



SELECT CHINA 2024

NANJING, CHINA
5-7 SEPTEMBER



FIND THE BEST FARMING MODELS TO MAKE WORLD **MORE GREEN**



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NANJING, CHINA
5-7 SEPTEMBER

WELCOME BACK TO CHINA.

The Chinese market is ready and will bring new and exciting opportunities to the global animal industry.

WELCOME TO VIV SELECT CHINA.

The China project of VIV worldwide will be held again in Nanjing, Jiangsu Province. Come on, let's continue to write a new chapter of your story with China's husbandry.

**2024, PARTICIPATE IN THE FUTURE
ANIMAL HUSBANDRY PLAN TOGETHER.**

The show "VIV SELECT CHINA 2024" will be held in September 5-7, presenting the latest technologies and products, promoting the development of an environment friendly animal husbandry industry.



Who will exhibit at VIV SELECT CHINA 2024 ?

MULTISPECIES EXHIBITION SCOPE | ALL SPECIES



500+ Exhibitors



50,000 SQM Exhibition Space



10+ International Exhibition Pavilions

2024 INTERNATIONAL EXHIBITION PAVILIONS

- The Netherlands Pavilion
- UK Pavilion
- France Pavilion
- U.S.A Pavilion
- South Korea Pavilion
- Pig Breeding Pavilion
- Cage-free Egg Display Area
- Poultry Breeding Pavilion
- Ruminant Display Area
- Smart Farming Area



Exhibition Sectors

- Livestock Breeds
- Breeding / Hatching Technology & Equipment
- Farming & Feeding Equipment
- IT & Automation Services
- Environmental Control Equipment (Ventilation, Temperature, Etc.)
- Housing Design & Construction
- Accessories / Assorted & Processing Equipment for Farming Equipment
- Feed & Feed Ingredients
- Feed Additives
- Feed / Feed Additives Equipment
- Bio-products (Vaccine, Veterinary Drugs, Etc.)
- Veterinary Equipment / Disinfection & Protective Equipment
- Veterinary Drug Production and Packaging Equipment
- Waste Treatment Equipment & Bio-energy Technology
- Laboratory Testing Equipment and Services
- Slaughtering & Meat / Egg Processing & Handling
- Premium Livestock Products
- Logistics / Refrigeration / Package
- Ruminant Farming Technology & Equipment

Who will visit VIV SELECT CHINA 2024

210+ GLOBAL PARTNERS: MEDIA & CONSULTING FIRMS & MORE...



30,000+ Visitors



150+ Hosted buyers

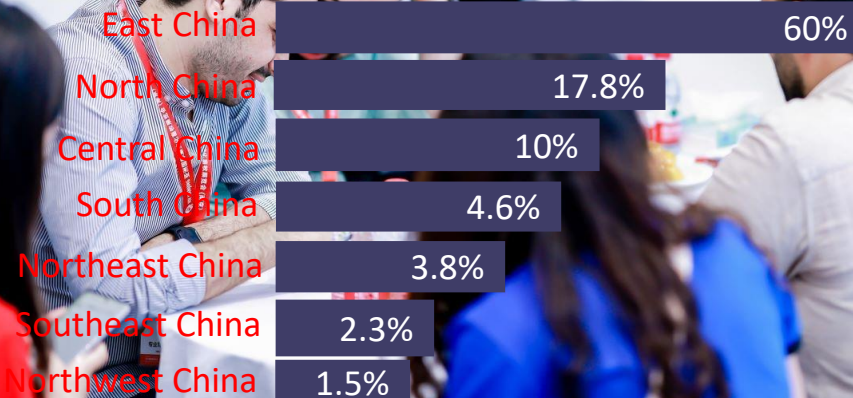


200+ Delegations (over 2000 visitors)



300+ VIV Industry Leaders

DOMESTIC VISITS BY REGION



PROFILES

VISITOR

- **Owner / senior manager/ purchaser** of large-scale farm, feed mill, slaughtering house, integrated company, etc.
- **Agency/distributor** of the whole industry
- Veterinarian
- Nutritionist
- E-business

- ✓ With 24 years of **successful operation** in China, we have accumulated a large base of core buyers.
- ✓ **Purchasing ability** has recovered quickly two years after the pandemic outbreak.
- ✓ Provide accurate and personal business supporting services to realize effective cross-border **procurement matchmaking**.
- ✓ Reach the **target groups** via multiple channels throughout the year.



Who will support VIV SELECT CHINA 2024 Please refer to our website for up-to-date information.

Partial list of our partners.

MULTISPECIES EXHIBITION SCOPE | ALL SPECIES



150+ Supporting Media



60+ Supporting Organizations

Supporting Media



Supporting Organizations



How to **grow your business** in China?

VIV SELECT CHINA WILL PROVIDE SYSTEMATIC BUSINESS SERVICES FULL YEAR.



PRPMOTION & BRANDING

Omni-channel recommendation
Onsite adv & CMO
Media Supporting



Business Trade Service

Matchmaking meeting
Direct procurement fair
Workshop



CONFERENCE & EVENTS

Conference
Webinar
New Product Launch Event
Technology Awards



Information and Survey

Industry Consulting
Field Visit
Visitor Survey
Skills Training

MAKE BUSINESS MORE EFFICIENT

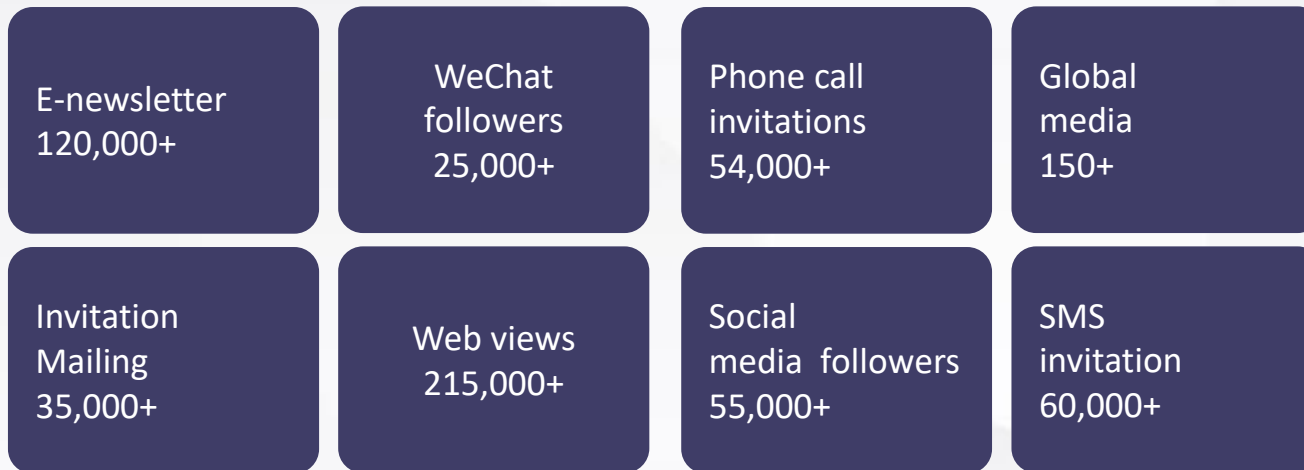
Breaking into the Chinese market

VIV will continue to carry out accurate business matchmaking, high-level international forums, industry inspections, cloud platform interaction throughout the year, Direct Procurement Fair, professional training meetings, etc., and further improve international business service modules to meet the diversified needs and expectations of industries and enterprises.

PRPROMOTION & BRANDING

180,000+ VISITORS DATABASE | OMNI-CHANNEL PROMOTION

PROMOTION SUPPORTING



180,000+

**VISITORS
DATABASE**

MEDIA SUPPORT

150+ media partners will participate in some events and provide services to enterprises.

**Interview | Advisement | Database
Industry info | Seminar | Consulting**

ONSITE PROMOTION

Overall customized marketing scheme of on-site advertising + online promotion, the interaction frequency with the core buyer group and the effectiveness of advertising are improved, so as to realize the efficient transformation of product transaction and commercial cooperation.

Business Trade Service

Breaking into the Chinese market through accurate international business matchmaking

TRADE AROUND THE WORLD. 2024

Match-making Meeting

HOT

Participating suppliers can obtain information of international buyers and purchasing requirements in advance to ensure accurate matchmaking. Both parties meet online or offline at a specific time, with a professional team providing relevant services.



TRADE TO CHINA. 2024

The 3rd DIRECT PROCUREMENT FAIR

HOT

The Direct Procurement Fair will be conducted through targeted warm-up activities in the early stage, on-site promotion, and domestic e-commerce platform. Selected high-quality products and limited discounts can greatly stimulate the purchasing willingness of local buyers.



WORKSHOP (ONSITE)

HOT

An open area will be set up at the exhibition on-site. Companies can conduct on-site recommendation meetings for about 30 minutes here. Display the products and technologies in detail to attract more target customers directly.

CONFERENCE & EVENTS

Engage in High Level Forums and Professional Seminars

2024 Conference Program

Main Forums: VIV International Summit

"The Belt and Road" International Poultry Industry Summit

Plant Extract Feed Additives and Chinese Veterinary Medicine Forum

Disease Prevention and Animal Health Development Forum

Sino-Dutch Seminar on Future Farming

Forum on Animal Welfare and Sustainable Development of Animal Husbandry

Special Forum on Utilization of Livestock and Poultry Manure and Harmless Resource Recovery

Forum on Feed Processing Technology and Future Development

Special Forum on Application and Innovative Development of Smart Breeding

Training Session on Prevention and Treatment of Common Diseases: Special Session for Veterinarians

Seminar on Talent Training in Animal Husbandry Industry

Salon Activities of Farm Manager Club

Commendation Meeting for Benchmarking Enterprises in Livestock Industry of Shandong Province

Cross-Industry · New Players' Salon in Animal Husbandry

Product Launch and Promotion Meetings

CO-LOCATED CONFERENCES

5800+ CONFERENCE VISITS



CONFERENCE & EVENTS

INTERNATIONAL INDUSTRY communication | Some Speakers

- 300 + global industry leaders will participate in these meetings
- Discuss the hot topics of global animal husbandry industry together



Ina Enting



Liu Qiangde



Yao Minpu



Ma Chuang



Manuel Sanchez



Rubia Soares



Richard Herzfelder



Zhang Xiaolin



Zhu Zengyong



Zheng Maiqing



Yi Ganfeng



Xiao Fan



Monita Mo



David S. Casey



Zhu Wenqi



Pan Chenjun



Zheng Hongfei



Shi Shourong



Jan Merks



Liu Wen



Hannah Van Zanten

TECHNOLOGY AWARDS

Online Matchmaking Meeting 2024

Upgrade of InnovAction Campaign

NEW

Boosting Sustainable
Development With
New Technologies
and Products



With focus on the development and application of animal husbandry technology, it sets up awards such as "White Technology Award", "Black Technology Award" and "Future Concept Award". A series of trade, contest and show case activities will be carried out throughout the event.



南京

NAN JING

Nanjing City
City Landmark.

Favorable location in one of the globalized cities in China

WHY NANJING **AGAIN**

Location

International airline

International port

Nanjing boasts a rich historical and cultural heritage.

Nanjing is a comprehensive transportation hub, spanning aviation, shipping, rail, road and pipelines.

It is an important gateway in China's Yangtze River Delta to the developing central and western regions of the country. The Nanjing metropolitan ring, meanwhile, is one of the five major metropolitan rings in the Yangtze River Delta.

Nanjing Lukou International Airport:

Flight routes reach 78 major cities in China and 35 international and regional urban destinations, and a route network covering China and the rest of Asia, Europe, North America and Australia has been initially established.



Industrial advantages

Business environment

Nanjing has always connected the Eurasian continental bridge and the Maritime Silk Road. Over time, this has led to a greater degree of multiculturalism and cultural exchanges that have made the city open and inclusive.

At present,
Nanjing has established
economic and trade ties with
more than

230

countries and regions

Establishing friendships with



81

cities

in

47

countries

on

5

different
continents

Post show review and highlights

VIV CHINA 2023 HELD IN NANJING

VIV CHINA 2023 Facts & Figures



What Exhibitor said about VIV China 2023

Wellhope Foods Co.,Ltd

VIV has provided a good opportunity for industrial exchanges, in which the ruminant brand of Wellhope has been widely publicized. We hope that in the future, this high standard can be maintained and more industrial experts can be invited.

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. Looking at the reputation of past exhibition visitors, agents, and even friends from overseas, we have decided to participate. We wish VIV a higher quality animal husbandry exhibition in China.

Yihai Kerry

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

FAMSUN Group Co.,Ltd

VIV is always the best platform to show products, and we have also learned a lot during this edition. Best wishes to VIV in China! Best wishes to Chinese husbandry industry!

 **36,000 sqm**
Exhibition Area

 **3,200+**
Conference Attendees

 **388**
Exhibitors

 **380**
Industry Leaders

 **32,765**
Visits

 **4,305**
International Visits

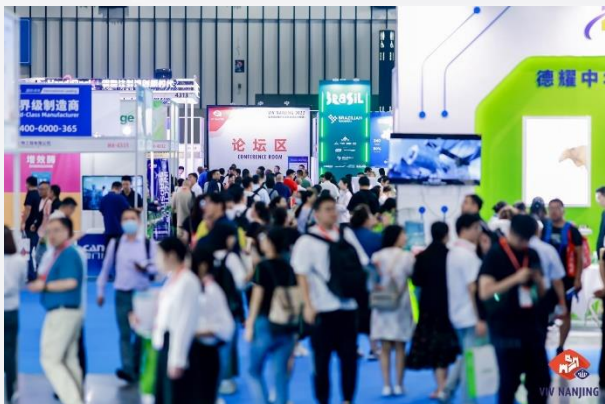
 **38**
Countries and Regions

 **46**
International Procurement Delegations

Post show review and highlights

VIV CHINA 2023 HELD IN NANJING

What Exhibitor said about
VIV China 2023



Jiangsu Zhengchang Cereal and Feed Machinery Co.,Ltd

Thanks to the enthusiasm and professional organization. We met some problems during our preparation and the show operational team was very helpful in finding positive solutions.

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



Guangzhou Guangxing Poultry Equipment Group Co.,Ltd

We attended several exhibitions of VIV worldwide and look forward to future performances in China, especially with the new organizing structure by VNU Exhibitions.

Phagelux(China) Bio-tech Co.,Ltd

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



VIV SELECT CHINA 2024 will provide **comprehensive exhibition services**

HOPE YOU ENJOY YOUR TRIP TO
NANJING, CHINA

- ◆ Hotel Booking
- ◆ Logistic service
- ◆ Construction service
- ◆ Catering Service
- ◆ Travel service
- ◆ WIFI service
- ◆ Meeting room rental
- ◆ Visa service
- ◆ Translation service
- ◆ *more ...*

Livestock Industry Big Gathering in China

SOME LEADING COMPANIES HAVE EXHIBITED AT VIV IN CHINA

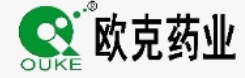


Note: a small glimpse of the exhibiting companies.

Livestock Industry Big Gathering in China

SOME LEADING COMPANIES HAVE EXHIBITED AT VIV IN CHINA

K.T. CHEMICAL
康泰化工



JARVIS®



QESTERGARD



ZENYER®
振野



ETON



赛高 SEKO



fisino®



SOMA
Always with Animal Producers

Grospier



HSL
CERTIFICATION SERVICE



Kaleter 中裕机电

因特希特

Samisen®

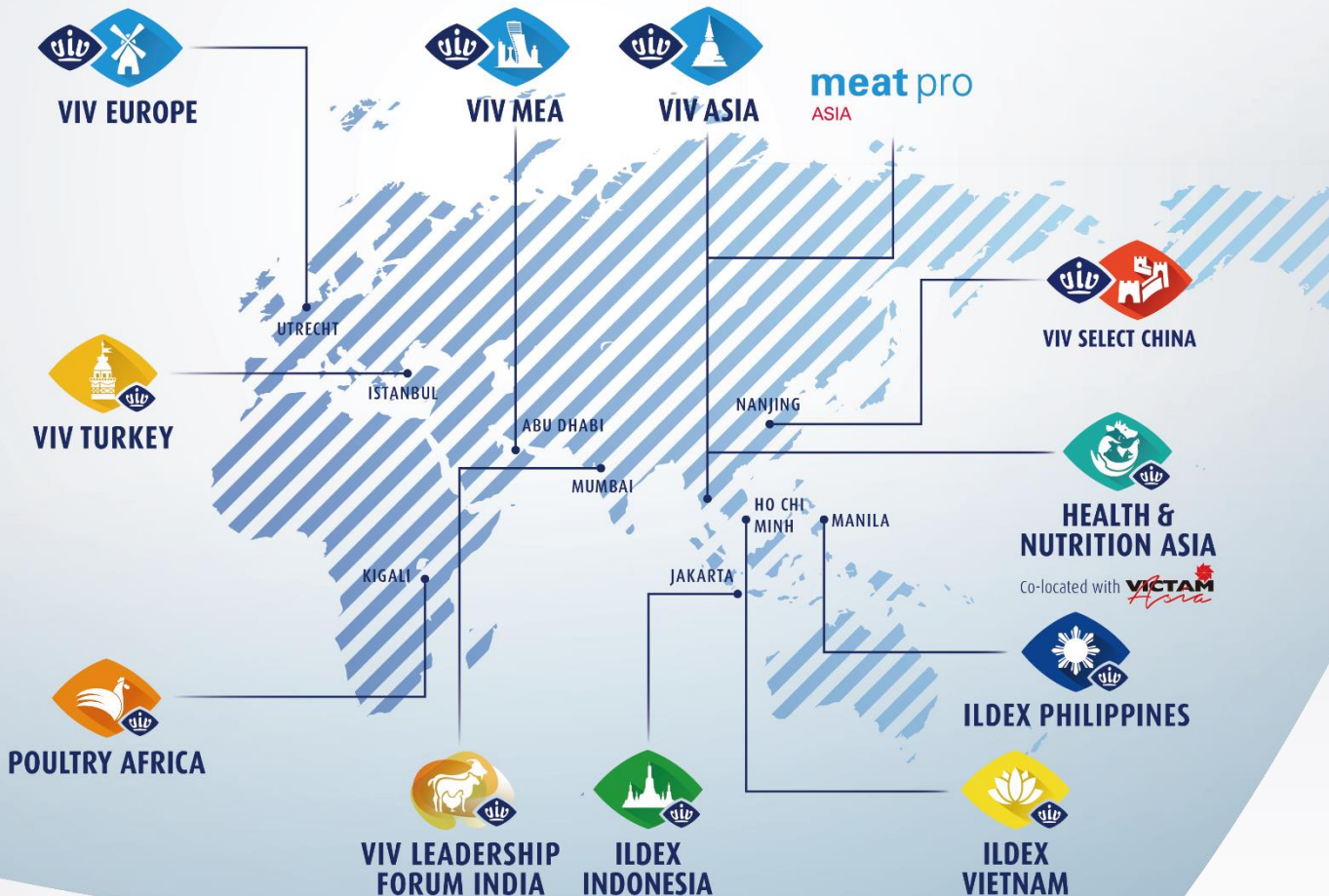
FDSP

LINAK
WE IMPROVE YOUR LIFE



Note: a small glimpse of the exhibiting companies.

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD



VIV FROM EUROPE

INTERNATIONAL “CHINA” STYLE

VIV was launched in the Netherlands and was introduced into China in 2000. It has been successfully held in China for 24 years, with the dual advantages of internationalization and localization, and has always been the first choice for international brands to enter the Chinese market.

Up to now, it has provided relevant business support and services to customers in more than 85 countries and regions around the world.

WELCOME BACK!

BOOTH BOOKING | SALES TEAM

Mrs. Hellen Wang

Based in China

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Mob: +86 138 1775 2961

Mr. Philippe Verstuyft

Based in Europe

philippe@vnueurope.com

Tel: +31 6 1517 3564

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Stand Type	min	Unit price
Standard Booth	12m ²	RMB 1,900/SQM
Raw Space	18m ²	RMB 1,800/SQM

◆ Participation Fees: all participation fees are inclusive of 6% VAT (Value Added Tax).

You can contact us directly to get more information about the CMO and sales package.