



VIV MEA 2025

ABU DHABI, UAE

25-27 NOVEMBER

WWW.VIVMEA.NL

5TH
ANNIVERSARY

EXHIBITOR BROCHURE

INTERNATIONAL TRADE SHOW
FROM FEED TO FOOD
FOR THE MIDDLE EAST AND AFRICA



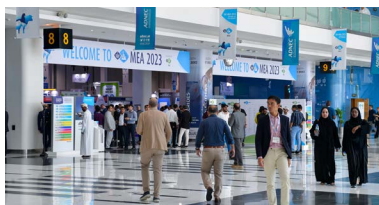
WELCOME TO VIV MEA

The leading animal husbandry show in the Middle East

In a relatively short period of time VIV MEA has proven to be a successful event, being able to gather local as well as international industry leaders and professionals. VIV MEA focusses on bringing together supplier and buyers from Feed to Food under one roof. This includes feed (ingredients) and animal health, animal husbandry, equipment for breeding, farming, slaughtering, processing and much more.



SHOW IDENTITY



Location:
ADNEC Centre Abu Dhabi, U.A.E.

Frequency:
Every 2 years

Next date:
25-27 November 2025

Attendance:
11,000 +

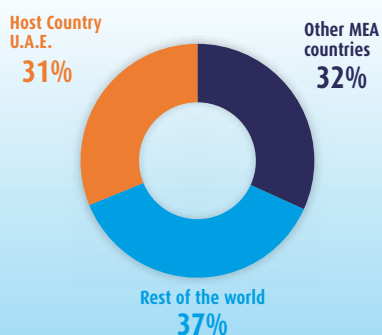
Show Features:
Dairy, fish, poultry, eggs, cattle, calves, goat, sheep and camels.

VISITOR IDENTITY



Visitor Features:
High quality buyers with decision making power which drive investments.

Visitors origin from last edition
100+ countries



EXHIBITOR IDENTITY



Exhibitor profile:
Top international suppliers showcasing the latest developments of the agrifood industry.

Attendance:
500 exhibitors from 50 countries

Main sectors:

- Feed and Ingredients/Additives
- Animal Health
- Breeding & Hatching
- Farm Production
- Processing/Food Engineering
- Logistic/Refrigeration
- Media Consultancy
- IT/Automation





A COMPLETE DIVE INTO THE FEED TO FOOD SUPPLY CHAIN

The entire supply-chain under one roof!

The must-attend event for all professionals in the animal protein production & processing. Livestock experts and leading exhibitors have clearly stated that VIV MEA is the best marketplace and international business platform for the Middle East market and Africa.

VIV MEA 2025 emphasizes key growth areas in the industry by spotlighting dairy and aquatic, providing attendees with opportunities to explore advanced solutions in dairy production, health, and technology, alongside innovations in aquaculture, and more particularly sustainable feed, extrusion and water management.



2025 KEY FIGURES



100+
visiting
countries



80+
professional
speakers



11,000+
visitors



17,500 sqm gross
exhibition space



500
exhibitors

HIGHLIGHTED SPECIES:

- Dairy
- Aquaculture



REASONS TO EXHIBIT!

VIV MEA has proven to be the ideal platform to meet and connect with new and existing clients

Whether you are an upstream or downstream supplier in the supply chain, being an exhibitor at VIV MEA can boost your activity. Meet new potential customers and build loyalty with your current customers.

- Be part of the most complete Feed to Food Global Trade Show in the Middle East.
- Accelerate your business by efficiently meeting 11,000+ buyers in 3 days in a pleasant setting.
- Enjoy the best place for Poultry as well as innovations for aquaculture and dairy.
- Profit from the Government partnership boosting investments and ROI.
- Increase your brand awareness.
- Test new market solutions, collect data and feedback.

» 79% Of the Exhibitors reported being either fairly or very satisfied with the 2023 event.

» Abu Dhabi ranked the safest city in the world by the index of the Economist Intelligence Unit (EIU) for 2024.



KEY SHOW PARTNERS

abu dhabi
Convention & Exhibition Bureau

Gulf AGRICULTURE
YOUR GATEWAY TO THE MIDDLE EAST AGRIBUSINESS

SHOW
Co

INTERNATIONAL
POULTRY
COUNCIL

Kingdom of the Netherlands

HubOrange!

جمعية
الدواجن
القطرية
Emirates
Veterinary
Association
EVA

ADNEC
GROUP

هيئة أبوظبي للزراعة والسلامة الغذائية
ABU DHABI AGRICULTURE AND FOOD
SAFETY AUTHORITY

GLOBAL
DAIRY
FARMERS

وزارة التغير المناخي
والمياه
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT

BTC
GROUP



JAARBEURS

Topsector
Agri &
Food

INVEST IN
Holland

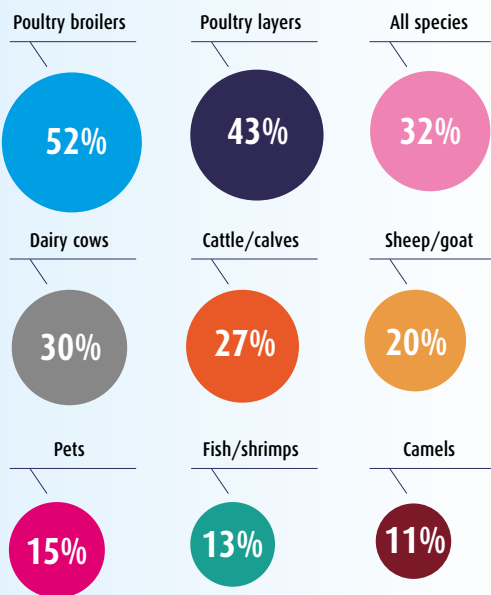
DUTCH
POULTRY CENTRE



TOP NOTCH BUYERS

A prepared and professional audience, representing the best buyers in the field of animal protein chain

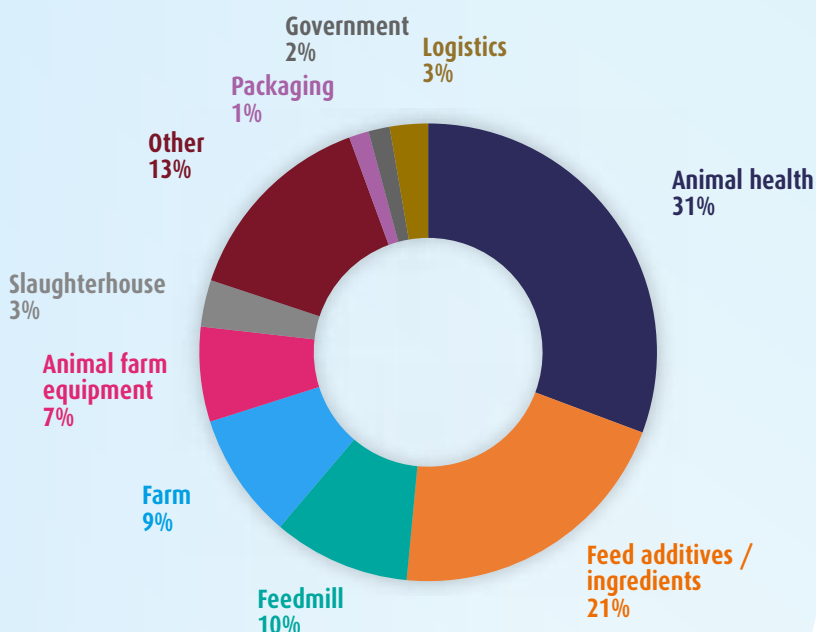
VISITORS BY SPECIES



VISITORS BY JOB FUNCTION

Chairman/CEO/President/MD/CFO	28%
Marketing/Sales manager/Representative	18%
Veterinarian	11%
Technical manager/Engineer/Technician	8%
Distributor/Dealer	4%
Farm manager	3%
Consultant	3%
Buyer/Purchase/Procurement manager	3%
Nutritionist/Formulator	2%
Government official/Institutions	2%
Researcher	2%
Retailer	1%
Producer/Processor	1%
Regulatory manager	1%
Academic/Professor	1%
Other (please specify)	12%
Total	100%

VISITORS BY SECTORS



VISITORS BY AREAS

Middle East	69%
Asia	12%
Western Europe	7%
Africa	5%
Eastern Europe	4%
The Americas	1%
Others	2%

REGION OUTLOOK

The Middle East is facing structural and ambitious changes to increase their food production to ensure food security. This offers international suppliers a balanced mix of challenges and great business opportunities. The animal protein market is positive and expected to grow due to a strong increasing demand for poultry, eggs, meat, fish and dairy products.



POPULATION



371 MLN AVERAGE AGE: 27 years



GROW RATE: 1.56% Global rate: 1.1%



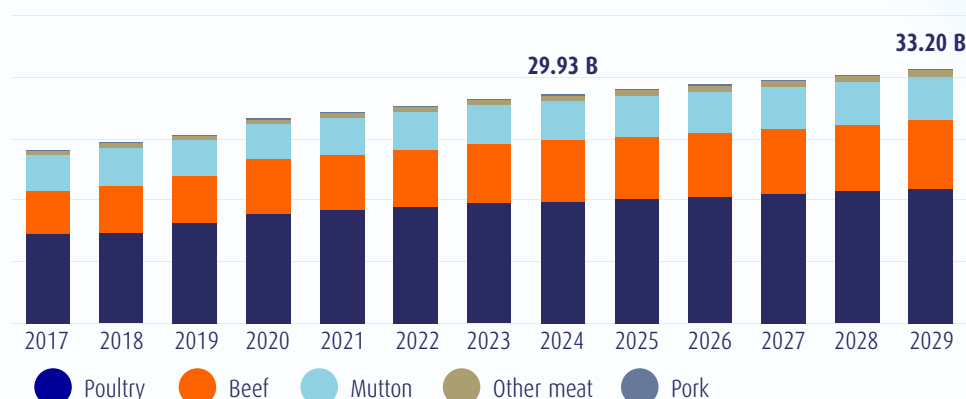
GDP PER CAPITA
32,000 USD



ECONOMIC GROWTH
2-4% (2023-2025)



Value of edible meat market By type, USD, Middle East, 2017 - 2029



Source: Mordor Intelligence

29.93 Billion
Market Size in
2024 (USD)

33.20 Billion
Market Size in
2029 (USD)

4.44%
Compound annual
growth rate
(2017-2023)

2.09%
Compound annual
growth rate
(2024-2029)

GDP forecasts from the IMF indicate an accelerating growth rate for the wider region to 2.8% in 2024 (up from 2% in 2023) and 4.2% in 2025.



LARGEST MARKET BY TYPE

53.28%

Value share, Poultry, 2023

Product consistency, a surge in regional production, and its higher protein/lower fat content are some of the major factors influencing the region's poultry consumption.

FASTEST-GROWING MARKET BY TYPE

2.41%

Projected CAGR, Beef, 2024-2029

The growing influence of Western diets and the increased presence of international cuisines and restaurants serving beef-based dishes in the region have led to the demand.

LARGEST MARKET BY COUNTRY

21.32%

Value share, Saudi Arabia, 2023

Poultry and beef are Saudi Arabia's choice of meat. The country's regulatory bodies are encouraging local producers to boost meat production to cater to the surging demand.

FASTEST-GROWING MARKET BY COUNTRY

2.07%

Projected CAGR, OMAN ,2024-2029

The surging demand, influenced by constant investments and government support to boost the local production of edible meat, may drive the Omani market in the future.

Source: Mordor Intelligence



VALUE-ADDED SERVICES

VIV MEA offers you attractive ways to join our visitor campaign. Set up your own online campaign with us and promote your presence at the event

SHOWCASE & MEET WITH VIV CONNECT

Exhibitors and visitors of VIV MEA 2025 get access to VIV Connect, the premier digital platform by VIV worldwide, where the agrifood industry comes together. This is the place where companies, associations, and industry experts connect, exchange valuable insights and gear up for upcoming exhibitions by seamlessly perusing what's on offer.

CUSTOMIZED MARKETING OPPORTUNITIES

A proper promotion before, during, and after the show is extremely important to maximize your business and brand profile.



On-site Advertising



Digital Marketing



Seminars & Workshops



GO DIGITAL!

Webvertising
Direct Marketing
Newsletter
Digital Show Review
WIFI Sponsorship
Social Media



- Utilize the VIV Social Media Channels
- Expand your brand's message within the VIV audience
- Establish a presence on the vivmea.nl website
- Increase your visibility with the VIV Connect App

BENEFITS

- Stand out from competition
- Trigger sales opportunities by creating multiple exposure points
- Unique customization



BOOK YOUR BOOTH NOW!



GREAT VISIBILITY FOR NEW BUSINESS OPPORTUNITIES

A booth at VIV MEA 2025 will maximize your company's business opportunities.

As a relevant player in the animal husbandry industry, whether your work is upstream or downstream in the supply chain, this is the must-attend event to include in your marketing strategy.

Our professional sales team is excited to receive your questions and help you reserve the best location for you on the show floor.

PREPARATION STEPS:



Digital service portal
for easy preparation!



TO LEARN MORE ABOUT WHAT'S IN IT FOR YOU – CONTACT US!

VIV MEA speaks your language. Check the contacts network and choose your preferred sales representative among team members or country agents at:

<https://vivmea.nl/contact/>



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