VIV HEALTH & NUTRITION ASIA

BITEC BANGKOK, THAILAND
JANUARY 15-16, 2020

SAVE THE DATE!

TRADE SHOW & FORUM FOCUSING ON

FEED, PHARMA & GENETICS

IN ANIMAL PROTEIN PRODUCTION

WWW.VIV.NET

What is VIV health & nutrition Asia?

VIV health & nutrition is the new niche-event by VIV worldwide. It's a trade show + forum, focusing innovations in nutrition, pharmaceutics and high-tech animal health solutions. The first edition takes place in Bangkok at BITEC, on January 15-16, 2020.

Different from VIV Asia

VIV Asia serves professionals in meat, egg, fish and milk production along the entire Feed-to-Food supply chain. VIV health & nutrition Asia addresses the fast-moving sectors of:

- Feed ingredients & additives
- Pharmaceutics and Pharmaceutical ingredients
- Genetics
- High-tech animal health solutions
  (i.e. artificial intelligence like sensors, robotics)

The niche-event VIV health & nutrition Asia takes place in the even years, alternating with the big, full-scale VIV Asia in the odd years.

Low-Cost & Full-Service

VIV health & nutrition Asia keeps time spent on preparations low and costs limited with:

- Full-service booth packages for sale only, including catering.
- Booth sizes ranging from 12 sq.m. to max. 48 sq.m.
- Your company branding fully exposed within the booth design.

Why VIV health & nutrition Asia?

- Innovations in especially Feed, Pharmaceutics and Genetics are fast-moving. Innovations are introduced every month. The event provides the opportunity to sell, buy and to remain updated yearly about the latest technology.
- Face-2-Face platforms play a unique role in the media-mix in driving innovations. That's the power of live communications.
- VIV has the largest worldwide network in health & nutrition and is best-connected in Asia.
- Asia is the world's fastest growing market.
- Bangkok is Bangkok; the world's preferred city to meet.

Forum

VIV health & nutrition Asia 2020 is a trade show + forum. The forum presents Conferences & Vendor sessions by VIV as well as by its partners. They take place at BITEC and in the City of Bangkok, along the entire business week.

Event expectations

- 2-day trade show at BITEC.
- Forum filled with unique content, during the entire business week.

200+
exhibitors

5,000+ m²
exhibition space

5,000+
visitors

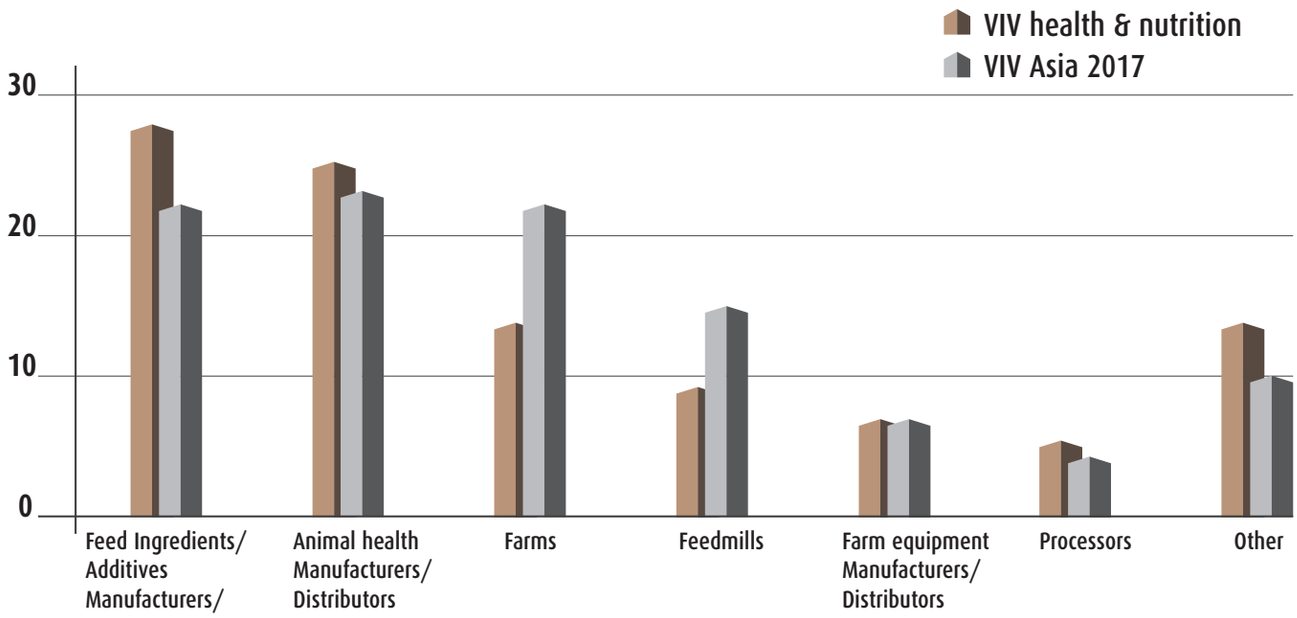
100+
speakers

60+
countries

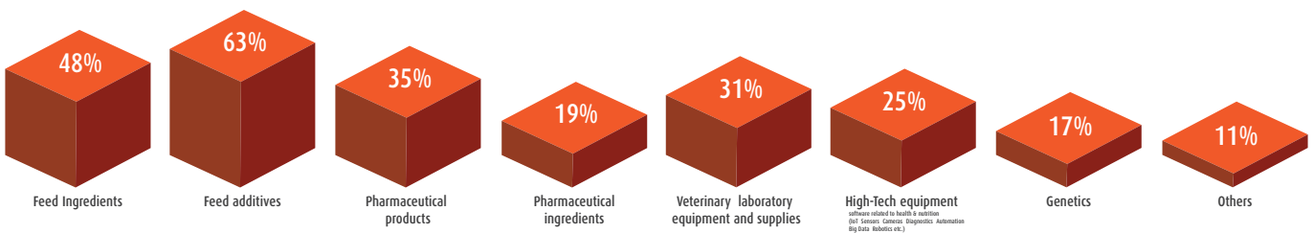
50+
media

Visitor Survey

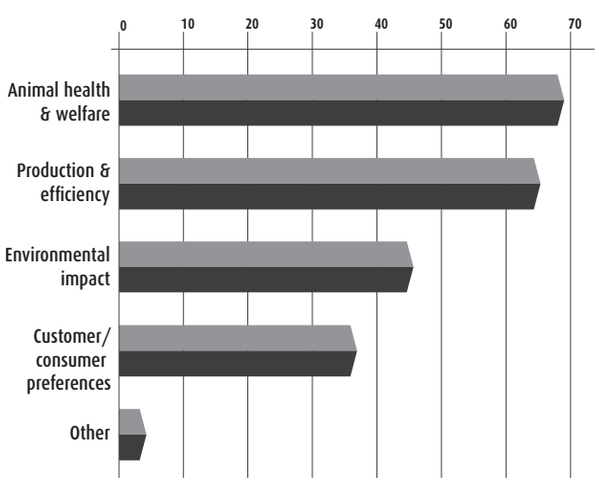
Survey Completion Statistics



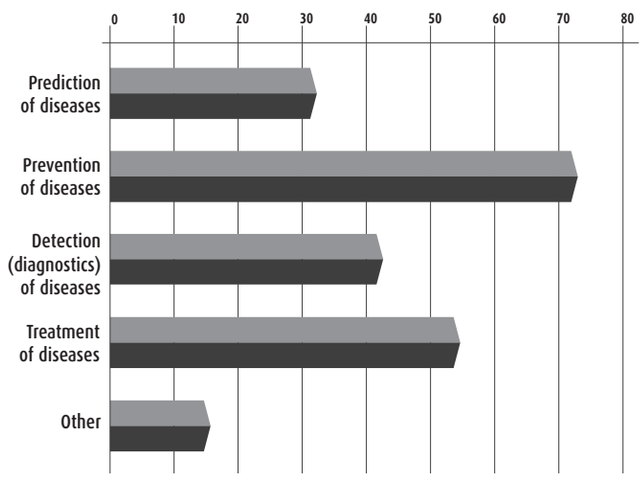
Product of interest



Animal themes



Important themes



Participation

Making it easy for you

To ensure a hassle-free participation, a full-service participation package is compulsory and all-inclusive: including premium/customizable booth construction, lunch-vouchers and promotion. The booth size ranges from 12 sq.m. to max. 48 sq.m.

Artist impression of VIV health & nutrition Asia 2020 stand construction

V1

	12 sq.m.	15 sq.m.	16 sq.m.	18 sq.m.	20 sq.m.	21 sq.m.	24 sq.m.
Presence							
• Exhibition space							
• Premium, customizalbe booth construction							
Services							
• Lunch voucher	2X	2X	2X	2X	4X	4X	4X
• Hotel booking service	✓	✓	✓	✓	✓	✓	✓
• Network party voucher	2X	2X	2X	2X	4X	4X	4X
• Parking voucher or BTS ticket	2X	2X	2X	2X	4X	4X	4X
Promotion							
• Extensive companyprofile in Show Planer (60 words, logo, QR code)	✓	✓	✓	✓	✓	✓	✓
• Advertisement in Show Guide	-	-	-	-	1/4 page	1/4 page	1/4 page
• Extensive company profile in the VIV online catalogue	✓	✓	✓	✓	✓	✓	✓
• Online business matching	✓	✓	✓	✓	✓	✓	✓
Participation							
• Total package rate	€ 5.950	€ 7.450	€ 7.950	€ 8.950	€ 9.950	€ 10.450	€ 11.950

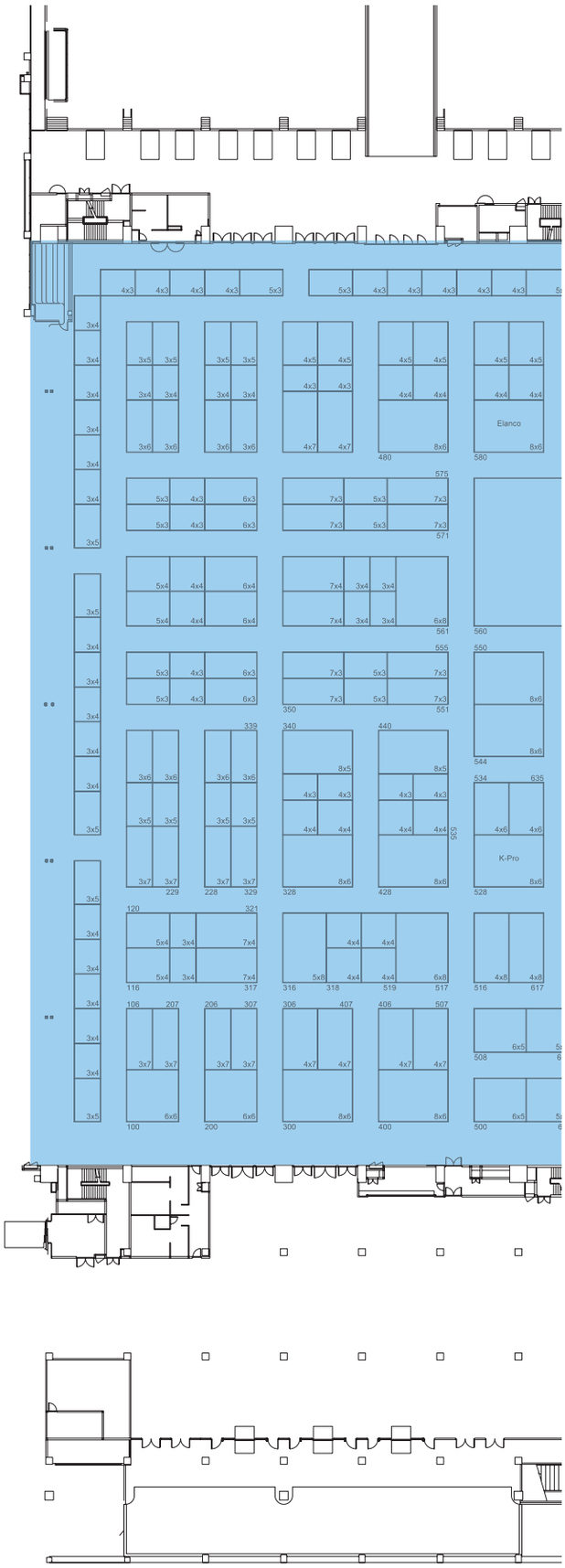
V2

	25 sq.m.	28 sq.m.	30 sq.m.	32 sq.m.	36 sq.m.
Presence					
• Exhibition space					
• Premium, customizalbe booth construction					
Services					
• Lunch voucher	4X	6X	6X	6X	6X
• Hotel booking service	✓	✓	✓	✓	✓
• Network party voucher	4X	6X	6X	6X	6X
• Parking voucher or BTS ticket	4X	6X	6X	6X	6X
Promotion					
• Extensive companyprofile in Show Planer (60 words, logo, QR code)	✓	✓	✓	✓	✓
• Advertisement in Show Guide	1/4 page	1/4 page	1/4 page	1/4 page	1/4 page
• Extensive company profile in the VIV online catalogue	✓	✓	✓	✓	✓
• Online business matching	✓	✓	✓	✓	✓
Participation					
• Total package rate	€ 12.450	€ 13.950	€ 14.950	€ 15.950	€ 17.950

V3

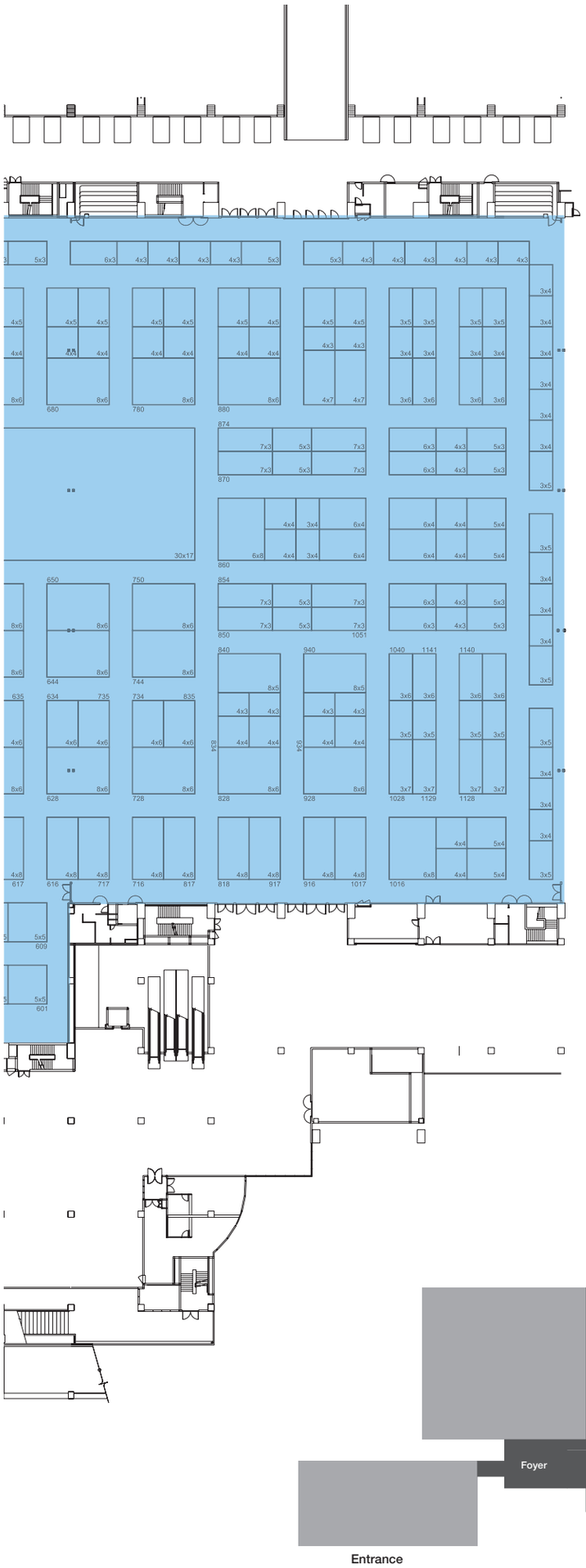
	40 sq.m.	44 sq.m.	48 sq.m.
Presence			
• Exhibition space			
• Premium, customizalbe booth construction			
Services			
• Lunch voucher	8X	8X	8X
• Hotel booking service	✓	✓	✓
• Network party voucher	8X	8X	8X
• Parking voucher or BTS ticket	8X	8X	8X
Promotion			
• Extensive companyprofile in Show Planer (60 words, logo, QR code)	✓	✓	✓
• Advertisement in Show Guide	1/2 page	1/2 page	1/2 page
• Extensive company profile in the VIV online catalogue	✓	✓	✓
• Online business matching	✓	✓	✓
Participation			
• Total package rate	€ 19.950	€ 21.950	€ 23.950

Floor Plan
Hall 99- 100



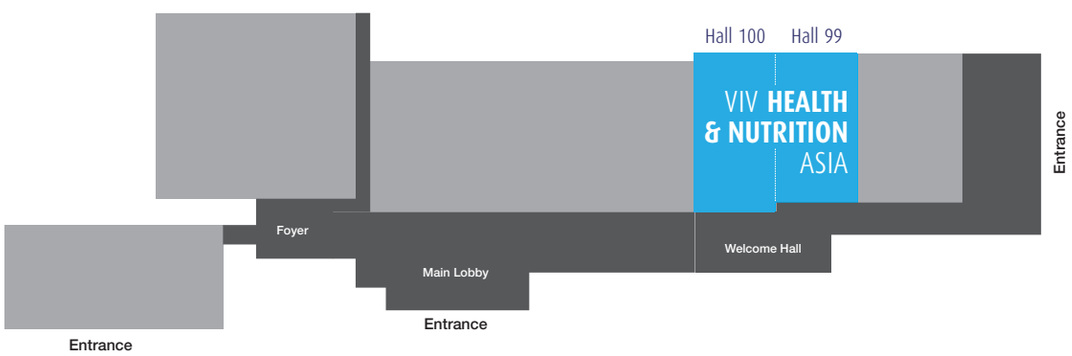
Visitor Profile

- nutritionists
- feed mills
- veterinarians
- veterinary laboratories
- large scale farmers
- large scale integrations
- traders (distributors, resellers)
- breeders
- associations, government institutes



Exhibitor Profile

- feed ingredients
- feed additives
- pharmaceutical products
- pharmaceutical ingredients
- veterinary and laboratory equipment and supplies
- genetics
- high-tech animal health technology



Pig, Poultry & Dairy Focus Asia 2020

Co-hosted by Positive Action Publications Ltd and VNU Exhibitions Asia Pacific

WE ARE EVOLVING

NEW DATES

13-15th January 2020

Day 1	Day 2	Day 3
Opening Ceremony	Single Species Sessions Management 1	Single Species Sessions Management 2
Keynote Presentations	Mini Symposium 2	Single Species Sessions Health 2
Lunch	Lunch	
Single Species Sessions Nutrition 1	Single Species Sessions Health 1	
Mini Symposium 1	Single Species Sessions Nutrition 2	

NEW FORMAT

NEW VENUE

AVANI Riverside Bangkok Hotel

Bangkok, Thailand

Co-hosted by Positive Action Publications Ltd and VNU Exhibitions Asia Pacific

Pig, Poultry & Dairy Focus Asia has justly earned its reputation as the region's leading independent livestock conference, providing a technical interface between the producers and their suppliers. The presentations bring to the livestock industry the latest thinking on the management of pigs, poultry and dairy cattle, primarily in the nutrition and health management fields.

Over the last two decades feedback has been very positive. Even so, the advent of a new decade has given us the ideal opportunity to review the event and to make sure we continue on the right track.

This review has brought about three modifications that we will introduce in 2020. Firstly, we have found a new location that we hope will better serve the needs of our conference and its delegates. Secondly, we have updated the programme layout so that it now includes two mini symposia and the main sessions will have the themes of health, management and nutrition. Finally, we will run our conference in the same week as the new VIV Asia Health and Nutrition Exhibition so those of our delegates who have travelled some distance to the event can get even more out of their visit to Bangkok. This means that we will be bringing Pig, Poultry & Dairy Focus Asia 2020 forward to mid-January.

We will have our programme available by June 2019 and look forward to working with everyone to make 2020 a memorable year in the history of Pig, Poultry & Dairy Focus Asia

www.positiveaction.co.uk
www.vnuexhibitionsap.com

Build my Feedmill Aquatic Extrusion

Extrusion Conference

Focusing extrusion principles, raw material, grinding, feed extrusion, different types of extruders and their application. Including drying of feed, how to improve the feed quality, managing your feed facility and related topics.

Aquatic Asia Conference

Aquaculture-dedicated conference, aiming nutritionists, fish and shrimp farmers, investors and veterinarians. Providing a variety of talks by heads of the Asian aquaculture and fish farming industry.

Build My Feedmill

Build My FeedMill is a concept introduced by Milling and Grain and VIV worldwide under the CropTech-FeedTech brand. The concept aims to raise awareness that there are too few feedmills in low-economic and developing countries that are fit for purpose. The technological debt means that there is little chance of some countries reaching the international average for feed production of 133.6kg/per capita. That is the quantity of scientifically formulated diets prepared as compounds for domesticated animals, that will ensure a country can achieve food security for its population.

Milling 4 Life

VIV health & nutrition Asia supports Milling 4 Life

Partner Events

The World Mycotoxin Forum goes to Asia!

The world leading independent mycotoxin conference The World Mycotoxin Forum - is spreading its wings and will organisethe first Asia edition in January 2020.

The event will be organised by Misset International, the publisher of the international multimedia brand All About Feed, in cooperation with Bastiaanse Communication, the creator and organiser of the regular editions of the World Mycotoxin Forum. All About Feed is already a premium media partner of the World Mycotoxin Forum as of 2004 with editions held in Europe and North America, and has now entered into a strategic cooperation with Bastiaanse Communication to launch the first Asian edition of the event.

One week, two brand new events

The first edition of the World Mycotoxin Forum meets Asia - WMFmeetsASIA - will be held in January 2020 in Bangkok, in the same week as the first edition of VIV health & nutrition Asia 2020. The exact day and location of WMFmeetsASIA will be communicated soon. "The cooperation with the established World Mycotoxin Forum to work on the first Asian edition is

very exciting and is fuelled by the demands from the market to share and spread knowledge on mycotoxins in Asia. As a global information player in agriculture we therefore found an excellent partner in Bastiaanse Communication to organise the first edition in 2020", explains Roel Leferink, publishing director at Misset. Helena Bastiaanse, managing director at Bastiaanse Communication, adds that "partnering with Misset strengthens the position of the World Mycotoxin Forum as a truly global and independent platform to discuss strategies for tackling the mycotoxin challenge".

Mycotoxins: a key topic in Asia

Mycotoxins that contaminate crops and animal feed have been recognised as a risk to farm animals and humans, and account for considerable economic costs to the feed and food industries. With the growing livestock and aquaculture sectors in Asia, the need to have effective mycotoxin strategies in Asia is becoming a key topic for nutritionists, veterinarians, researchers, raw material handlers and all players in the agro-food chain.
"The aim of the new mycotoxin event in Asia is therefore to increase the awareness of human and animal health risks due to mycotoxin contamination and to focus on specific issues that Asian livestock and feed producers face. I am therefore looking forward to bring together professionals at such a high-quality scientific event in Bangkok to spread the latest knowledge on prevention and solutions of this prudent problem", explains Emmy Koeleman, editor in chief for All About Feed.

The event also offers a platform for the food and feed industry, science and regulatory authorities to exchange current knowledge, to promote harmonisation of food and feed safety regulations and control procedures, and to make recommendations for integrated strategies ensuring the safety and security of food and feed supply chains. High-quality speakers, ample time for discussions, and every opportunity to establish rewarding contacts are values WMFmeetsASIA wants to uphold.

Becoming a sponsor

For more information on how to become a sponsor, please contact Bart Lukassen, account manager WMFmeetsAsia by email: bart.lukassen@misset.com or by phone: +31 (0) 619 918 095. For general questions about the event, please contact event manager Camille Janssen by email: camille.janssen@misset.com or by phone: +31 (0) 314 349 883.
We are looking forward to seeing you in Bangkok!

VIV HEALTH & NUTRITION ASIA

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JANUARY 15-16, 2020

Supported by

Event partner

WWW.VIV.NET

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