND stands for Nature Dynamics, and with this lighting innovation, farmers can raise animal welfare by bringing back nature to their poultry housings.

Multi-spectrum lightning already has been around for some time, but the very innovative implementation of the ND Dome is that it is working with light recipes. Farmers can set the start and end-date of their cycle in a dedicated app, using a smart device like a tablet or a phone. The lighting recipe then uses the pre-programmed light schedules to set the light intensity and spectrum for the course of the cycle, where no day is the same.



All lamps in the stable are communicating to the gateway, with on its turn is connected to the app with a router. The standard light recipes are set based on research and testing with Wageningen University, so farmers can really benefit from multi spectrum lighting. The light recipes can be adapted to the wishes of the farmer

with breaks, day and nighttime cycles. By grouping lamps, the housing can be divided into zones with catching lights, or to improve animal distribution, reduce stress and subsequently animal welfare. Changes in intensity or spectrum are made through smooth transfers.

'At farms and integrators where the ND Dome is already in use, we reach a very low discard ratio of 0.6 to 0.7%, and we see the same number at the slaughterhouse' tells Guido (Surname). 'in the US we even remain the same feed conversion ration with 20 lux, where the farmer used to work with 0.5 lux. As a result, the animal welfare goes up while the feed conversion ratio stays the same.'



Once Inc. chose VIV MEA 2021 as platform to launch ND Dome in the MEA region. Here they have met new and existing clients at their booth, who all welcome this innovation with enthusiasm. 'Being in COVID-19 times, it's very good to see the same number of visitors as in 2018. We've spoken to people from Iraq, Pakistan, Egypt, Lebanon and the Emirates, all serious conversations with actual investment plans behind them.'

**Prenimal Holland launches Prechick, a new feed additive line**  
Feed additive producer Prenimal Holland made an addition to their product portfolio by launching the Prechick range of feed additives and liquid vitamins for chickens at VIV MEA 2021. For the past 20+ years, Prenimal was already known



for Prequine, with feed additives for camels and horses. By adding the Prerumi product line for cows in the near future, the Dutch manufacturer broadens the specie spectrum they serve once more.

'VIV MEA 2021 was a great opportunity to meet our newly-selected distributors in the region in person,' Jeroen Simons of Prenimal states. 'We've met a very high-quality audience here, from the Emirates, Kuwait, Iraq, Jordan and Saudi Arabia. It seems that those who choose to travel in these times, are dedicated visitors with investment plans.'



**Positive first participation for Techna**

First time exhibitor Techna, supplier of nutritional specialties, participated in the France pavilion at VIV MEA 2021. The objective of the show was to meet Techna’s partners in the region, Laurent Vallon tells. Having had reasonably busy days and meeting people from amongst others Bangladesh and Iran, the show has met their expectations.

**AlDahra Company**

This year VIV MEA Exhibition was great, there were more visitors and exhibitors compared to the previous one. Moreover, there were more international visitors this time who were interested to inquire in Hay Business. Overall, it was very good and busy specially during this pandemic period. We are looking forward to the next VIV MEA to find more clients who are interested in Hay business like dairy farms.

**Serious visitors from target regions**

Giordano Poultry Plast is a manufacturer of crates for egg transport, bird transport and bird feeders. Sherine Bassili, local agent for Giordano, is very happy with their participation in the show. Being the first show after COVID-19, it’s good to see the industry in person again. ‘We used email and Zoom to keep in contact with our existing clients, but to meet new clients, shows such as VIV MEA are of great importance to meet both them and new clients face to face. Here we find visitors from Saudi Arabia, India, Pakistan and the Emirates, exactly our target regions, and we find that the visitors now are even more serious to do business than in 2018.’




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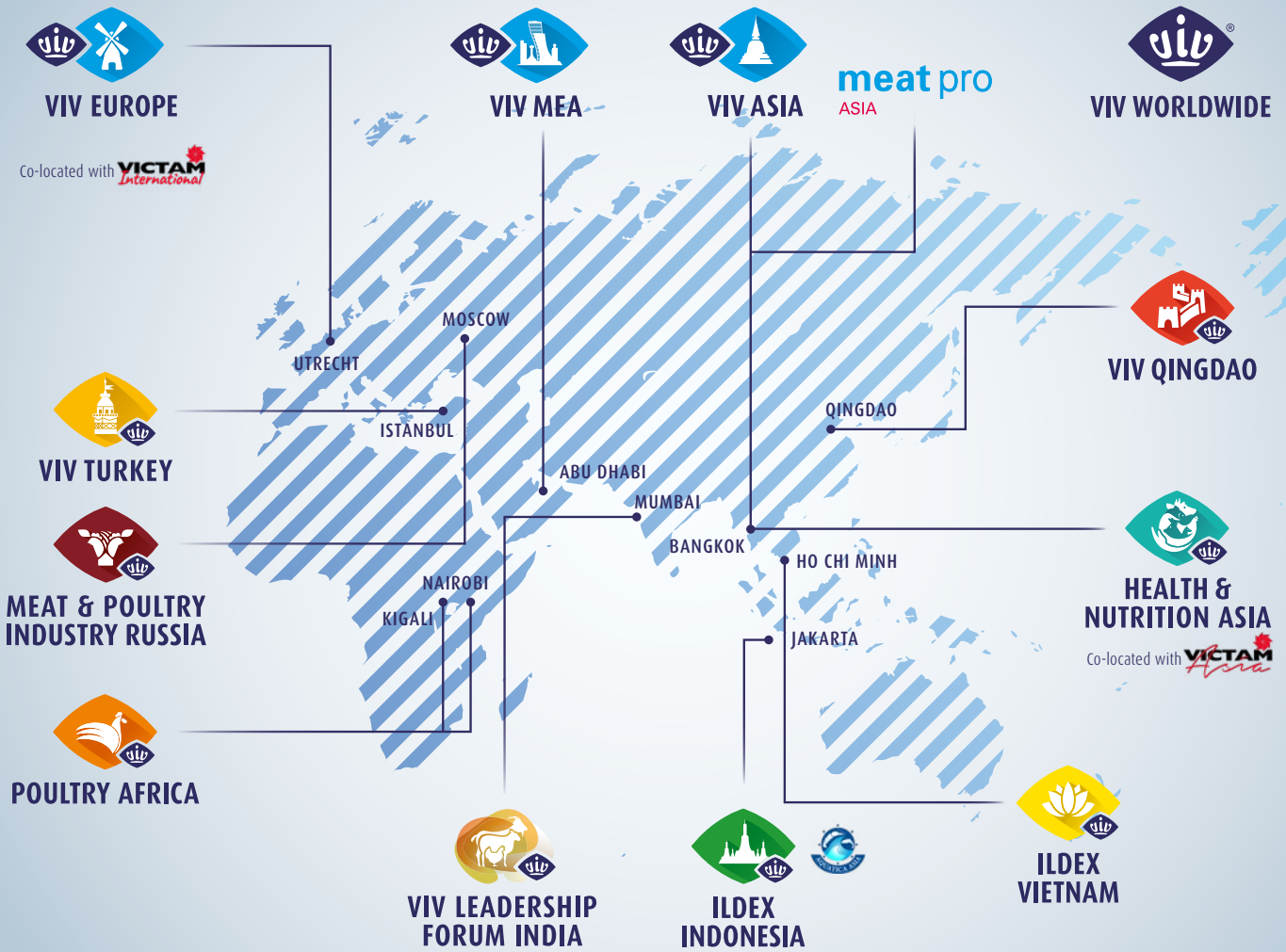
# A BIG THANKS TO OUR PARTNERS



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**SEE YOU AGAIN AT THE 4<sup>th</sup> EDITION!**



**VIV MEA 2023**

**ABU DHABI, U.A.E.**

**20-22 NOVEMBER**

**INTERNATIONAL TRADE SHOW  
FROM FEED TO FOOD  
FOR THE MIDDLE EAST AND AFRICA**

المعرض الدولي من العلف إلى الغذاء  
للشرق الأوسط وأفريقيا



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