



VIV Qingdao 2019

亚洲国际集约化畜牧展览会（青岛）

September 19-21 | Qingdao Cosmopolitan Exposition, China



Post Show Report

The 12th
Session



VIVworldwide

WWW.VIV.NET

www.VIVworldwide.cn

VNU | 万耀企龙

vnu exhibitions
europe



Highlight moment

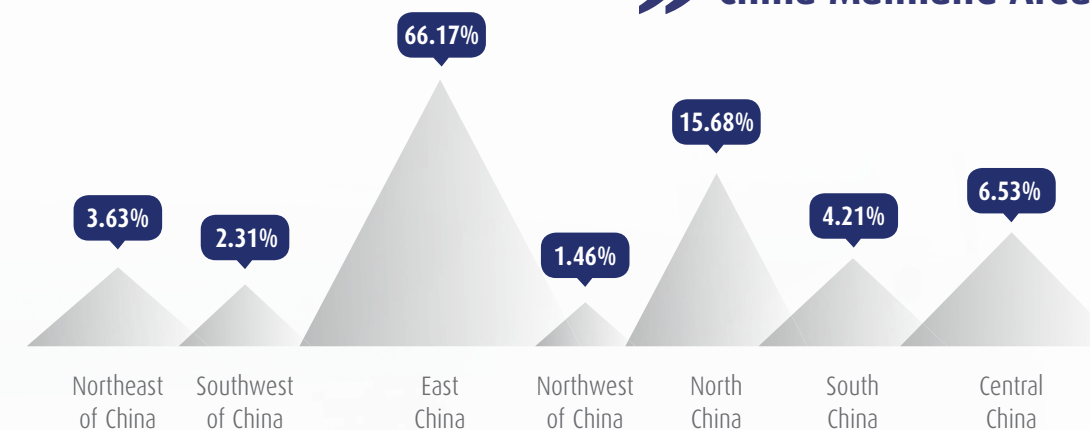
A successful practice of VIV 2.0

VIV Qingdao 2019, held on September 19th - 21st, has come to a successful conclusion and has proved itself as a high-level international husbandry exhibition with the upgraded and renewed concept.

Visits to VIV Qingdao 2019

Up 25% compared to 2018

China Mainland Areas



Statistics

451
Exhibitors

50,000m²
Exhibition Area

20+ Co-Current conferences
4,439 Attendees

20,257 Compared to 2018 **25%**
Visits

2,315 Compared to 2018 **13%**
Overseas Visits (from 45 countries)

83 Buyers Delegations

• **150+** Media • • **200+** Hosted Buyers • • **300+** Industry Leader •

90.14%
Satisfaction of Exhibitor

97.32%
Satisfaction of Visitor

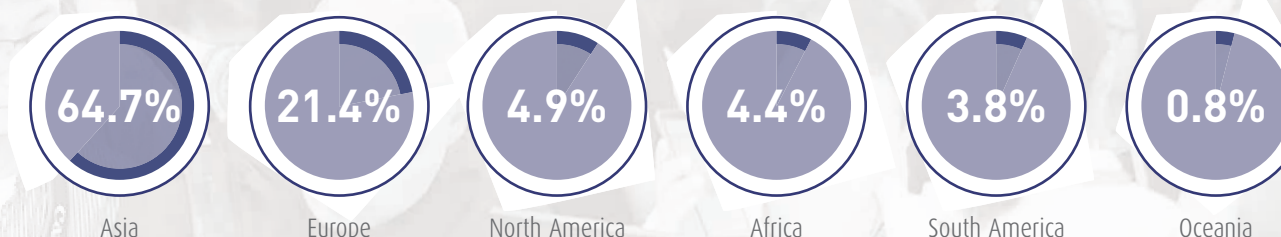
Top 10 Visiting Countries (After China)

TOP 1:	South Korea	8.82 %
TOP 2:	India	8.01 %
TOP 3:	Malaysia	7.33 %
TOP 4:	Indonesia	5.70 %
TOP 5:	Russia	4.61 %
TOP 6:	Vietnam	4.07 %
TOP 7:	Thailand	3.93 %
TOP 8:	Japan	3.80 %
TOP 9:	Iran	3.12 %
TOP 10:	Nepal	3.12 %

Job Function

General Manager / Senior Manager / Farm Owner	40.75%
Marketing / Sales Manager / Representative	26.87%
Technical Manager / Engineer / Technician	12.35%
Purchase Manager / Purchaser	11.95%
Researcher	2.96%
Consultant	1.62%
Veterinarian	1.61%
Nutritionist	1.36%
Government Representative	0.53%

International Visits by Region (Excluding China)



Old friends & new faces, covering the whole value chain from feed to food

VIV Qingdao 2019 exhibited in Hall S1 - S4 and an exhibition area outdoor. Animal Welfare Concept Display are in Hall S1 and Poster Area on Swine Science in Hall S3 became a great attraction to visitors. Shandong, one of the most popular husbandry bases in China, showed their energy and strength in VIV Qingdao.

Collection of leading companies Fresh energy pumped



(Ps: Only part of 2019 exhibitors, in alphabetical order.)

Comments of exhibitors

Chengdu Little Giant Animal Husbandry Equipmen Co., Ltd.

Mr.WeI Ning | General Manager

We are VIV's old friends. We exhibited in VIV every year. We paid the most attention to VIV Qingdao 2019 and showed our new products. We hope to co-operate with VIV more and more, for taking China poultry equipment to the world.

Shandong Huajiang Agro-Husbandry Equipment Co., Ltd.

Mr.Cunyou Fan | Vice President

This is the first time we have attended VIV in China and we heard that this is also the first time that VIV has been held in Qingdao. Exhibitor services are good, wish VIV become better.

Shanghai Menon Animal Nutration Technology Co., Ltd.

Mr.Jihai Zhang | Marketing Director

We have attended VIV for several times, but it's different this year. The new organizers changed the whole pattern, there were lots of activities like InnovAction online votes and Workshop. All of these make us feel good and fresh.

FAMSUN.Co., Ltd.

Mr.Bing Shao

Strategy & Marketing Genral Manager

We think VIV Qingdao 2019 became more diversified, it's a nice and brave try in China that merged with agriculture sector. There are workshop and other activities during the expo. It's good to sharing and communicating.

CEVA

Mr.Yang Zhao

Business Unit Director for Swine and Ruminant

VIV did some creation in the academy like cooperated with CSSC, we can learn and share technologies in the show. China market is so big, CEVA hopes to make further development in China.

Kanters

Mr.Gangqi You

Technical Manager

We used to be a visitor, this is the first time we become exhibitor. Our products, this time to promote, is cleaning products. Since we entered Chinese market, it shows very good result.

Intelligent Animal Husbandry Machinery Hebei Co., Ltd.

Mr.Lin Xue | Sales Manager

VIV Qingdao not only has professional exhibitors and visitors, but also has high-quality products displayed on site.

20+ Co-current conferences, convey voices from all over the world

» 45% Speakers from overseas
4439 Attendees



» Worked closely with governments and industry organizations

- China Association for the Promotion of International Agricultural Cooperation
- China National Food Industry Association
- China Council For The Promotion of International Trade Qingdao Sub-countil
- Chinese Association of Animal Science and Veterinary Medicine
- Food and Agriculture Organization of the United Nations
- Compassion in World Farming
- Pork Checkoff
- U.S. Meat Export Federation
- National Pig Industry Technology System
- China Animal Disease Control Center
- International Feed Industry Federation
- U.S. Department of Agriculture
- Netherlands Agro & Food Technology
- Netherlands Business Support Office in Qingdao
- Embassy of the Kingdom of the Netherlands
- The Royal Danish Embassy, China
- British Pig Association
- Rabobank Singapore
- Euromonitor International
- China Pig Industry Chain Platform
- US China International Institute

(Ps: Only part of cooperators in no particular order.)



The Third
China Swine Science Conference



The Third
World Conference on Farm Animal Welfare



The Second
Farm and Food Integration Forum



VIV International Summit



Sino-Dutch Poultry Industry
CEO Round Table



Cargill Global ASF Prevention and
Control Experience



Animal Health Industry
Analysis Forum



Workshop

Wonderful on-site activities: Enhance the interaction between companies and buyers



InnovAction

蓄势待发

» VIV InnovAction Award: Served for the practical application of the latest technologies and products

InnovAction Area located at the entrance of Hall S1. 26 awarded products were displayed in the InnovAction area with sharing speeches by the representatives of the awarded companies.



» Delegations & VIP Tour

Delegations from Russia, Korea, Thailand, Vietnam, Iran, India, Egypt, Malaysia, Bangladesh, etc. are organized by different committees, media partners and companies to visit the show on the second day of VIV Qingdao 2019. Altogether 83 delegations from large-scale enterprises, animal health industry, feed industry, etc. visited related exhibitors such as farming equipment, environment protection equipment, feed, animal health and so on, and had business meetings with each other. Further trading co-operations between them will be discussed afterwards.

» Match-Making

VIV has determined to make the hosted-buyers service in China this year. Around 200 buyers from large-scale farming, feed factory and slaughter house and food industry joined the program. Research about buying demands, recommending exhibitors and on-site match-making made a success in helping communicating between buyers and companies. Buyer group organizing for exhibitors will be an important strategy for VIV in China.

Awarded List

HENAN HUALUO AGRICULTURAL MACHINERY CO., LTD.
JIANGSU ZHENGCHANG CEREAL AND FEED MACHINERY CO., LTD.
FAMSUN. CO., LTD.
SHANDONG SHENGLI BIOENGINEERING CO., LTD.
SHANGHAI MENON ANIMAL NUTRITION TECHNOLOGY CO.,LTD.
JINAN BESTZYME BIO-ENGINEERING CO.,LTD.
QINGDAO MUFENG ENVIRONMENTAL TEMPERATURE EQUIPMENT CO., LTD.
TEXHA_LLC
RECOM (QINGDAO) BIOLOGICAL ENGINEERING CO., LTD.
LIFECOME BIOCHEMISTRY CO., LTD.
SHANDONG LONGCHANG ANIMAL HEALTH PRODUCT CO., LTD.
SHANGHAI HANVET BIO-PHARM CO.,LTD.
QINGDAO TIANRUI POULTRY EQUIPMENT CO., LTD.

SHANDONG HUACHEN PHARMACEUTICAL CO., LTD.
SHANDONG BIO SUNKEN CO., LTD.
JDS ENVIRONMENTAL
HEBEI JUNYU PHARMACEUTICAL CO., LTD.
IMV TECHNOLOGIES (SHANGHAI) CO., LTD.
SHANDONG SBYRNE ENVIRONMENTAL SCI-TECH CO.,LTD.
QINGDAO TEMU MACHINERY EQUIPMENT CO.,LTD.
FOSS
HANGZHOU CHENGYUAN BIOTECH CO., LTD.
XIAMEN OPRASEODYMIUM ENERGY-SAVING ELECTROMECHANICAL CO., LTD.
SICHUAN ROTA BIOENGINEERING CO., LTD.
SHEN ZHEN XIN ZUAN LIVESTOCK TECHNOLOGY COMPANY LIMITED
(Ps: In no particular order.)



» More activities

The purpose of participating in VIV Qingdao either as exhibitors or visitors is also more diversified. VIV Qingdao 2019 presented a more comprehensive platform for its participants with various interactive activities including high-end social networking, talent recruitment, academic exchanges, in-depth interviews, etc.

Welcome Cocktail

Poster Area on Swine Science

Live show-POWERPIGS (media)

Job Wall

» Asia Agro-Food Expo: New model of international professional agricultural exposition in China

VIV Qingdao 2019 was held with Asia Agro-Food Expo in co-current. The two exhibitions together attracted over 1,000 exhibitors worldwide. There were more than 10 National Pavilions including the Netherlands, France, USA, Japan, etc. And visitors can find over 20,000 agricultural brands from all over the world. Around 20,000 visitors attended the show in the morning of Sep 19th, the first day of the show. Among them, overseas exhibitors and professional visitors accounted for 30%. It presented a new interactive and sharing platform of the whole industry chain in "planting + husbandry + food".

At the grand opening ceremony on the first day of the show, Albert Arp, the CEO of Jaarbeurs, expressed his thanks to Shandong Agricultural and Rural Department and Qingdao Municipal people's Government for inviting Jaarbeurs to be

the organizer of the Asia Agro-Food Expo. Mr. Arp said that the model of international professional agricultural exposition was introduced into China by VNU Exhibitions Group and the first edition of AAFEX has made a great attraction worldwide. Agricultural department of various regions in China, scaled agricultural enterprises, professional buyers, experts and scholars were attracted which shows a large demand of innovative agricultural technologies and equipment of China market.



2019 亚洲农业
与食品产业博览会（青岛）
Asia Agro-Food Expo, Qingdao 2019

QINGDAO COSMOPOLITAN EXPOSITION CENTER
INTERNATIONAL CONVENTION CENTER

QINGDAO COSMOPOLITAN EXPOSITION CENTER
INTERNATIONAL CONVENTION CENTER

2019 亚洲农业与食品产业博览会（青岛）
Asia Agro-Food Expo, Qingdao 2019





VIV Qingdao 2020

亚洲国际集约化畜牧展览会(青岛)

September 17-19 | Qingdao Cosmopolitan Exposition, China

VIV in China, *Since 2000*

5,000+ Exhibiting Companies

350,000+ Professional Visits

20.8% International Visitors

SEE YOU IN QINGDAO AGAIN
2020

9.17-19

◆ Welcome to Qingdao West Coast again ◆

2020 Upgrading & Bigger Scale

700+ Exhibitions

40,000+ Visits

60,000m² Gross Exhibition Area



-10%

Special offers only before December 31

Deadline
2019.12.31

Booth Fee

Shell Scheme (min 12 sqms)

RMB 1900 / sqm

Raw Space (18 -200 sqms)

RMB 1800 / sqm

Raw Space (over 200 sqms)

RMB 1600 / sqm

2020 Booth Booking

Ms. Well Hao

Mob: +86 135 2468 9191

Ms. Merry Zhang

Mob: +86 150 2669 1086

Ms. Hellen Wang

Mob: +86 138 1775 2961

Ms. Sylvia Shan

Mob: +86 183 0213 3457

Mr. Carrot Xiao

Mob: +86 134 0211 1055

Mr. Vicky Chen

Mob: +86 138 1629 2150 (Overseas Show)

Marketing & Media

Ms. Elaine Huang

Tel: +86 134 8240 4217

Conference & Event

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Business Cooperation

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Ms. Isabel Yuan

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VIV worldwide

WWW.VIV.NET