

VIV Qingdao 2019

Qingdao World Expo City, Shandong China | September 19-21



Press release

[Shanghai, China, 27 November 2018]

VIV held in China on a yearly basis from 2019 onwards, starting with VIV Qingdao 2019

VIV will be held in China on a yearly basis from 2019 onwards, in response to local industry demand. It marks an important upgrade by the VIV team in terms of content as well as service quality to better serve the Chinese market. VIV worldwide events' organizer VNU Exhibitions Europe is also pleased to announce that its joint venture company VNU Exhibitions Asia will lead the next phase of development of VIV shows in China. This change to a new annual series will open with VIV Qingdao, to be held in Shandong province in 2019.

Ruwan Berculo, director of VIV worldwide, states that "VIV Qingdao 2019 is the sole and only successor of our previous VIV China fairs. It will be the international-standard exhibition and forum program, designed specifically for the Chinese market. China's market is huge and complex. It needs the complete dedication and detailed attention of national professionals in organizing a valuable exhibition. That is why the Utrecht team at VNU Exhibitions Europe now takes a step back from the organization process within China. We hand over to our respected colleagues within our national VIV China team based in Shanghai to present you with a strong trade show that will connect you with the leading Chinese enterprises in pork, poultry, egg, dairy and fish production."

VIV Qingdao 2019: international trade show from Feed to Food for China, focusing on innovation, network integration and hot industry topics

VIV Qingdao 2019 will be held on September 19-21 at the **Qingdao World Expo City**, filling halls S1 to S5, for an exhibition area of 50,000 square metres gross.

The show in 2019 will present 600 exhibitors and it is expected to attract more than 30,000 visits, including over 200 industry leaders.

The feed to food exhibition concept will be further enhanced by around 20 international seminars that analyze the Chinese industry as well as best solutions for current issues in global animal husbandry.

Shandong, Qingdao: major area of Chinese animal protein industries

Shandong province is an important area for the animal protein production, with excellent development prospects. Meat, eggs and dairy products in this province represent about 10% of China's total production of animal proteins and half-over 40% of all exports nationally by

gross volume.

Qingdao is a major port city and Shandong's economic center, playing an important role in The Belt and Road initiative. Numerous global events and conferences are held in this city every year. The degree of Qingdao's animal large scale production ~~standards are is~~ higher than the China national average, especially in swine, poultry and cattle. The city's output throughout the whole animal industry chain was worth RMB 80 billion in 2017. What is more, Qingdao promotes efficient farming. In the city's ~~immediate area~~, there are 2,425 large scale farms, including 45 national scale farms, 91 province scale farms, 41 modern farms and 98 farming communities.

Qingdao is also very active with regard to waste disposal, 94% of its farms having adopted modern equipment for manure management. Sustainability is a further major theme for Shandong -- there are 16 sustainable towns operating within the province as well as 160 sustainable farms.

More value and benefits will come from:

I. Concurrent conferences at VIV Qingdao 2019

In order to promote the transformation and healthy development of China's animal husbandry, VIV Qingdao 2019 will cooperate with various government organizations, industry associations, experts and media partners to direct the focus onto industrial development across China as well as global market trends. Conferences focusing on swine, poultry meat, eggs, dairy and aquaculture will be held during the show.

1. Third China Swine Science Conference and Exhibition 2019 – in the same venue

Organized by: Chinese Association of Animal Science and Veterinary Medicine (CAAV)

Covering topics: breeding, nutrition, disease control, environment and slaughtering

2. Third World Conference on Farm Animal Welfare – in the same venue

Organized by: China Association for the Promotion of International Agricultural Cooperation

Launched by eight international animal welfare associations and supported by FAO

3. Second Farm and Food integration forum – in the same venue

After the first edition of Farm and food integration forum during VIV China in Nanjing in 2018, it will take the opportunity of VIV Qingdao 2019 co-location with AAFEX 2019 to give more ideas and solutions for “farm to table and table to farm” business.

4. Conference on egg production and processing technology and business development

Topics will cover breeding, farming efficiency, branding and distribution.

5. Aquaculture China conference

Follows the success of Aquaculture China 2018 and will make full use of the location in Qingdao to connect with the production area and the knowledge network from Ocean University of China (OUC) which based in Qingdao.

6. The InnovAction campaign will be introduced in VIV Qingdao 2019

InnovAction is a comprehensive service for international pavilions and individual exhibitors to present the latest products, technologies and solutions to the market, which can link visitors in a unique way.

II. Co-location with Asia Agro-Food Expo 2019 (AAFEX)

Organized by: VNU Exhibitions Asia and strongly supported by Qingdao government.

Besides animal husbandry, Asia Agro-Food Expo 2019 is designed to cover sectors including crops, agricultural products, agricultural product processing and innovative agriculture. It will provide an international trading platform for innovation, trade and business interaction under the umbrella of agriculture and food.

In their co-location VIV Qingdao 2019 and AFFEX 2019 will present in total more than 100,000 square metres of exhibition area under the same roof of **Qingdao World Expo City**. Within the large conference center, there will be more professional seminars on crops, horticulture, greenhouse technology and food processing and packaging engineering.

This will bring three outstanding benefits for the industry to share...

- 1) The concept and solution for the integrated farm operation combining plants and animals
- 2) The business opportunities both upstream and downstream along the supply chain of "seeds to plants to feed to meat to food"
- 3) In one business event, professionals can meet a larger presentation of investors, buyers and suppliers in agriculture and food industries.

III. By professional organizer -- VIV team from VNU Exhibitions Asia

VNU Exhibitions Asia is the joint venture of VNU Exhibitions Europe, the organizer of VIV worldwide. It will take full charge of the operation, sales and marketing in China of VIV worldwide from 2019, providing exhibitors and visitors with comfortable, professional and convenient services and experiences.

As one of the earliest exhibition companies in the country, VNU Exhibitions Asia has been a leader in China's exhibition industry for more than two decades. Through the dedication of more than 200 employees, the company hosts over 20 top exhibitions and conferences in China each year including **Pet Fair Asia, Horti China, DOMOTEX asia/CHINAFLOOR** and **R+T Asia**, with a total exhibition area of over 600,000 square metres.

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Notes:

Booth reservation and business cooperation for VIV Qingdao 2019 have been launched officially! Special discount for regular VIV exhibitors and those who confirm booking before December 31st, 2018.

Booth Booking

Ms. Sylvia Shan Tel: +86 18302133457 [Email: sylvia.shan@vnuexhibitions.com.cn](mailto:sylvia.shan@vnuexhibitions.com.cn)

Media Cooperation

Ms. Elaine Huang Tel: +86 13761243801 [Email: elaine.huang@vnuexhibitions.com.cn](mailto:elaine.huang@vnuexhibitions.com.cn)

Business Cooperation

Ms. Isabel Yuan Tel: +86 13472602614 [Email: isabel.yuan@vnuexhibitions.com.cn](mailto:isabel.yuan@vnuexhibitions.com.cn)
[Mr. Jeremy Liu Tel: +86 13910284456 Email: jeremy.liu@vnuexhibitions.com](mailto:jeremy.liu@vnuexhibitions.com)