



MEA 2025
ABU DHABI, UAE
25-27 NOVEMBER

SHOW REVIEW

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

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VIV MEA 2025 CONCLUDES SUCCESSFULLY

A GLOBAL GATEWAY DRIVING FOOD SECURITY AND INNOVATION IN THE MENA REGION

The 5th edition of the feed-to-food trade show for the Middle East and Africa wraps up with strong participation and impactful outcomes.

VIV MEA 2025 reaffirmed its position as the premier B2B platform for the feed-to-food industry in the Middle East and Africa, welcoming **10,830 professional visitors** and **144 industry leaders** from **over 110 countries**. Held from November 25-27, 2025 at ADNEC, Abu Dhabi, the event featured **505 exhibitors** from **49 countries**, showcasing cutting-edge solutions and technologies for animal protein production, animal health, breeding and hatching, croptech-feedtech, food engineering, feed ingredients and additives, aquaculture, and related sectors.

Over three days, VIV MEA delivered a vibrant marketplace for knowledge exchange, networking, and business development. Industry leaders, innovators, and decision-makers gathered to explore trends, forge partnerships, and discover solutions shaping the future of livestock, poultry, dairy, aquaculture, and related industries. The show's strategic partnership with the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA) reinforced its commitment to advancing the region's feed-to-food industry, focusing on food safety and sustainable agricultural development.

Eng. Majed Musabah Almemari, Hay Supply and Storage Section Head at ADAFSA, shares "Supporting VIV MEA 2025 gave ADAFSA valuable opportunities to strengthen its role across the feed-to-food value chain. The event enabled our teams to engage directly with international experts, learn about the latest technologies, and exchange knowledge on food safety, animal health, and sustainable farming."

He adds, "It also enhanced collaboration with global and regional industry partners, opening doors for joint initiatives and innovation projects. Overall, participating in VIV MEA helped us benchmark our practices, adopt new ideas, and reinforce Abu Dhabi's leadership in applying advanced and sustainable agricultural solutions."

A WORLD-CLASS HUB FOR REGIONAL FOOD SECURITY

VIV MEA 2025 provided an essential marketplace showcasing the complete spectrum of animal husbandry, including poultry, dairy, fish, shrimp, eggs, cattle, calves, goats, and camels. A significant highlight was the increasing international participation, featuring prominent global players and international pavilions from countries including the United States, France (which hosted the largest national pavilion), and Korea. The exhibition floor was officially sold out, underscoring the event's importance as a vital meeting ground for decision-makers across the MENA region.

"The French Pavilion at VIV MEA 2025 embodies France's strategic ambition to strengthen economic ties and foster trade partnerships across the MENA region. By showcasing the excellence of French agrifood companies, we aim to create synergies that accelerate growth, open new markets, and deliver sustainable solutions for global food security. This event is a cornerstone for building long-term collaborations that reinforce France's leadership in animal production and innovation worldwide," says Anne-Marie Brault, Business France - French pavilion for agriculture.



"The energy and collaboration we witnessed at VIV MEA 2025 were truly exceptional. Not only did we successfully host over 500 exhibitors and connect them with qualified buyers, but we also solidified our role as the crucial hub for future-proofing the region's food supply. The industry is actively embracing advanced technology and sustainable practices. We are incredibly proud of this edition and look forward to building on this momentum."

Tessa Remers, Project Manager of VIV MEA

A PLATFORM FOR INNOVATION AND INDUSTRY ADVANCEMENT

As a hub for cutting-edge developments, VIV MEA 2025 spotlighted advancements in agri-tech, biosecurity, and processing equipment. Attendees engaged in a comprehensive program featuring over 30 conference sessions with 130 speakers which were mostly free-to-attend.

The exhibition floor featured several important initiatives and specialized areas. For the first time, VIV MEA featured a dedicated Aquatic Pavilion, expanding the event into the aquaculture sector with the specialized 2nd edition of the Aquatic MEA conference program addressing sustainable seafood production essential to the region's protein needs. A key focus was also placed on digital transformation in the agrifood sector through the AgriBITS seminar, featuring sessions on AI, IoT, and smart technology to accelerate the development of robust, regional food systems. Furthermore, the Cities Leading Food Production Roundtables brought together international delegates to discuss critical topics spanning governance, technology innovations, water management, and regenerative agriculture; while the Poultry Marketing Round Table (PMRT) tackled intelligent water management in poultry farming.

A SUCCESSFUL CONCLUSION AND VISION FOR THE FUTURE

VIV MEA 2025 marked another significant milestone in the VIV worldwide portfolio, showcasing the industry's resilience and commitment to continuous growth and development in the Middle East and Africa.

Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs and VNU Group, shares his great optimism towards VIV MEA and its future:

"VIV MEA is a vital engine driving the conversation around global food security. The immense participation this year, together with the focus on sustainable solutions and smart technology, clearly demonstrates the commitment of the region to overcome challenges. We are proud to be an enabling platform for a resilient, self-sufficient, and technologically advanced food system for the next generation. The UAE's strategic vision and investment in food security innovation make it an indispensable partner in shaping the future of agriculture across the region and beyond. The energy from this edition carries us forward with great optimism towards our next gathering."



The VIV worldwide team and its partners extend their gratitude to the exhibitors, attendees, and supporters who contributed to making VIV MEA 2025 a massive success.

VIV MEA is a part of the VIV Worldwide portfolio and is organized by VNU Europe, the international division of Royal Dutch Jaarbeurs. **The next edition of VIV MEA will take place from November 23-25, 2027 at ADNEC, Abu Dhabi, United Arab Emirates.**



SHOW IN NUMBERS

VISITORS

10,830

Professional Visitors

144

Industry Leaders

110

Countries

EXHIBITORS

505

Exhibitors

49

Countries

SESSIONS

30

Conference sessions

130

Speakers

OVERALL VISITOR SATISFACTION

8.6/10



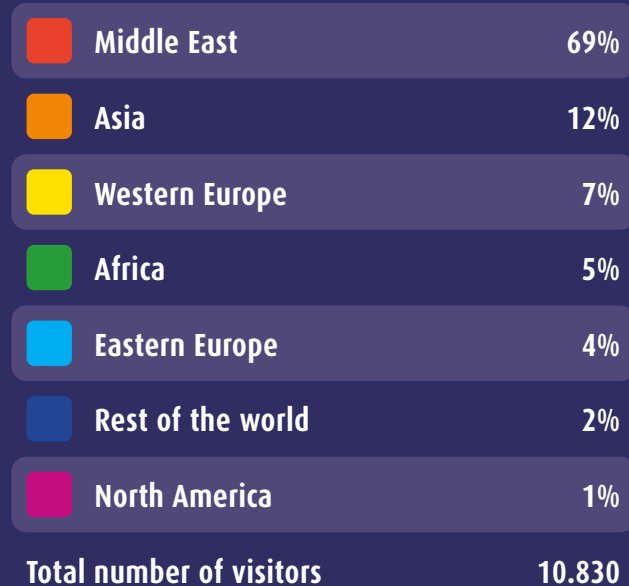
IMPORTANCE OF THE EVENT TO VISITORS

8.8/10

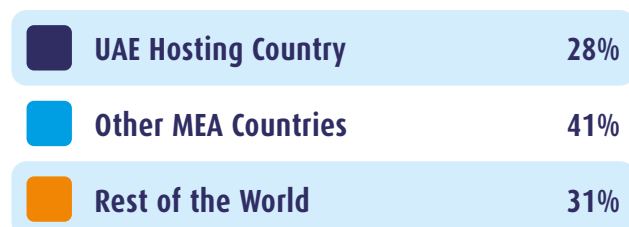


VISITORS AT VIV MEA 2025

VISITORS PER REGION



VIV MEA REGIONAL HUB



TOP VISITING COUNTRIES



VISITORS JOB FUNCTION

Executive Leadership / Owner	32.6%
Marketing / Sales / Representative	24.4%
Veterinarian	10.2%
Other	6.8%
Technical Manager / Engineer	5.4%
Purchasing / Procurement / Finance	4.5%
Farm Manager / Operations	3.4%
Product Developer	2.3%
Feed nutritionist	2.0%
Research & development	1.5%
Breeding / Hatching Manager	1.2%
Feed miller	1.0%
Investor / Consultant	1.0%
IT manager	1.0%
Government / Association	0.6%
Quality Control Manager	0.5%
Welfare / Sustainability	0.4%
Academic Researcher / Professor	0.4%
Data Analyst Manager	0.4%
Editor / Journalist	0.3%
Food Safety Manager	0.2%

FINAL DECISION MAKERS

Final Decision Makers	40.4%
Co-decision Makers	36.3%
Influencers	13%
Not Involved	10.3%

POSITION IN THE COMPANY

CEO / CFO / COO	37%
Head of Department	33%
Team Leader	13%
Other	17%



"Honestly, you have to go to VIV MEA next time. This year's event was fantastic. What impressed me most was how seamlessly it brought together every part of the animal protein value chain, poultry, dairy, aquaculture, feed, technology, health, everything in one place."

- Quote extracted from the post-show visitor survey

VISITOR TYPE OF BUSINESS

Animal Health	35%
Feed Ingredients & Additives	27%
Animal Farm	19%
FeedTech-CropTech	13%
Distributor / Wholesaler / Trader	11%
Breeding / Hatching	10%
Food Processing	6%
Quality Control / Hygiene	5%
Aquaculture Farm	5%
Other	4%
Logistics / Cold Chain	3%
Packaging / Labelling	3%
Foodservice / Retailer	2%
IT / Software	2%
External Knowledge	1%

VISIT PURPOSE

Networking

49%

Gain New Knowledge

48%

Buy New Products

44%

Re-connect With Existing Partners

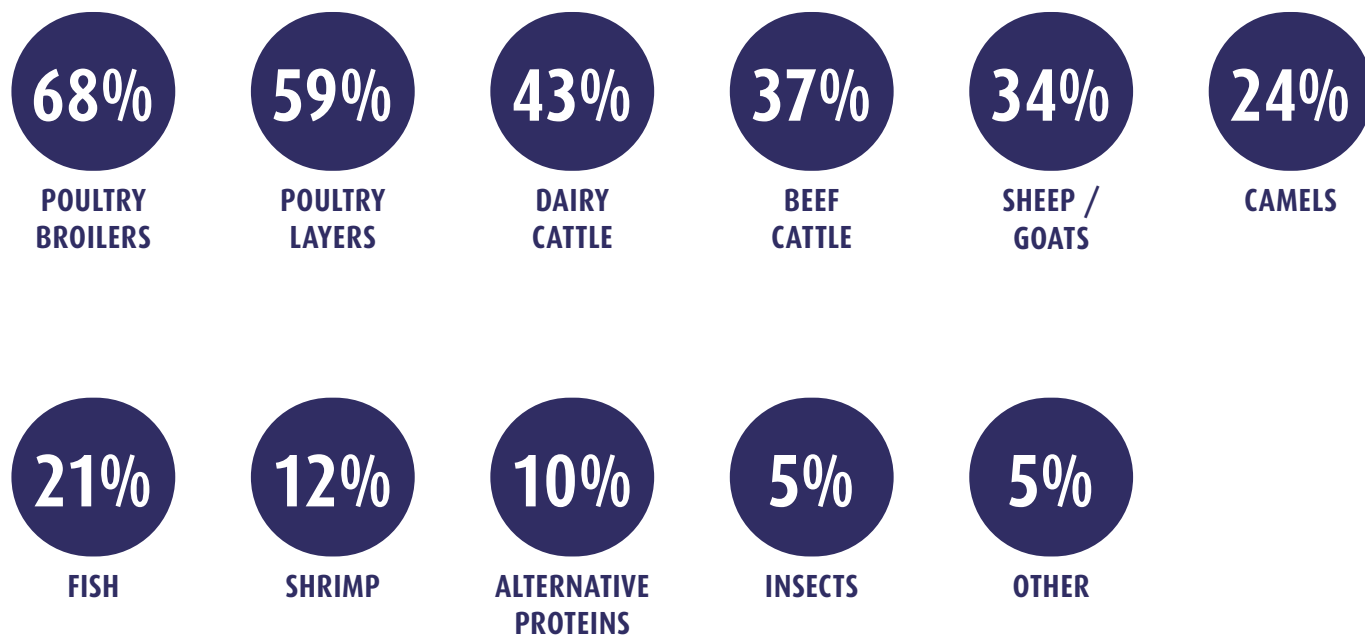
38%

Find New Investment Opportunities

32%



WHICH PROTEIN SOURCE ARE YOU INTERESTED IN?



DOES YOUR COMPANY HAVE INVESTMENT PLANS?

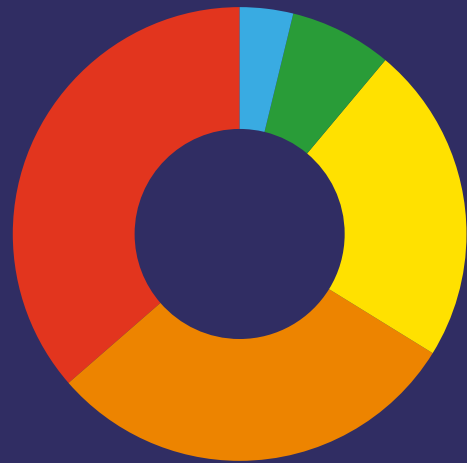
80.3% ANSWERED YES



EXHIBITORS AT VIV MEA 2025

EXHIBITORS PER REGION

	Western Europe	183	36.4%
	Asia	151	29.8%
	Middle East	115	22.7%
	The Americas	37	7.3%
	Eastern Europe	19	3.8%
Total number of Exhibitors		505	



EXHIBITORS BY SECTOR

Feed Ingredients and Additives	167	33.2%
Animal Health	133	26.3%
Farm Production	69	13.6%
Breeding and Hatching	44	8.7%
Food Processing	39	7.7%
Feedtech / Croptech	36	7.1%
Media / Consultancy	17	3.4%
Total	505	

EXHIBITOR SATISFACTION

Overall Exhibitor Satisfaction

8.1/10

Importance of the Event to Exhibitors

8.4/10

EXHIBITOR QUOTES



"Supporting VIV MEA 2025 gave ADAFSA valuable opportunities to strengthen its role across the feed-to-food value chain. The event enabled our teams to engage directly with international experts, learn about the latest technologies, and exchange knowledge on food safety, animal health, and sustainable farming.

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Eng. Majed Musabab Al Memari, Hay Supply and Storage Section Head at Abu Dhabi Agriculture and Food Safety Authority (ADAFSA)

"In the recent years, Middle East is developing. The poultry market Middle East is developing very fast and it's very important for us to be in this market and be in touch with the customers that's why we prefer to be at VIV MEA. We really enjoyed to be here because we are able to meet our customers from the region. We appreciate VIV for organizing this event."

Bulent Tanyildizi, Business Manager - Middle East & North Africa, Aviagen



"We want to meet customers that we don't know yet and of course to learn from all people in the region—what their business challenges are and to see how we can help them to face these challenges."

Max Obers, CEO, HATO Agricultural Lighting



“With this exhibition, for us it’s really important to meet existing clients, to connect with them, to show them that we are present as a global hatchery automation company as a leader in the industry. We need to be here, to be here for our customers, but also to show new customers what we can provide, what we can bring for their company.”

Nick van de Zande, Global Sales Manager, Viscon Hatchery Automation

“VIV MEA is a meeting point of the middle east especially but also it’s very international and it’s a big show that’s why we are here.”

Remzi Celik, CMO, TAVSAN Group



“VIV MEA has been an amazing platform for us for five editions where we’ve been able to interact with industry experts, with our existing and new partners and clientele since VIV MEA brings people from all across the globe.”

Anushrav Gulati, Director Of Business Development, Nurture Technology

“VIV MEA offered me the opportunity to engage on a global scale but make it actionable on a local level. That is unique, for opening up, for a story that is different – it demands bravery, vision, and actionability because everything here has been done in co-creation with VIV. Thankful for that from me but also from the society at large.”

Mark Frederiks, Managing Director, Common Source



CONFERENCES

VIV MEA 2025 wrapped up its three-day run at ADNEC Abu Dhabi, having delivered an impressive lineup of conferences that brought together global experts and regional stakeholders to address the most pressing challenges in animal agriculture and food production across the Middle East and Africa.

PRE-SHOW SPECIALIZED CONFERENCES

The event kicked off on **November 24** with two specialized paid conferences that set the tone for innovation:

Aquatic MEA Conference (2nd Edition) convened stakeholders at Capital Suite 13 to explore sustainable aquaculture development opportunities in the UAE. Organized in partnership with International Aquafeed Magazine and supported by the UAE Ministry of Climate Change and Environment, the conference tackled critical regional challenges in meeting the growing demand for sustainable seafood production.

Aquafeed Extrusion Conference (2nd Edition) ran concurrently, focusing on production and extrusion of aquatic feed, along with nutrition and farming practices for fish and shrimp. The conference provided valuable knowledge, solutions, and research for aquaculture professionals.

The Aquatic MEA Conference and the Aquafeed Extrusion Conference were made possible with the support of our media partner, International Aqua Feed.



MAIN CONFERENCE PROGRAM

The majority of conference sessions ran free of charge throughout the three-day exhibition, covering critical topics including animal health, food security, biosecurity, production efficiency, and sustainable farming practices.



AgriBITS Seminar (November 25-26) at Conference Plaza brought together experts exploring cutting-edge approaches to food security and agricultural innovation. Highlights included AI-powered models for sustainable food security in Abu Dhabi, demonstrated success stories of AI applications at the national level, and strategies for integrating poultry value chains. The seminar showcased how advanced technologies and collaborative approaches are actively reshaping agricultural practices globally.

Poultry Marketing Round Table - PMRT (November 26) at Capital Suite 13 addressed one of the sector's most pressing challenges: intelligent water management in poultry farming. Organized by MEAP Middle East Agrifood Publishers, WATT Global Media, and VIV Worldwide, the roundtable examined water use efficiency across the entire poultry production cycle—from intake to impact. With global population and protein production continuing to grow while freshwater availability remains fixed or declining, the discussions focused on how the industry can adopt smarter water management practices to balance food demand with planetary water resource realities.

Cities Leading Food Production Program (November 25-27) at the Transformative Food Square, hosted by Common Source and HubOrange, featured comprehensive roundtable discussions on governance, tech & health innovations, regenerative agriculture, water management, youth engagement, and finance & investment. The program brought together representatives from Europe, Africa, the Middle East, and Asia for cross-continental dialogue, highlighting how cities worldwide are collaborating to create sustainable, locally-driven food systems that strengthen regional food security and resilience.

SHOW PARTNERS



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Thank you to all our partners who contributed to making VIV MEA 2025 a success.

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IMPRESSIONS



RECAP DAY 1



RECAP DAY 2



RECAP DAY 3





SEE YOU IN

2027

**VIV MEA
23-25 NOVEMBER 2027
ABU DHABI, UAE**

VNU AGRIFOOD CALENDAR 2026 AND BEYOND

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM SEED TO FOOD



HEALTH & NUTRITION **ASIA** 2026

MARCH 10-12, 2026 • BANGKOK, THAILAND

In co-location with **VICTAM** *Asia*



VIV **EUROPE** 2026

JUNE 2-4, 2026 • UTRECHT, THE NETHERLANDS

In co-location with **VICTAM**



VIV **AFRICA** 2026

OCTOBER 7-8, 2026 • KIGALI, RWANDA



VIV **ASIA** 2027

MARCH 10-12, 2027 • BANGKOK, THAILAND

meat pro
ASIA



VIV **AFRICA** 2027

OCTOBER 6-7, 2027 • ABIDJAN, COTE D'IVOIRE



VIV **MEA** 2027

NOVEMBER 23-25, 2027 • ABU DHABI, UAE



VIV SELECT **INDIA** 2026

APRIL 22-24, 2026 • NEW DELHI, INDIA



ILDEX **VIETNAM** 2026

MAY 20-22, 2026 • HO CHI MINH, VIETNAM



VIV SELECT **CHINA** 2026

AUGUST 19-21, 2026 • SHANGHAI, CHINA



ILDEX **PHILIPPINES** 2026

AUGUST 26-28, 2026 • MANILA, PHILIPPINES



ILDEX **INDONESIA** 2026

SEPTEMBER 16-18, 2026 • JAKARTA, INDONESIA



VIV SELECT **TURKIYE** 2027

JUNE 9-11, 2027 • ISTANBUL, TURKIYE



ILDEX **INDONESIA** 2027

SEPTEMBER 15-17, 2027 • JAKARTA, INDONESIA

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