

SELECT



CHINA

VIV SELECT CHINA 2024
NANJING, CHINA
5-7 SEPTEMBER

SHOW REPORT

International Trade Show from Feed to Food

www.VIVworldwide.cn
www.vivchina.nl



SHOW FIGURES



VIV Select China 2024 brought the worldwide Livestock community together for its 16th edition from 5th to 7th of September at the Nanjing International Exhibition Centre (NIEC). The surge in the number of international visitors has profoundly promoted exchange, cooperation and innovation on an international scale. This also marks that VIV SELECT CHINA has become an important window for China's animal husbandry industry in foreign trade.



36,000 sqm
Exhiition Area



14,952
Visitors



419
Exhibitors



380
Industry Leaders



2,043
International Visitors



2,000+
Conference Attendees



67
Countries and Regions



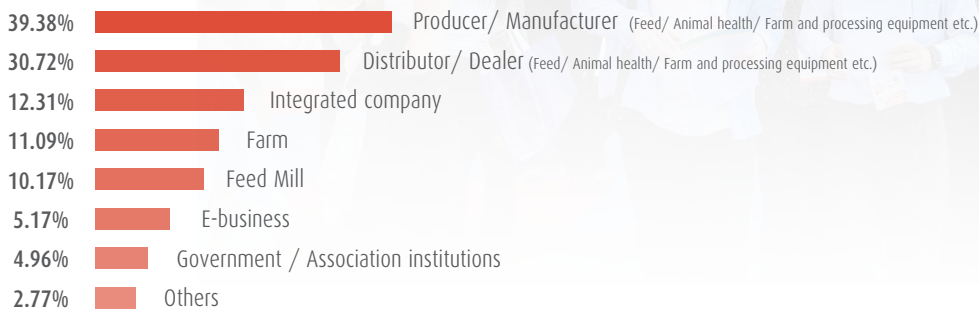
79
International Procurement Delegations



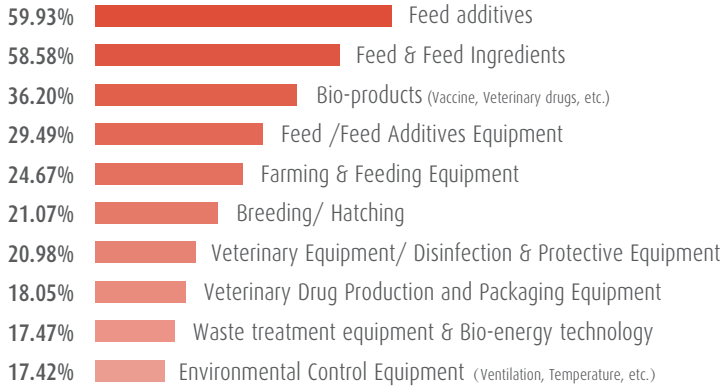
HIGHLIGHTS



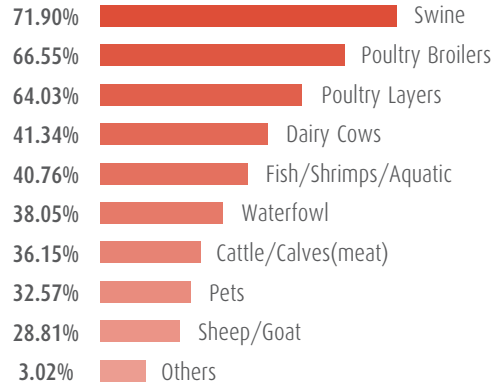
Main Types of Buyers



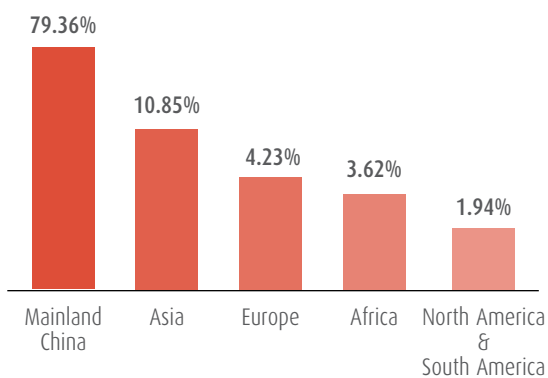
TOP 10 Interested Products



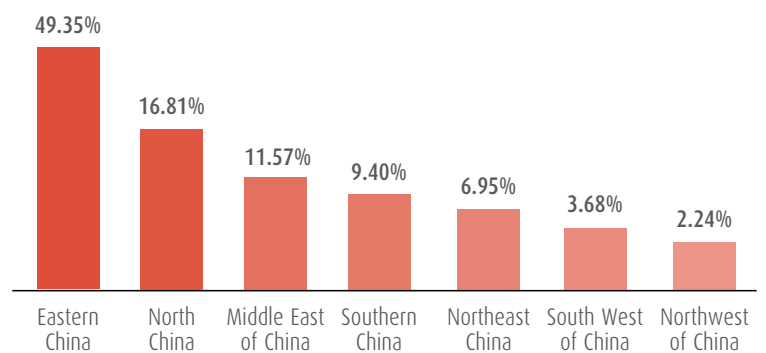
Interested Livestock



Main Countries and Regions of Buyers



Buyers by Mainland China



EVENTS

Gathering Empowering Expanding High-quality Forum Deconstructs Annual Hot Topics in Livestock

The exhibition site held a variety of on-site conferences to meet the needs of the visitors from multiple angles, including business exchanges, procurement docking, technical discussions, market analysis, etc. The conference themes included trend content such as technological innovation, animal welfare, green and low-carbon, energy saving and high efficiency, food safety and processing, digitalization, and production management. The audience responded enthusiastically, with more than 3,200 participants.



V-Match Bringing the Globe Together Important Window for China's Livestock industry in foreign trade.

VIV Select China 2024 has attracted buyers from South-east Asia, South Asia, the Middle East, Europe and North America by upgrading the Host Buyer Program service and uniting them in a face-to-face business matching event called 'V-Match' to promote international co-operation for mutual benefits. A total of 238 exhibitor representatives participated in V-Match and 298 matches were made.





SELECT CHINA 2025



SEE YOU IN 2025!

10-12 September, Nanjing, China



VNU EUROPE