



VIV MEA 2020
ABU DHABI, U.A.E. | MARCH 9-11

Join the USA Pavilion at VIV MEA 2020



Reach one of the fastest growing markets for U.S. animal feed and animal farming industries

VISITORS

6,660 69% came from outside UAE
8.3 visitor satisfaction

TOP 5 PRODUCTS VISITORS WERE INTERESTED IN

- 55%** Animal health products
- 49%** Feed ingredients/additives
- 29%** Farm equipment & housing
- 23%** Breeding & Hatching equipment
- 22%** Industrial compound feed processing equipment



We had a great show, a great experience as part of the USA Pavilion. We were here two years ago and had a repeat visit. We had lots of productive meetings and lots of interest...overall it was a great experience and we look forward to coming back.

- Ray Shen at AmPharma



EXHIBITORS

368 from **46** countries
7.3 exhibitor satisfaction

MARKET INFORMATION

- The U.S. Department of Agriculture (USDA) projected The Middle East and North Africa will account for more than half of the growth in world coarse grain imports through 2026.
- The U.A.E. is the largest export market for American commodities exports in the Middle East. In 2015, U.S. exports to the U.A.E. totaled \$23 billion.
- Feed to Food brings together supply and demand within the complete animal protein chain. VIV MEA represents every step in meat, seafood and dairy production process.

TOP VISITING COUNTRIES



UNITED ARAB
EMIRATES



IRAN



PAKISTAN



EGYPT



SAUDI ARABIA



INDIA

USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC and the U.S. Agricultural Trade Office in Dubai.

Benefit from the Prestige and Visibility of the USA Pavilion at VIV MEA 2020



Exclusive USA Pavilion Services and Amenities



A highly desirable **central location** on the show floor. The **prestige and visibility** of the USA Pavilion group stand, a **focal point for visitors and buyers**.



A fully-assisted, exhibitor-friendly process from registration through show dates from IMEX Management staff in the **U.S. and on-site in Abu Dhabi**.



Individual partitioned exhibit space that showcases each exhibiting company's identity.



Individual listing in and complimentary copies of the **official show catalogue** and **USA Pavilion directory**.



Marketing support services from the Office of Agricultural Affairs, Dubai, including local promotion to importers, on-site market briefing and on-going market assistance during the show.



Assistance with graphics layout, shipping, hotel arrangements, etc.

Reserve your space today!



USA PAVILION AT VIV MEA 2020 ORGANIZED BY



IMEX Management, Inc.
4525 Park Road, Suite B-103
Charlotte, NC 28209 USA
704.365.0041 | 704.365.8426 fax
www.imexmanagement.com

Taylor Viramontes
TaylorV@imexmanagement.com