



VIV NANJING 2023

September 6-8 | Nanjing International Expo Center (Jianye District)

International Trade Show from Feed to Food
www.VIVworldwide.cn



POST SHOW REPORT

the 15th Edition

VNU | 万耀企龙 VNU | EUROPE

VIV NANJING 2023 Successfully Concluded in September

Business Cooperation Going Global

Professional Viewpoints Highlighted

At the beginning of 2023, as the festive spirit quickly returned, China officially rejoined the global trade stage, and international demands have also been on the rise. The enthusiastic Chinese animal husbandry industry responded quickly, and VIV Worldwide also quickly resumed the dual-way support mode for "Welcoming In" and "Going Global". During Sept. 6th-8th, 2023, VIV Nanjing, a VIV project in China, was concluded successfully. The number and quality of international buyers attending the exhibition exceeded industry expectations, and more than 10 summit forums were held simultaneously, providing a brilliant and diverse program.

STATISTICS

36,000 sqm
Exhibition Area

3,200+
Conference Attendees

388
Exhibitors

380
Industry Leaders

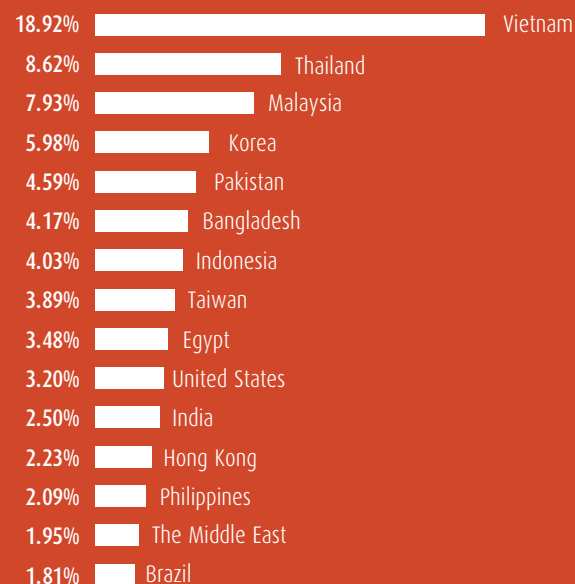
32,765
Visits

4,305
International Visits

38
Countries and Regions

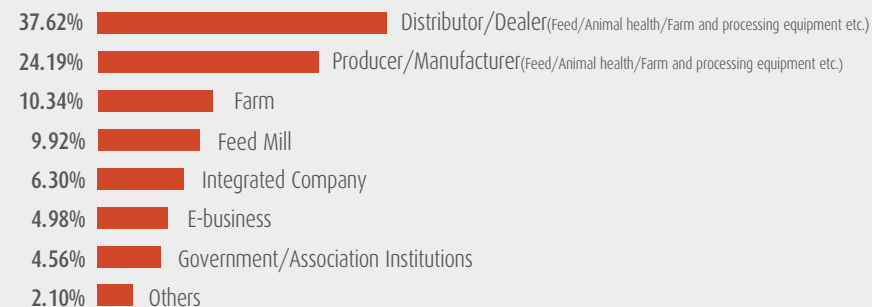
46
International Procurement Delegations

Main Countries & Regions of Purchasers (Top 15)

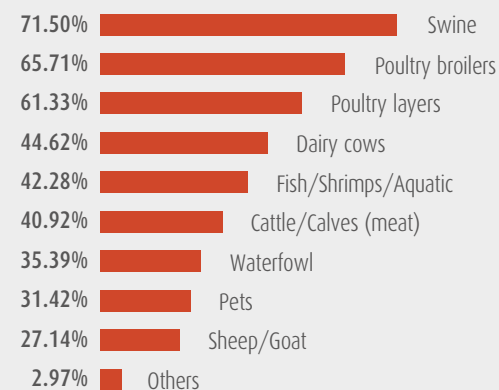


* Note: Not including mainland China

Main Types of Purchasers



Interested Livestock



Top 10 Interested Products



From “Feed to Food” Full Industry Chain Integration Clustering of High-Tech Solutions and Products

MAIN BUSINESS



Note: Due to limited space, only partial exhibitors' information is listed.



At VIV Nanjing 2023, various enterprises gathered together, including leading enterprises and new representatives in the field of animal husbandry. Their products covered feedstuffs, feed additives, feed products, feed processing equipment, veterinary drugs, animal health, medical equipment, livestock and poultry, breeding and incubation equipment, breeding equipment, slaughtering and processing equipment, dung disposal equipment, and high-quality livestock and poultry products.

At the exhibition, numerous high-tech enterprises showcased extensive applications and future prospects of new technologies such as AI, and big data in the livestock industry, attracting many on-site attendees, especially buyers from Southeast Asia, Central Asia, and Africa.

SPECIAL EXHIBITION AREAS

The livestock industry, spanning the entire supply chain from feed to food, is a crucial sector that directly impacts a nation's economy and the well-being of its citizens. It serves as the foundation for ensuring food safety. VIV in China focuses on the entire industrial chain “from feed to food” and “from farm to dining table”, guaranteeing food safety and nutrition from the source.



[Source of Feed]China's Antibiotic-free Program: Exhibition Area for Chinese Veterinary Medicine and Natural Plant-Based Feed Ingredients Achievements

In 2023, VIV Nanjing reached a strategic cooperation with Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCM., mixing Chinese medicinal materials and natural plant extracts into feed products and forming a scheme of green and healthy breeding with Chinese characteristics. Many leading domestic enterprises in this field joined forces for a collaborative exhibition and provided dedicated recommendations for over 40 companies.

[Food Terminal]Shanghai Poultry Industry Development Achievements Exhibition Area

Bringing the industry chain closer to the food terminal, a distinctive exhibition area showcasing the “Shanghai Poultry Industry Development Achievements” was co-created in partnership with the Shanghai Poultry Industry Association. Over ten companies, including Shanghai Zhengyang Poultry, Shanghai Poultry Breeding Co., Ltd., Shanghai Dahe Egg Products, and CP Group etc., jointly participated in this exhibition. In the future, there will be further collaboration around the poultry industry, the VIV projects in China, and other VIV Worldwide initiatives.



International Exchange Gradually Returning to Normal Welcoming Overseas Buyers In

In the pre-show international promotion, the VIV China exhibition has continuously launched overseas-themed activities such as "Welcome back to China" and "Make your trip in China more valuable", offering visa assistance, dining, accommodation, and other support for visiting attendees. Through meticulous preparations and targeted invitations, these efforts have received positive responses from overseas buyers, resulting in the formation of 46 international visitor delegations. The quality of goods purchased during this visit is exceptionally high, with over 80% of attendees having specific purchasing demands. To better align with their procurement requirements and enhance on-site trade success for exhibiting companies, the organizers conducted multiple rounds of mutual reminders in the lead-up to the event.



24/7 Annual Business & Trade Supporting System

VIV in China team will continue to provide business cooperation and coordination service for all participating enterprises and buyers after the show, and will organize more precise business match-making activities in the future.

INVITED PROFESSIONAL BUYERS

Note: Due to limited space, only partial buyers' information is listed.

A2M Egypt Co.	Dai Long Nutrition Co., Ltd	k-greentech.co.,ltd	Yenher Agro-Products Sdn Bhd	Jiangsu Grain Machinery Co., Ltd	Shandong Qiou Supply Chain Co., Ltd.
AFA IMPORT AND EXPORT JOINT STOCK COMPANY	DBSN Farms Agriventures Corp.	Kisakye Farm House Limited	Yenher Biotech Sdn Bhd	Jiangsu Nongbang Poultry Industry Co., Ltd.	Shandong Xiangchi Grain and Oil Co., Ltd.
Age D'or Sdn. Bhd.	De Heus Premix B.V.	Knack Kohlan Co.,Ltd	Zubair feeds pvt limited	Jiangsu Jinjiyuan Poultry Industry Co., Ltd.	Shandong Yisheng Livestock & Poultry Breeding Co.,Ltd.
Agriprom pakistan	Dubai Fishermen cooperative association	KTY CHEMICALS SDN. BHD.	ООО "К о П И Т А Н И Я"	Jiangsu Grain, Oil and Food Import and Export Group Co., Ltd.	Shanxi Jinlong Breeding Co.,Ltd.
AGRO SAMMIX LLC	Eastern Veterinary Services	LVA VIETNAM COMPANY LIMITED	United Arab Emirates Huaxia Trading Co., Ltd.	Greenland Poultry Breeding Farm	Shanghai Chongbao Pig Farm
Anitrition Biotech Inc.	Ekramul Haque Agro Ind. Ltd.	M/s Betaga Traders	Anhui Fengyuan Pharmaceutical Import and Export Co., Ltd.	MSD Animal Health Products (Shanghai) Co., Ltd.	Shanghai Poultry Breeding Co., Ltd.
Ankar-imek Ltd	Elixir Feed Additives doo	Mehar agriculture Dairy farm	Anhui Zhengdayuan Feed Group Co., Ltd.	Muyuan Foods Co., Ltd.	Shanghai Jun'an Special Layer Farm
Apollo Feeds Pvt. Ltd	Falken Trade Polska Sp. z o.o.	Mumtaz Feeds & Allied ind	Beijing Huadu Yukou Poultry Industry Co., Ltd.	Nanjing Bafang Feed Co., Ltd.	Twin Breeding Group Co., Ltd.
Aqua Feeding Supply Co., Ltd.	FANO GROUP LIMITED	MYANMAR C.P. LIVESTOCKS CO.,LTD	Dacheng Food (Asia) Co., Ltd.	Nanjing Heye Import and Export Trading Co., Ltd.	Sichuan Chuanwazi Food Co., Ltd.
Asia Poultry Feeds (Pvt) Ltd	Felipe's Importadores Limited	New Sensation Veterinary Medicine co.,Ltd	Fengji Food Group Co., Ltd.	Nanjing Pukou Farm	Sichuan International Supply Chain Management Co., Ltd.
Aumpan Farm	Gold Green Farm	000 PK Korma	Fujian Shengnong Development Co., Ltd.	Nantong Haixu Poultry Industry Co., Ltd.	SunDaily
AXIOM	Golden Jade Foods Incorporated	Poultry farm Smetanino	Fufeng Group Import and Export Corporation	Nantong Zhonghe Livestock and Poultry Breeding Co., Ltd.	Sun Valley Foods Limited
Behn Meyer Chemicals (T) Co., Ltd.	Greennutrition Viet Nam JSC	PT.INDOVETRACO MAKMUR ABADI	Bright Food Group - Shanghai Haifeng Dafeng Poultry Industry Company	Youran Dairy	Taizhou Dajiang Poultry Industry Co., Ltd.
BETA BANGLADESH LTD	Hitech Pharmaceuticals Pvt Ltd	Quality Feed Limited	Guangdong Nutriera Group Co., Ltd.	Ningxia Xiaoming Agriculture & Animal Husbandry Co., Ltd.	Tangrenshen Group Co., Ltd.
Bimco Animal Health Ltd	Hoa lam viet nam	Saintlane Industry Co Limited	Guangxing Meat Processing Factory	Ningxia Eppen Biotech Co., Ltd.	Tequ Group
Blue Trading Joint Stock Company	Hoa Phat Feed Company	Salva Feeds Mills PVT LTD	Guoquan (Shanghai) Import and Export Trading Co., Ltd.	Suzhou Ovodan Foods Co., Ltd.	Tech-Bank Food Co., Ltd.
Busso Group SpA	Hoang Minh Agricultural and Production JSC	Taala farms inc	Sinopharm Group	Qingdao Jingdong Electronics Co., Ltd.	Nanjing Weigang Dairy Co., Ltd.
C.P Vietnam Corporation	INDIAN TRADING BUREAU PVT. LTD.	Tahir Riaz Poultry & Company	Hebei Fama Import and Export Trading Co., Ltd.	Rongda Poultry Industry Co., Ltd.	Wens Foodstuff Group Co., Ltd.
Cefetra Feed Service BV	Intracin Pharma Pvt.Ltd	TRF FEED MILL CO.,LTD.	Hebei Fangcaodi Animal Husbandry Co., Ltd.	Rudong Yashan Livestock and Poultry Farm	New Hope Liuhe Co., Ltd.
CIC FEEDS (PVT) LTD	ISKY Chemicals Co., Ltd.	U TEAM FOOD MACHINERY (M) SDN BHD	Nutrifeed B.V.	Nedap Agri B.V.	Zhejiang Chemicals Import & Export Corporation
CJ Myanmar Co., Ltd.	Jalal Din Chicks & Farms	UNIQUE FEEDS	Huacheng Poultry Industry Co., Ltd.	Sanxing Xiliang (Jiangsu) Ecological Agriculture Development Co., Ltd.	Zhejiang Pharmaceutical Co., Ltd.
CJ VINA AGRI CO LTD	Janakpur Agro	V-GROUP VIETNAM CO.,LTD	East China Animal Husbandry Co., Ltd.	Shandong Anchi Group	Zhengda Poultry (Henan) Co., Ltd.
Công ty TNHH V- Group Việt Nam	Kantipur Vet Distributors Pvt. Ltd.	VHRUSHI INDIA PVT. LTD.	Huamei Food Group	Shandong Fengxiang Co., Ltd.	China Jiangsu International Economic and Technological-Cooperation Group Co., Ltd.
CTCBIO Viet Nam	KARTAL KIMYA SAN VE TIC AS	VINA FEED	Zhumadian Huazhong Chia Tai Co., Ltd.	Shandong Hongda Group	
DAE YONG VIET NAM	Kemimet International OU	Vitaland nutrition Inc	Jiangsu Jinghai Poultry Industry Group Co., Ltd.	Shandong Huanshan Group	
			Jiangsu Lihua Animal Husbandry Stock Co., Ltd.	Shandong Mingyue Food Co., Ltd.	

Internal Introduction, External Communication, and Persistence in Integrity and Innovation High Quality Conferences Highlighted

Conferences and forums have always been a crucial part of VIV Nanjing. In recent years, the mode of “main forum” along with “strategic cooperation forums” has been adopted. This approach integrates multiple high-quality forums, ensuring complementary themes and cross-sector interaction.

In 2023, the topics of conferences and forums placed a greater emphasis on two major sectors: poultry and feed. Industry professionals and leading enterprises gathered together to provide insights and strategies for industrial development, making the forums highly attended and beneficial for all participants.

MAIN FORUM IN 2023

VIV International Summit co-organized by VIV Nanjing and AgriPost.CN set the theme of “Internal Introduction, External Communication, and Persistence in Integrity and Innovation”. The forum further analyzed the new development pattern of animal husbandry at home and abroad, discussing the hot issues of poultry breeding and feedstuffs, and seeking solutions and new development ideas from the source. The Summit featured 3 main forums and 2 parallel forums all crowded with attendees, totaling over 3,200 participants

- ◆ September 6th: Opening Ceremony & Overall Trend Analysis
- ◆ September 6th: Poultry Breeding Session
- ◆ September 7th: Feedstuff and Raw Materials Session
- ◆ Parallel Forum: Technology of Feed Nutrition and Safety Seminar
- ◆ Parallel Forum: Higher Profit, Lower Cost -- The Sustainable Farm Development Summit by Wellhope Foods Co., Ltd.



 **96%**
Partners Satisfaction

STRATEGIC COOPERATION FORUMS



Digital and Intellectual Development of Poultry Farming Forum



The Natural Plant Feed and Animal Health Forum 2023

Honored Guests and Speakers:

- Wang Junxun
Former Deputy Director, Animal Husbandry and Veterinary Bureau of the Ministry of Agriculture and Rural Affairs
- Du Wei
Director of Feed Evaluation Department, National Animal Husbandry Services, Ministry of Agriculture and Rural Affairs
- Jadon Marianetti
Agricultural Attaché, Office of Agricultural Affairs, U.S. Embassy Beijing
- Jiang Jiahua
Secretary-General of Feed Industry Association of Jiangsu Province
- Zhu Wenqi
Secretary-General of Shanghai Poultry Trade Association
Deputy Secretary-General of Yellow Feathered Chicken Branch of China Animal Agriculture Association
- Wang Guangsheng
President of China Yellow Broiler Industry Association of China Poultry Industry Association
Vice President of Beijing Wode Chenlong Biotechnology Co., Ltd.
- Liu Xubin
Secretary-General, Animal Agriculture Association of Shanxi Province
- Yuan Changding
Secretary-General of Chongqing Animal Agriculture Association
- Ina Enting
Asian Director, Netherlands Agro & Food Technology Centre (NAFTC); CEO of DMFC
- Manuel Sanchez
Country Director, U.S. Grains Council Beijing Office
- Professor Liu Fenghua
Secretary-General, Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM
- Zhu Zengyong
Chief Analyzer, Animal Institute, Chinese Academy of Agricultural Sciences
- Zheng Maiqing
Professor and Master Tutor, Institute of Animal Husbandry and Veterinary Medicine, Chinese Academy of Agricultural Sciences
- Shi Shourong
Researcher, Deputy Director, Jiangsu Institute of Poultry Science
- Xiao Fan
Vice President, Chief Scientist of Breeding, Shengnong Research Institute
- Zhang Xiaolin
Director, Animal Nutrition Center, Nutrition and Health Research Institute, COFCO Corporation
Yan Xinghui
General Manager, Yihai Kerry (Taizhou) Biotechnology Co., Ltd.
- Edison Liu
Marketing Director of Big Dutchman China
- Zheng Hongfei
President of Cargill Animal Nutrition North Asia
- Zhu Zekun
Senior Analyst at SCI99
- Richard Herzfelder
Senior Consultant, Gira Consulting & Research
- Duan Jiniao
Professor, Former Vice President of Nanjing University of Chinese Medicine
- Yan Xianglin
Vice President of Nanjing Agricultural University
- Mao Shengyong
Professor, Dean of the School of Animal Science and Technology, Nanjing Agricultural University
- Dou Daolong
Professor, Dean of Academy for Advanced Interdisciplinary Studies, Nanjing Agricultural University
- Xu Jianqin
Professor, Chairman of Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM
- Dai Xiaofeng
Researcher, Chairman of Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM
- Zeng Jianguo
Professor, Hunan Agricultural University
- Wang Gaiqin
Director of New Resource Development Research Institute, Anyou Group Research Institute
- He Jun
Professor, Director of Animal Nutrition Institute, Sichuan Agricultural University
- Zhang Binkun
Professor, College of Animal Science and Technology, China Agricultural University
- Xu Yi
Chief Scientist, Jiangsu Yike Food Group Co., Ltd.
- Si Wei
Researcher, Institute of Animal Husbandry and Veterinary Medicine, Chinese Academy of Agricultural Sciences
- Wang Haibin
Professor, Nanjing Agricultural University
- Wang Deyun
Professor, Nanjing Agricultural University
- Zhong Xiang
Professor, Nanjing Agricultural University

VIV INNOVATION AWARDS CEREMONY

VIV has always been dedicated to encouraging innovation to accelerate the market application of new technologies and products. VIV salutes unwavering craftsmanship, showcasing innovation, and harnessing the power of an exemplary role model. On the second day of the exhibition, VIV InnovAction Awards Ceremony was grandly held, focusing on the main theme of "Persistence in Integrity and Innovation".

This award is an important tradition of VIV in China. In 2023, four awards were set, covering antimicrobial-free feed additives, feed production efficiency, animal health and nutrition, and intelligent poultry breeding respectively. A total of 78 enterprises and institutions won the awards. A special exhibition area for the award-winning enterprises was also set at the exhibition hall.



GLOBAL MEDIA INTERVIEWS



All together 20+ local mass medias were specially invited to VIV NANJING 2023, including the Xinhua News Agency, China News Service, JSChina.com.cn, Nanjing Broadcasting System, Nanjing TV Station, the Nanjing Daily, Jiangsu Broadcasting Corporation and CRI Online, etc. And 50+ local and international vertical media in the livestock industry were also came to the exhibition for interviews of exhibitors and speakers, and published multi-dimensional in-depth reports on the show.

EXPLORE VIV NANJING

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云游VIV
- Explore VIV NANJING -



Scan to Review

During the exhibition, the photo live streaming platform was launched, with nearly 90,000 views. The camera team took exquisite photos for exhibitors and visitors, leaving a beautiful memory of VIV Nanjing 2023.

The Guiding Unit: Shanghai Poultry Trade Association

In September 2023, the cooperation between Shanghai Poultry Trade Association and VIV turned out to be a complete success. The exhibitors of the association were fully displayed at VIV Nanjing 2023, receiving wide attention. Some enterprises gained new customers and orders through the golden opportunity of mutual empowerment and cooperation! Based on the advantages and characteristics of the Shanghai poultry industry, we will actively link the Yangtze River Delta to promote consumption and production, brands and bases, deepening the integration and development of the industrial chain, embracing the global high-quality resources, and carrying out more cooperation with the VIV projects in China and overseas projects.

Strategic Partner: Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM

A summit forum on natural plant feed and healthy breeding was hosted by Nanjing Agricultural University and VIV in China, and undertaken by VIV Nanjing, so as to promote the market popularization, scientific and technological innovation, and industrialization of "7.6 Natural Plant Feedstuff Standards". The VIV team provided excellent services for the successful convening of this summit forum in terms of venue, funds, and personnel reception and coordination. We felt very satisfied with this cooperation. In 2024, we're looking forward to another cooperation in Nanjing so as to promote the global production of anti-antibiotics, antibiotics alternatives, and green animals on the VIV platform and provide a Chinese solution to the healthy development of the animal breeding industry.

Strategic Partner: China Poultry Media (Jiangsu) Co., Ltd.

The Seminar on Digital Intelligence Development of Poultry Breeding 2023 co-sponsored by China Poultry Media (Jiangsu) Co., Ltd. and VIV was held successfully. As a fruitful conference, it was well acclaimed by the attendees, who have conducted in-depth discussions and exchanges on their concerns and achieved a series of important results. We're looking forward to maintaining efficient cooperation, exploring new opportunities, and achieving greater success.

Strategic Partner: Big Dutchman

The main reason why we chose to participate is that VIV trades show in China serves as a professional platform for the animal husbandry industry. The exhibition is located in Nanjing, with a rich historical background and well-developed transportation, which can cover more customers in the East China region. Looking at the reputation of past exhibition visitors, agents, and even friends from overseas, we have decided to participate. This is our first time participating in the exhibition, and my biggest and deepest impression is that the exhibition fully covers the upstream and downstream of the animal husbandry industry chain, and the platform has a very wide coverage for exhibitors. Secondly, the exhibition covers a wide range of fields and product types, including leading enterprises and emerging enterprises in the fields of feed raw materials, feed additives, feed processing, animal medicine animal protection, intelligent breeding, slaughter processing, and high-quality livestock and poultry products. The customer categories are also very comprehensive, and information resources are more concentrated.

The exhibition has received good feedback from our users and market, so for LightOn, it provides us with more opportunities to meet more users and partners. At the same time, it is also a great showcase for our brand, providing a great platform for the release of new products, the embodiment of new technologies, and the interaction and communication with users.

In the future, we wish VIV a higher quality animal husbandry exhibition in China, and we also hope that on this platform, more equipment and service suppliers can provide new equipment to more customers and users.

Strategic Partner: AgriPost.CN

The more strategically focused VIV Nanjing highlights its unique features and advantages as an international platform. In today's world marked by ongoing geopolitical conflicts, international exchanges and cooperation within the industry are especially valuable and necessary. In a market with severe overcapacity in the industry, the high-quality development of various links in the industrial chain will become a trend. These principles also reflect the service philosophy upheld by AgriPost as an industry communication platform. We're looking forward to deeper and broader cooperation in the future.

Strategic Partner: Wellhope Foods Co., Ltd.

The exhibition has provided a good opportunity for industrial exchanges, in which the rumination brand of Wellhope has been widely publicized. The maintenance of old customer relationships and the experience and stickiness of new customers have been further strengthened. Their intention of follow-up cooperation will be even greater. In addition, the abilities of Wellhope's internal rumination team to organize large-scale activities have been practiced. Thanks to the meticulous design and reasonable booth layout by the VIV sponsor, we have learned from and exchanged with industrial peers. We hope that in the future, this high standard can be maintained and more industrial experts can be invited.

Exhibitor: Brazilian Renderers- ABRA

We attended VIV Nanjing in 2018 and this is the second time we came to Nanjing. We have great confidence in successfully promoting Brazilian bone meal and oil products in China. Currently, the Chinese and Brazilian governments are in talks on free trade of import and export between two countries. All together 62 member enterprises of our association are ready to export products to China.

Exhibitor: Phagelux (China) Bio-tech Co., Ltd.

VIV Nanjing 2023 has gathered outstanding enterprises at home and abroad. Phagelux will continue to attend VIV Nanjing 2024. We hope that the exhibition next year will be even more popular than this year's!

Exhibitor: Yangzhou Kerunde Machinery Co., Ltd.

The overall effects were satisfactory, with the number of international visitors beyond expectations. Look forward to expanding the scale in VIV Nanjing 2024 to attract more and more exhibitors and visitors both at home and abroad.

Exhibitor: Shandong Longchang Animal Health Products Co., Ltd.

It is our great honor to have enabled our old and new friends from around the world to get together. We have gained a deeper understanding of each other, believing that our cooperation with customers will be more stable and diverse.

Exhibitor: Shandong Luxi Animal Medicine Share Co., Ltd.

The leaders from various industries gathered in China's important animal husbandry base. The domestic and foreign trade departments of our company were also present at the exhibition, receiving fruitful results. On the whole, customers were quite satisfied with our products, packaging design and quality. We hope that VIV will be better and stronger year by year.

VIV SELECT CHINA 2024

SELECT



CHINA

Nanjing International Expo Center

09.05-07

See you again in Nanjing

September | **Nanjing**, China!

International Trade Show from Feed to Food



VIV worldwide



Booth Booking

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