



# VIV China 2016 Show Review



**Full of  
innovations  
& new business**

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**Platform for  
international  
livestock industry**

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**VIV China  
moves to Nanjing  
in 2018**

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## VIV China 2016 platform for international livestock industry

**VIV China 2016 in Beijing from 6-8 September welcomed 15,155 visitors from 85 countries including trade delegations from India, South Korea and Russia. The trade show brought together the highest levels of animal husbandry industry for pigs, poultry, aqua and dairy. The event was held in co-location with the World's Poultry Congress 2016.**

The show gained from forming part of China Livestock Industry Week, in which it was joined by the VIV China International Summit and was co-located in Beijing with the latest World's Poultry Congress of the World's Poultry Science Association. This strategic partnership of VIV worldwide with the WPSA attracted additional visitors to the exhibition, not least during an Industry Day feature of the congress programme for 7th September.





## New business for HatchTech, HuaYu and Hy-Line

Big poultry news on the opening day of VIV China 2016 was the official signing of a contract to construct in China the world's largest hatchery for layer chicks. When completed at Handan in China's Hebei province, the hatchery will have capacity to produce 55 million chicks per year. Genetics supplier Hy-Line and Chinese poultry company HuaYu have chosen HatchTech's incubation technology for the project that aims to provide top-quality laying hens to the Chinese market.

## Exhibitors

VIV China 2016 had 550 companies on the exhibitor list. Feed ingredients, additives and industrial feed counted for one-third of the trade show floor. One-sixth of the exhibitors were active in animal health. 50% of the exhibitors offered housing or (processing) equipment, mainly for pigs and poultry and egg processing. Regions ranging from the Americas and Europe to Asia and Oceania were represented on the stands of the foreign-based exhibitors. Alongside the individual exhibits were a series of national pavilions for the USA, the Netherlands, Israel and South Korea.

## Cut-up system dedicated to the Chinese Poultry market

Among many poultry-oriented innovations on view, Marel Poultry chose VIV China to launch its new Stork module for the ACM-NT cut-up system dedicated to the Chinese poultry processing sector. Lighting specialist ProLucent introduced lights for chicken houses that simulate conditions of natural sunlight. For the company, Mr. Yoeri Renders explained that the lights under development would change during the day like sunlight rather than simply being a mix from infra-red to ultra-violet.

Smart technology was a frequent theme of exhibits. Examples included a centralized intelligent constant-pressure cleaning system from Qingdao Saintfine, described as capable of saving 50% of water usage compared with conventional washing by high pressure. In climate control, Hotraco brought the Fortica touch-screen poultry computer.



# VIV China moves to Nanjing in 2018

VIV worldwide announces that VIV China 2018 will move to Nanjing, capital city of China's Jiangsu province. The dates scheduled are 17th-19th September 2018 and the venue in Nanjing is the NIEC exhibition centre. A new concept for VIV China will be developed, with more activities and with a clearer focus on the different target groups per day.

We have decided that it is time for something new, an exploration of the fresh opportunities and activities offered by a change of location," says VIV China show manager Anneke van Rooijen. "Jiangsu province is in easy reach from important production areas from north and south China and the economic importance of Nanjing is increasing.

"The move will allow our exhibitors to extend their sales networks and contacts to other parts of China. No less important for us, Nanjing offers good facilities for exhibitors and visitors. Nanjing has an international airport and can also be reached by train, road or plane for people from inside China. Its exhibition ground is high-quality and enjoys an excellent transportation link to the city centre by subway.