# REASONS TO PARTICIPATE

- Growing production of processed meat in Asia. **Big demand** for technology in a market with high growth potential.
- Unique strength of VIV Asia due to the **vertical approach** of the complete value chain
- One-stop-shop for **large scale integrated companies** and producers active in complete value chain from Feed to Food.
- **Meet with high level buyers** throughout Asia. Take advantage of the VIV worldwide expertise in attracting the industry's key buyers.
- **VIV Industry Leader** program for highly valuable buyers and stakeholders.
- VIV Asia connects Asian markets while also offers the opportunity to **link with global buyers**.

Strong **content program** will be enrolled prior and during the exhibition.

Among others:
Global Feed & Food Congress, by IFIF

Content distribution by
**VIV online 24/7 & WWW.VIV.NET**

An added dimension to the onsite trade event, for you to share content & knowledge 24/7

Dedicated,
**targeted campaign**,
supported by local and
global partners and associations

## Food Processing Contact in North America

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# FOOD ENGINEERING

A DEDICATED PROGRAM AT VIV ASIA 2019

## Equipment and Services for the production & processing of Poultry & Eggs, Red Meat, Fish and Dairy products

**VIV Asia 2019, the leading international trade show from Feed to Food for Asia, for animal husbandry & processing, sets out to link industry professionals focusing on production of poultry broilers, poultry layers, swine, dairy cows, fish and shrimps.**

### Demand vs Supply

For more than 40 years VIV worldwide has been establishing professional networks around the world between industry buyers and feed-to-food manufacturers.

### How do we engineer it?

VIV team analyses market trends, opportunities and current needs and links industry professionals through the vertical chain in the target market. A wide array of services covering conferences, summits and exhibitors presenting feed ingredients, additives, breakthrough animal health practices & products, multi-specie breeding & technological advances are the strong basis of VIV expertise …the good-old VIV recipe, going beyond a simple showcase!

### Focus on Downstream

Undoubtedly the most sought-after service that has grown in demand over the previous editions of VIV Asia. Food Engineering takes place when the slaughtering part begins, when companies step in to process the product before it hits the market and the retail business.

## THE COMPLETE VALUE CHAIN OF ANIMAL PROTEIN PRODUCTION AT VIV ASIA 2019

**FEED**

- Feed / CropTech-FeedTech
- Feed / Ingredients & Additives
- Animal Health
- Breeding / Hatching
- Farm Production
- **Processing / Food Engineering**

**FOOD**

## FOOD ENGINEERING VALUE CHAIN TOPICS

- Pre-processing
- Slaughtering
- Evisceration
- Secondary processing
- Further processing
- Ingredients, additives, seasonings
- Marinating equipment
- Cooling and freezing
- Packaging and materials handling
- Logistics and storage
- Quality and safety management
- IT solutions, process control and automation
- Hygiene
- Rendering
- Waste water treatment
- Energy management

## SPECIES

- Poultry meat
- Poultry eggs
- Red meat
- Shrimp & Fish
- Dairy

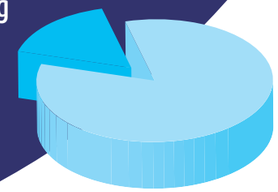


# VIV **ASIA** 2017

## EXHIBITOR AND VISITOR REVIEW

**16,6%**

of all visitors expressed their interest in further Processing products & services – Food Engineering



**45,952**
**PROFESSIONAL VISITS FROM**
**127 COUNTRIES**
making VIV Asia the most important tradeshow in SE Asia

**8.3**
**IS THE SHOW'S RATING BY PROCESSING PROFESSIONALS!**

**1,057**
**EXHIBITORS FROM**
**55 COUNTRIES**
presented their products, services and solutions for production of animal protein products, covering the entire value chain from Feed to Food, including 60 suppliers in (primary) processing who rated the show with a 7.8

## BUYERS LIST

- Slaughterhouses
- Meat, egg, fish processing companies
- Retail/wholesale trade
- Importers
- Exporters
- Distributors
- Large scale integrated companies

## SELECTION OF KEY BUYERS AT VIV ASIA

Betagro · BRF · Cargill Meat · COFCO · CP · CP Foods · Harim Group · Japfa · New Hope Group · Thai Foods Group