



VIV MEA 2023

ABU DHABI, UAE
20-22 NOVEMBER

4TH
EDITION

EXHIBITOR BROCHURE

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





WELCOME

A strong and active regional hub serving the Feed to Food Industry

VIV MEA, organized by VNU Europe, is strongly driven by its mission to link key industry players and offer more products and trade opportunities among professionals in Europe, Middle East and Africa.



VIV MEA 2023 outlook



EVENT IDENTITY CARD



Event Profile:

B2B Trade fair covering the Feed to Food supply chain for the production & processing of poultry, eggs, meat, fish and dairy.

Location:

ABU DHABI, UAE
Abu Dhabi National Exhibition Centre

Frequency:

Every 2 years

Date:

20-22 November 2023

Floor space:

16,400 m² gross



VISITOR IDENTITY CARD



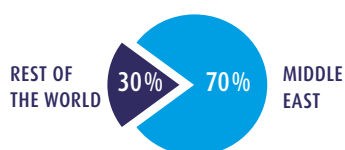
Visitor profile:

High quality buyers with decision making power which drive investments.

Attendance target:

8000 visitors from 90+ countries

Visitors origin from last edition:



EXHIBITOR IDENTITY CARD



Exhibitor Profile:

Presence of top international suppliers and a broad spectrum of products on display.

Attendance:

525 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 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.

The entire supply-chain under one roof!



VIV MEA 2023
at a glance:

90+
visiting
countries

80+
professional
speakers

8,000
expected visitors

20+
conference
sessions

500
exhibitors



REASONS TO EXHIBIT

1. Be part of the most complete Feed to Food Global Trade Show in the Middle East.
2. Accelerate your business by efficiently meeting 8,000 buyers in 3 days in a pleasant setting.
3. Enjoy the best place for Poultry as well as innovations for aquaculture and dairy.
4. Profit from the Government partnership boosting investments and ROI.
5. Increase your brand awareness.
6. Meet new potential customers.
7. Build loyalty with your current customers.
8. Test new market solutions, collect data and feedback.
9. Get to know the Middle Eastern business culture in-depth.
10. Rely on the show's proven track record; rewarded 8.0/10.



KEY SHOW PARTNERS

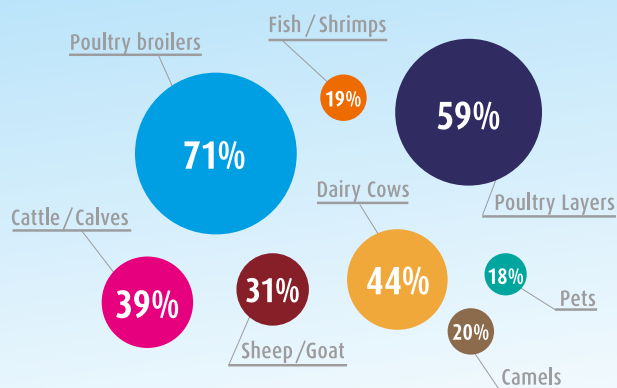




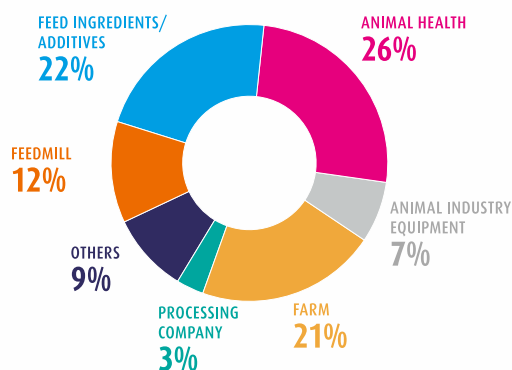
A PLACE FOR TOP NOTCH BUYERS

The visitor numbers from the event in 2021 that made the show a true success

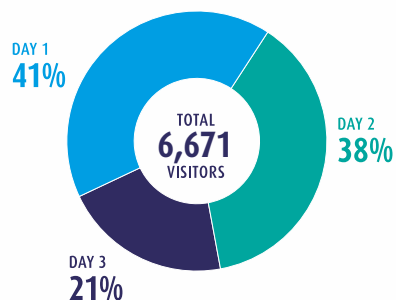
VISITORS BY SPECIES



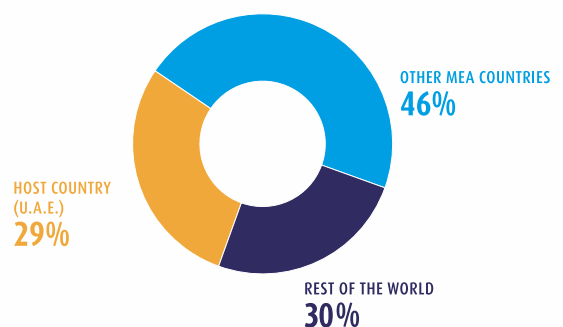
VISITORS BY SECTOR



SHOW VISITORS



VIV MEA: REGIONAL HUB





REGION AND MARKET 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



450 MLN



AVERAGE AGE: 27 years



GDP PER CAPITA

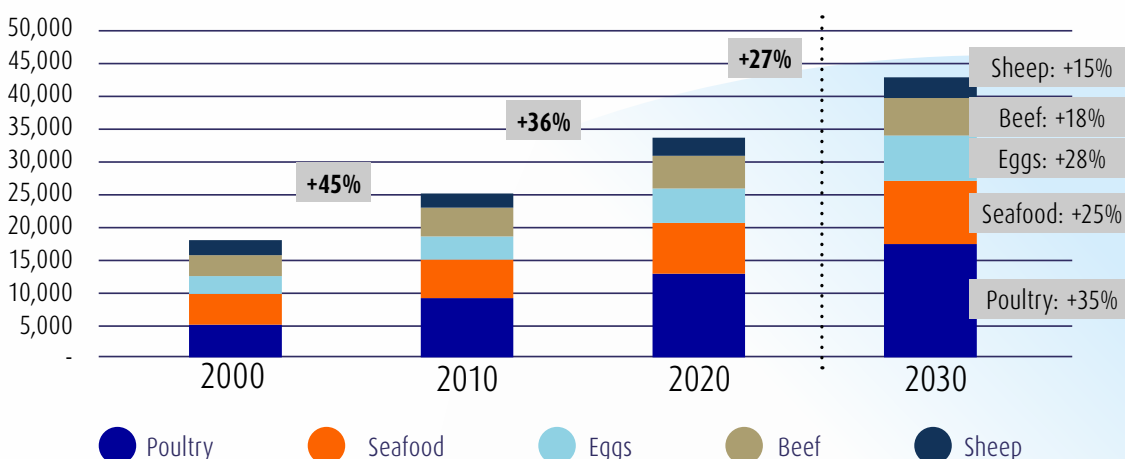
7,427 USD



ECONOMIC GROWTH

3-5% (2021-2025)

MENA meat consumption – outlook by specie





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.

SELECT YOUR COSTUMIZED MARKETING OPPORTUNITIES

Enhance your online reach through the VIV comprehensive digital marketing tools and reach a wider audience.

- 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



GO DIGITAL!

Webvertising

Direct Marketing Newsletter

Digital show review

WIFI Sponsorship

Social Media

CUSTOMIZE MARKETING OPPORTUNITIES



On-site advertising



Digital marketing



Seminars & workshops

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



BENEFITS:

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



VIV MEA 2023

ABU DHABI, UAE

20-22 NOVEMBER

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Organized by

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Co-located with:



HORTI & AGRI MEA

**THE INTERNATIONAL SEED TO FOOD SHOW
FOR THE MIDDLE EAST AND AFRICA**