



SELECT INDIA

**THE INTERNATIONAL FEED
TO FOOD TRADE SHOW IN INDIA
SHOW REVIEW 2026**

IN PARTNERSHIP WITH

**POULTRY FEDERATION
OF INDIA**

22-24 APRIL 2026, YASHOBHOOMI CONVENTION, NEW DELHI, INDIA • INDIA.VIV.NET



A POWERFUL FIRST EDITION PUTS INDIA AT THE HEART OF THE GLOBAL ANIMAL FEED-TO-FOOD CONVERSATION

THE FIRST-EVER VIV SELECT INDIA WRAPS UP WITH INDUSTRY-WIDE ENTHUSIASM AND A CLEAR MANDATE TO RETURN

VIV Select India held its inaugural edition from April 22–24, 2026 at the Yashobhoomi Convention and Expo Centre in New Delhi, marking the first time the globally established VIV Worldwide platform has convened on Indian soil. Organised by VNU Exhibitions Europe, the international division of Royal Dutch Jaarbeurs, in strategic partnership with the Poultry Federation of India (PFI), the three-day B2B exhibition opened a long-term platform commitment to India's animal protein and livestock industry.

The show welcomed 7,100 professional visitors from 37 countries, 101 industry leaders, 23 VIPs and dignitaries from national and international government bodies, and 130 exhibitors spanning poultry production, dairy technology, animal health, feed ingredients and additives, breeding and hatching technology, food engineering, aquaculture, and agri-tech. Participation, which filled the 10,000 sqm exhibition floor, came from companies across Europe, the Middle East, Asia, and South America reflecting India's growing importance as a destination market for global innovation in animal protein production. The show was covered by 39 members of the local press.

Over the first two days, the conference programme highlighted sessions in Advances in Poultry Sector and Advances in Biologicals and Vaccines with speakers coming from leading Indian and international companies and institutions.

WHERE INDIAN INDUSTRY AND GLOBAL INNOVATION CONVERGED

Exhibitors at the inaugural edition included Big Dutchman, JBT Marel India, Viscon Hatchery Automation, De Heus Animal Nutrition India, FAMSUN, and Venky's India, Biozene, ASM Process Automation, Sanzyme Biologics, Optima Poultry and many other Indian and international companies. The exhibition floor offered solutions across automation, precision farming, animal health, biosecurity, processing technology, and digital tools designed for the specific production realities of the Indian market.

The show opened with a formal inaugural ceremony attended by senior government and industry figures, including H.E. Ms. Marisa Gerards, Ambassador of the Netherlands Embassy in India, Nepal & Bhutan; Mr. Jeroen van Hooff, President and CEO, Royal Jaarbeurs and VNU Group; Mr. Mahipal Dhanda, Hon'ble Education Minister, Government of Haryana; Mr. Ranpal Dhanda, President, PFI; Dr. S.K. Dutta, Joint Commissioner (NLM), Department of Animal Husbandry and Dairying, Government of India; and esteemed dignitaries from PFI. The ceremony was moderated by Dr. Jeetendra Varma.



"The response from the Indian industry to this first edition has been something we are genuinely proud of. Producers, integrators, technology providers and policymakers came together with a shared intent: to exchange, to learn, and to build. What we saw on this show floor gives us every confidence that this platform will grow into something of lasting value for the sector."

Patrick van Rooij, Project Manager of VIV Select India

VIV Square served as the hub for professional dialogue throughout the three days, with sessions addressing poultry production, dairy advancement, animal health, nutrition strategy, processing performance, and the integration of automation and AI in livestock management — grounded in the challenges and opportunities facing producers in India.

A highlight was the Dairy Conference, which drew strong attendance and brought together industry leaders, farmers, and innovators for a dedicated day of dialogue. Discussions ranged from India's dairy sector within a global context to strengthening Indo-Dutch partnerships aimed at supporting medium-sized dairy farmers, generating significant engagement and reflecting the collaborative momentum shaping the sector's future.

ARRIVING AT INDIA'S MOMENT OF TRANSFORMATION

India's animal protein sector is undergoing rapid change. As the world's largest milk producer and one of the fastest-growing poultry markets globally, the country is at a point where scale must be matched by efficiency, resilience, and smarter use of technology. VIV Select India was conceived as a long-term platform to support that transition, connecting the full feed-to-food value chain in a way that reflects the specific needs and structure of the Indian market.

The partnership with PFI has been central to the event's foundation. As PFI President Ranpal Dhanda noted ahead of the show, the collaboration is designed to help Indian producers access cutting-edge technologies and international best practices, while showcasing India's production potential to the global community — a two-way exchange the inaugural edition actively delivered upon.

Rajeevan Vattakat, VIV Worldwide representative in India, happily says: "VIV Select India 2026 has exceeded all expectations and delivered a quality show which the Indian animal protein industry was looking for many years. There were quality visitors, an excellent atmosphere to discuss business opportunities and moreover, attendees from India and abroad."

"VIV Worldwide has spent over four decades building trust with the industries and markets it serves. We do not enter a market for a single edition — we enter to build something durable. India is one of the most significant animal protein markets in the world, and the response to this inaugural edition reinforces our belief that this is the right platform, in the right place, at the right time. VIV Select India is a long-term investment in the Indian industry, and we are proud to stand alongside the Poultry Federation of India and the broader sector in that commitment."

Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs & VNU Group



FIRST EDITION SETS THE FOUNDATION FOR FUTURE GROWTH

The breadth of participation at VIV Select India 2026 from domestic producers and national associations to international exhibitors and government stakeholders reflected a genuine appetite for a dedicated, high-quality platform of this kind in India.

The VIV Worldwide team and its partners extend their gratitude to the exhibitors, visitors, speakers, industry associations, and government stakeholders whose participation made VIV Select India 2026 a strong and purposeful debut.

Building on the strong rebook interest of the current exhibitors and the wider industry support, the next edition of VIV Select India is set to take place from April 21–23, 2027, in New Delhi.



POULTRY FEDERATION OF INDIA



The Voice of India's Poultry Sector

The Poultry Federation of India (PFI), established in 1988, is the apex body representing the country's poultry sector.

We drive policy advocacy, sector growth, farmer empowerment, and promote safe, nutritious poultry products.

PFI connects the entire value chain to foster innovation, sustainability, and global competitiveness.

PFI Office Bearers



Mr. Ranpal Dhanda
President



Mr. Sanjeev Gupta
Vice - President (H.Q.)



Mr. Ravinder Sandhu
Secretary



Mr. Ricky Thaper
Joint Secretary



Mr. Rahul Khatri
Treasurer



Unlock Opportunities. Expand Networks.
Join PFI – Together We Grow the Poultry Sector.

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Visit Us

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poultryfederation@gmail.com

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VIV SELECT INDIA IN NUMBERS



VISITORS

7,100
Professional Visitors

101
Industry Leaders

37
Countries

EXHIBITORS

130
Exhibitors

SESSIONS

4
Conference sessions

23
Speakers

VISITOR SATISFACTION

8/10



EXHIBITOR SATISFACTION

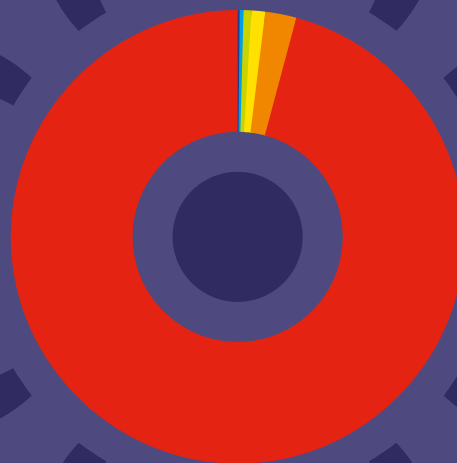
7.9/10



VISITORS AT VIV SELECT INDIA 2026

VISITORS PER REGION

India	97.2%
Asia	1.6%
Europe	0.9%
Africa	0.2%
North America	0.1%
Oceania	<0.1%
Total number of visitors	7,100



TOP VISITING COUNTRIES

 India

 Sri Lanka

 Belgium

 Nepal

 China

 Czech Republic

 Thailand

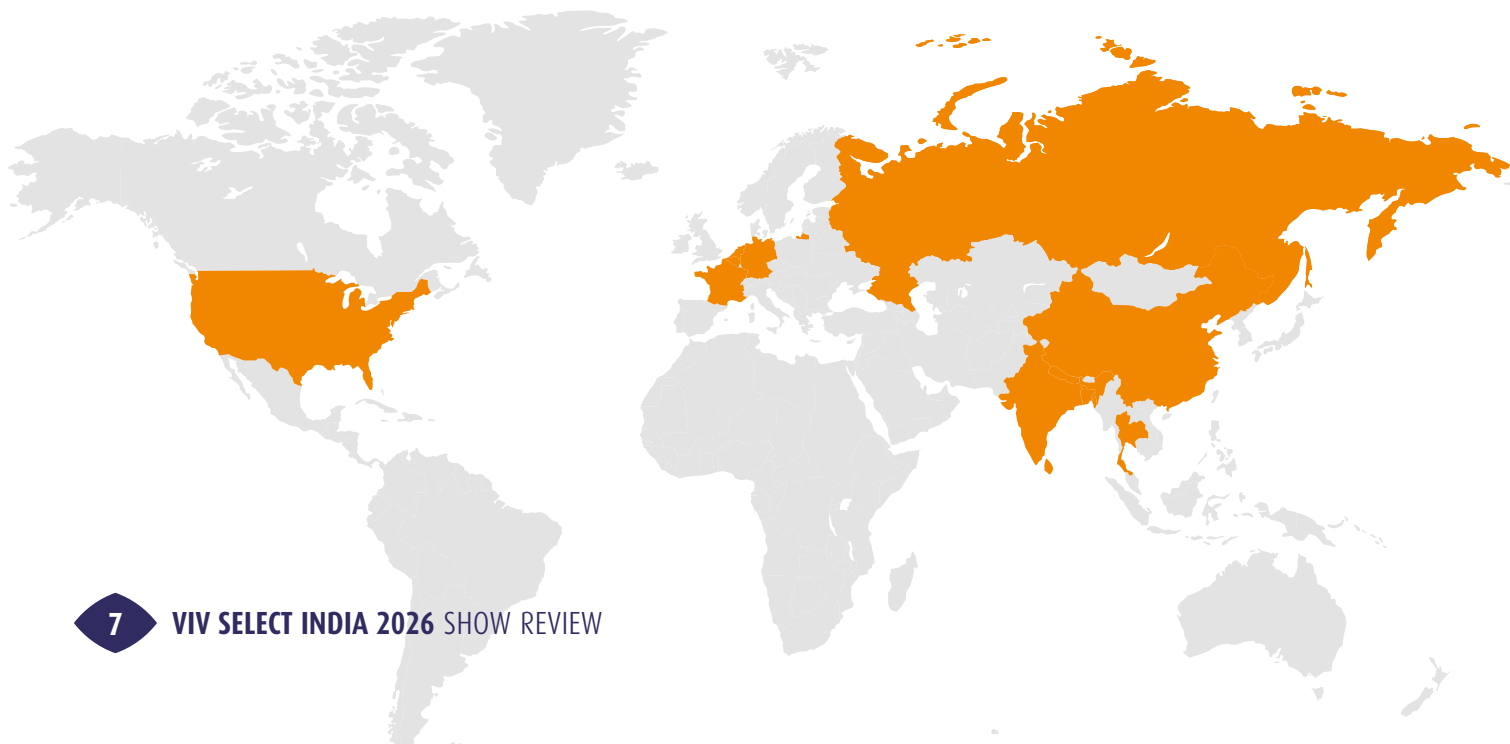
 Spain

 Malaysia

 Netherlands

 France

 United States



VISITORS JOB FUNCTION

Management / Owner	43.9%
Marketing / Sales Manager / Representative	21.8%
Veterinarian	5%
Technical Manager / Engineer	3%
Farm Manager / Operations	2.8%
Feed Nutritionist	1.9%
Advisor / Consultant	1.4%
Feed Miller	1%
Journalist	0.7%
Regulatory Manager	0.7%
Breeding / Hatching Manager	0.6%
Growers / Breeders / Propagators / Fertilizers	0.6%
Manager Quality Control	0.6%



“It was a well-organized and insightful event, and we truly appreciate the efforts put into ensuring a smooth and engaging experience.

Overall, we found the event highly informative and beneficial. The arrangements, coordination, and quality of interactions were commendable. We look forward to participating in future events as well.

Thank you once again for your hospitality.”

- Quote extracted from the post-show visitor survey

POSITION IN THE COMPANY

Head of Department / Senior Manager	41.7%
C-suite	22.1%
Employee / Staff Member	18.4%
Team Leader / Supervisor	13.5%
Trainee / Intern	4.3%

FINAL DECISION MAKERS

Final Decision Makers	39.3%
Co-decision Makers	23.4%
Influencers	19.5%
Not Involved	17.8%

VISITOR TYPE OF BUSINESS

Animal Farm	33%
Feed Ingredients & Additives	30%
Animal Health	28%
Poultry Broilers	25%
Breeding / Hatching	19%
Poultry Layers	18%
Feed Tech - Crop Tech	14%
Feed Mill / Prefix Manufacturer	12%
Food Processing	11%
Wholesale	8%
Dairy Cattle	7%
Technical Services / Maintenance Providers	5%
Quality Control / Hygiene	4%

VISIT PURPOSE

Networking

49%

Gain New Knowledge

48%

Buy New Products

44%

Re-connect With Existing Partners

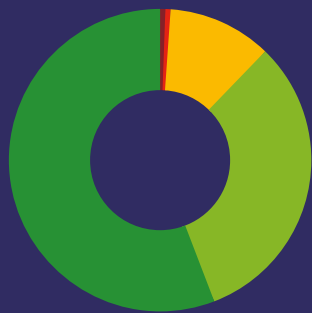
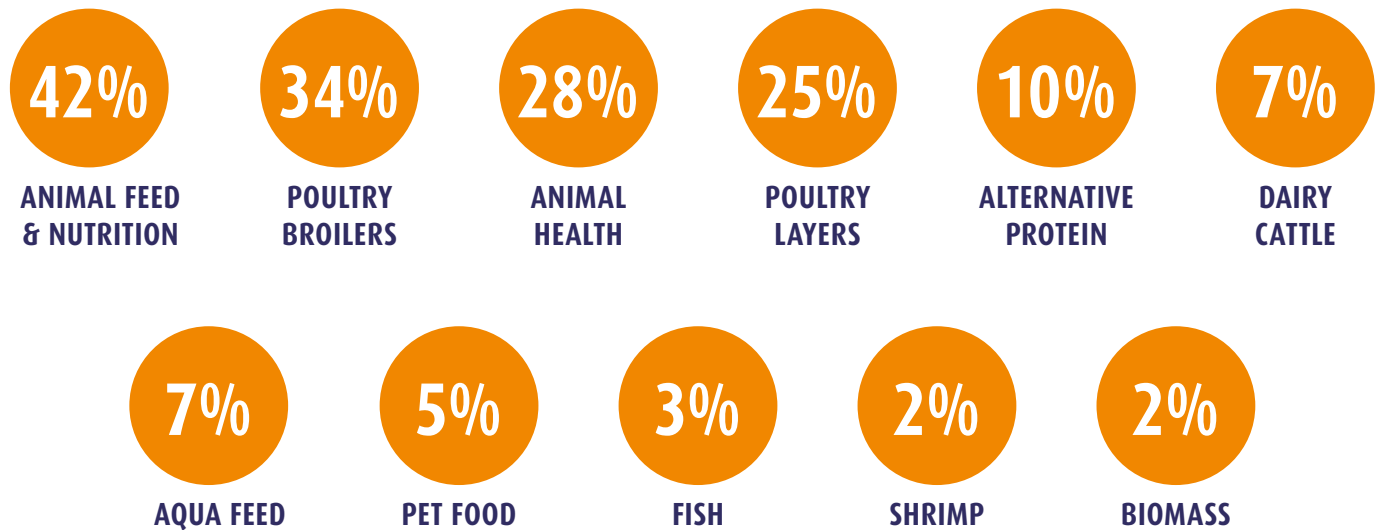
38%

Find New Investment Opportunities

32%



VISITOR INTERESTS



87% OF VISITORS INTEND TO VISIT VIV SELECT INDIA AGAIN IN THE FUTURE

■ 55% Yes, certainly ■ 32% Yes, probably ■ 11% Maybe ■ 1% Probably not ■ 1% No



EXHIBITORS AT VIV SELECT INDIA 2026

EXHIBITORS PER REGION

India	99	76.4%
Europe	19	14.2%
Asia	9	7.1%
The Americas	2	1.5%
MEA	1	0.8%
Total number of Exhibitors	130	



EXHIBITORS PROFILE

Poultry Broilers	67%
Poultry Layers	61%
Dairy Cattle	43%
Swine	31%
Other	31%
Fish	28%
Shrimp	23%
Beef Cattle	19%
Alternative Protein	11%
Insects	3%

EXHIBITOR SATISFACTION

Overall Exhibitor Satisfaction

7.9/10

Ambience

8.6/10

Event Concept

8.2/10

The Right Visitors Were Present

7.7/10

EXHIBITOR QUOTES



"The poultry industry is going to benefit greatly from this. Whether in technology, innovation, or global networking, VIV Select India provides a strong opportunity for the Indian poultry sector to move forward."

Mr. Ranpal Dhanda, President, Poultry Federation of India

"VIV Select India is an important event to connect with customers right in the heart of India. With the Indian poultry sector continuing to grow, it is important to have an exhibition in the north of the country. That is why we chose to exhibit here."

Mr. Pratik Honshetti, JBT Marel India Pvt. Ltd.

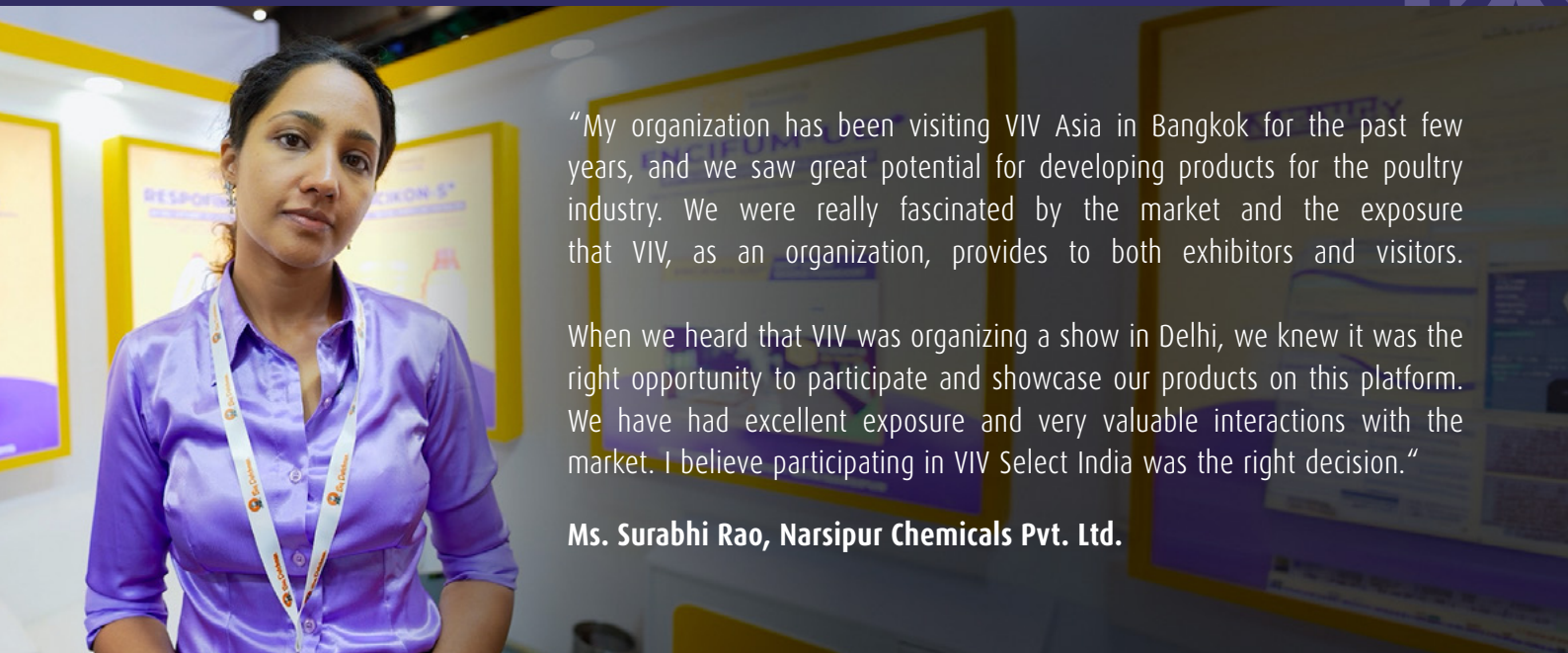


"VIV Select India is a very good platform for customers in North India. As a leader in the industry, we see that everything is here to help the industry grow. I feel that by bringing VIV Select India to Delhi, we are reaching more farmers, stakeholders, and others in the northern part of the country."

It is a great opportunity for farmers to discover the latest technology and innovations from our country and around the world. This show is going to be a big success, and I hope that next year even more people will come and participate. Greater participation will benefit the industry."

Dr. Jeetendra Varma, President, World Veterinary Poultry India

EXHIBITOR QUOTES



"My organization has been visiting VIV Asia in Bangkok for the past few years, and we saw great potential for developing products for the poultry industry. We were really fascinated by the market and the exposure that VIV, as an organization, provides to both exhibitors and visitors.

When we heard that VIV was organizing a show in Delhi, we knew it was the right opportunity to participate and showcase our products on this platform. We have had excellent exposure and very valuable interactions with the market. I believe participating in VIV Select India was the right decision."

Ms. Surabhi Rao, Narsipur Chemicals Pvt. Ltd.

"We consider VIV Select India a great opportunity to connect with poultry and dairy farmers in North India."

Dr. Rajesh Thakkar, Angel Yeast Co., Ltd.



"It has been an amazing experience at VIV Select India. We have met many valuable clients here and have been able to showcase our products in detail. The services, infrastructure, and overall environment at the event have also been excellent. I can say it has been a very positive experience for us."

Mr. Shiv Sharma, Lican Alimentos S.A.

SUPPORTING ASSOCIATIONS



MEDIA PARTNERS



FoodTechBiz



IMPRESSIONS



IMPRESSIONS



DAY 1 HIGHLIGHTS



DAY 2 HIGHLIGHTS



AFTERMOVIE



IN PARTNERSHIP WITH



VIV Select India 2027

21-23 April 2027

VIV Select India 2028

19-21 April 2028

Yashobhoomi, New Delhi, India

INDIA.VIV.NET

VNU AGRIFOOD CALENDAR 2026 AND BEYOND

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD



VIV AFRICA 2026

7-8 OCTOBER 2026 • KIGALI, RWANDA



VIV ASIA 2027

10-12 MARCH 2027 • BANGKOK, THAILAND



FEATURING
AQUATIC

IN CO-LOCATION WITH
meat pro
ASIA



VIV AFRICA 2027

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



FEATURING
AQUATIC



VIV MEA 2027

23-25 NOVEMBER 2027 • ABU DHABI, UAE



FEATURING
AQUATIC



VIV HEALTH & NUTRITION ASIA 2028

14-16 MARCH 2028 • BANGKOK, THAILAND



VIV EUROPE 2028

13-15 JUNE 2028 • UTRECHT, THE NETHERLANDS



VIV IDEX PHILIPPINES 2026

26-28 AUGUST 2026 • MANILA, PHILIPPINES



VIV IDEX INDONESIA 2026

16-18 SEPTEMBER 2026 • JAKARTA, INDONESIA



VIV SELECT INDIA 2027

21-23 APRIL 2027 • NEW DELHI, INDIA



VIV SELECT TÜRKİYE 2027

9-11 JUNE 2027 • ISTANBUL, TÜRKİYE



VIV SELECT CHINA 2027

18-20 AUGUST 2027 • SHANGHAI, CHINA



VIV IDEX INDONESIA 2027

15-17 SEPTEMBER 2027 • JAKARTA, INDONESIA



VIV SELECT INDIA 2028

19-21 APRIL 2028 • NEW DELHI, INDIA



VIV IDEX VIETNAM 2028

31 MAY - 2 JUNE 2028 • HO CHI MINH CITY, VIETNAM



WORLDWIDE

VNU | EUROPE

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