VIV WORLDWIDE

THE WORLD OF VIV

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD

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WELCOME

Welcome to VIV, the truly worldwide business network, linking professionals within the Feed to Food industry.

With more than 40 years of networking experience, VIV has created a unique, global platform, offering animal protein supply chain players, endless opportunities to interact with the most promising growth markets around the world today. This remarkable businessnetwork is made up from VIV trade exhibitions, VIV Online 24/7, VIV trade forums, and the recently introduced V-Connect digital platform. Our three hub shows, VIV EUROPE, VIV ASIA, and VIV MEA are the inter-regional foundations of an amazingly dynamic industry. Not only, there are currently eight other exhibitions around the world directly organised by VIV worldwide teams and/or VIV partners, including a new, jointly organised event with a major feed partner in Asia and soon in Europe, the latest launched event on meat & food processing in Asia co-organised with the world leading organization in this field, as well as the ILDEX brand.

VIV works together with a wide spectrum of local partners to guarantee the satisfaction of local market requirements and provide the best quality service possible. Our close and extensive relationships with trade media representatives from around the world, help promote our VIV trade shows and forums to the widest possible industry audience.

Along the years, VIV reach has become truly global. With almost 3,000 international companies exhibiting with us and a visitor network of more than 120,000 professionals from 150 different countries, our reputation for high quality service is appreciated throughout the industry.

With this brochure we would like to give you a broader picture of who VIV worldwide is, where we have come from, and how we can help you take advantage of more opportunities to grow your business within the Feed to Food industry worldwide.

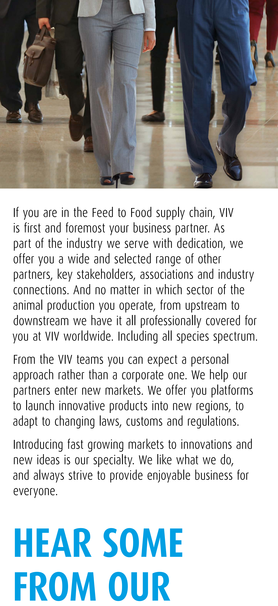
So welcome to VIV worldwide.
Best regards,
Heiko M. Stutzinger
DIRECTOR VIV WORLDWIDE
AND MANAGING DIRECTOR VNU ASIA PACIFIC AND VNU EUROPE

A warm „Hello“ from the VIV (Utrecht) team, on behalf of the VIV worldwide organizers ...

... also the VIV team members in South East Asia send their greetings from Bangkok.

... and the VIV in China team members send their greetings from Shanghai.

WHY PARTNER WITH VIV?



If you are in the Feed to Food supply chain, VIV is first and foremost your business partner. As part of the industry we serve with dedication, we offer you a wide and selected range of other partners, key stakeholders, associations and industry connections. And no matter in which sector of the animal production you operate, from upstream to downstream we have it all professionally covered for you at VIV worldwide. Including all species spectrum.

From the VIV teams you can expect a personal approach rather than a corporate one. We help our partners enter new markets. We offer you platforms to launch innovative products into new regions, to adapt to changing laws, customs and regulations.

Introducing fast growing markets to innovations and new ideas is our specialty. We like what we do, and always strive to provide enjoyable business for everyone.

HEAR SOME FROM OUR CLIENTS...

When the show is over, we like to go around each single booth and listen what the clients have to say about their show participation. What kind of experience the visitors had is also something we monitor edition after edition. Here are some of the words they left for us... enjoy the read!

I always follow innovations, and therefore I visit VIV. It is very necessary to update on current innovations and their practical applications, and VIV offers the place to do so."

Visitor VIV ASIA 2019

I rate this event highly. We have met as many good leads in three hours here as in three days at other shows we have attended recently. The quality of visitor is very high. Top people come to VIV Asia, from many countries."

Bjarne Echberg

General Manager
Echberg Manutech
Exhibitor VIV ASIA 2019

VIV Europe was an impressive event and has once again proven to be a great marketing tool. It's the starting place to establish new business contacts, effectively communicate our newest innovations, obtain market information, monitor competitive activity and last but not least make an unforgettable impression to our visitors."

Henry Arts

Marketing Director
Pas Reform
Exhibitor VIV EUROPE 2018

VIV Europe is a very important show in the Aviagen event calendar and the 2018 show proved to be a big success. As an integral part of the poultry sector, it was the perfect platform to meet with our customers and industry colleagues from Europe, the Middle East, Africa and beyond."

Sara Collins

European Marketing Manager
Aviagen
Exhibitor VIV EUROPE 2018

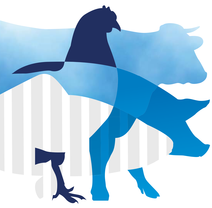
We attended VIV several times in China, allowing us to follow market dynamics, technology development trends and innovations. Meanwhile, VIV China provided us with the right platform to show our unique products and brands to global customers. We are looking forward to cooperating with VIV projects in China in the future!"

Wei Ning

General Manager
Little Giant Farming equipment
Exhibitor VIV CHINA 2018

MORE ABOUT VIV

The way we do business? We believe in the personal touch. Our visitors, exhibitors, and collaborators are at the center of the VIV experience. We work to make our partners and guests feel welcome, respected and appreciated. Professional but approachable support is what we love to deliver. To find you the best solution, we like to walk the extra mile.



GLOBAL PASSIONATE TEAM

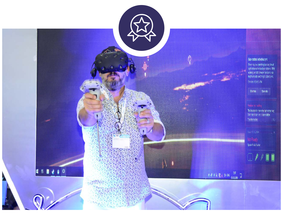
of specialists in event management. Some of our team members have been in the VIV related industry for a long time, thus their knowledge and experience is always available to help your business thrive.

WORLDWIDE COVERAGE

is what VIV is good at. Global presence is our strength. The hub shows welcome more than 65% of the audience from outside of their hosting countries. For the international brands we think local and act global. We efficiently serve the local communities while bringing in the VIV global assets.

PIONEER THINKING

is part of the VIV "DNA". We believe in forward thinking and have been pioneering new concepts and untapped markets. It's called know-how and our clients, suppliers and partners can rely on us to deliver!



FAIR BUSINESS

is our purpose. We look after win-win partnerships with clients. Their vision, strategy, needs and final satisfaction are our priorities. That means being open and honest at all times and creating opportunities with real ROI for your business is our mission.

OUR PARTNERS

are also friends. It's not just business... it's personal. As one of our partners, whether exhibitor, visitor, supporter or supplier, we care about delivering to you a great business experience, in a vibrant atmosphere.

YOUR EVENT ORGANIZER

VIV worldwide is much more than the sum of its parts. The company VNU is the organizer and owner "behind" the VIV brand. Operating within the VNU Group, which in turn represents Jaarbeurs internationally, VIV worldwide is a network of intimate local knowledge and global industry connections, which exists to offer our partners unique business opportunities. You find our VNU offices in Utrecht, Bangkok and Shanghai.

DID YOU KNOW?

1. TCC Assets (Thailand), is one of South East Asia's most recognized corporations.
The portfolio of TCC Assets (Thailand) includes real estate development, hospitality services, as well as engineering and lifestyle services. Jaarbeurs has formed a Joint Venture with TCC Assets (Thailand) in South East Asia. A subsidiary of TCC Assets, manages Queen Sirikit National Convention Center: world-class convention and exhibition venue. The new venue, re-opening in 2022, will be the largest and most cutting-edge convention center in Bangkok with approximately 280,000 square meters gross.

2. Royal Jaarbeurs belongs to the top 20 exhibition organizers by revenue worldwide and operates a 100.000 square meter exhibition center in the city of Utrecht, in the Netherlands. In the coming years, Jaarbeurs is going to invest 300 Million Euro into further expansions of its exhibition center to continue to meet the highest technology and sustainability standards.

ROYAL JAARBEURS THE NETHERLANDS

In English, Jaarbeurs means "yearly fair". The first Jaarbeurs was in Utrecht back in 1917 and today is one of the Netherlands most successful global corporations, serving customers throughout Europe and via Jaarbeurs International's VNU Group, the rest of the world.

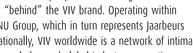
vnu | GROUP

Outside the Netherlands, Jaarbeurs International is represented by the VNU Group. The group is divided into three separate and distinctive companies, which closely cooperate. Each VNU office has independent exhibition and conference brands. VIV is one of the brands that leverage from specialized project teams in all three VNU regional offices.

vnu | EUROPE

VNU Europe is a subsidiary company of Jaarbeurs, the Dutch trade show organiser. VNU Europe is located in Utrecht within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock sector, and specialised on the VIV worldwide portfolio.

vnu | ASIA PACIFIC



VNU Asia Pacific is a joint venture between Jaarbeurs and TCC Assets (Thailand). From its business hub located in Bangkok the company develops exhibitions in the fast growing, dynamic markets of South East Asia in agri-tech, animal husbandry, animal companion, food, life sciences and biotechnology industries.

vnu | 万耀企龙

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VIV BRANDS

VIV worldwide is organised on hub and international levels. From local to hub shows, the events work in synergy resulting in a complimentary and diversified offer.

WORLD OF VIV

VIV WORLDWIDE

VIV ONLINE

VIV FLAGSHIP HUBS

VIV EUROPE

VIV MEA

VIV ASIA

INTERNATIONAL SHOWS

VIV TURKEY

VIV QINGDAO

ILDEX INDONESIA

ILDEX VIETNAM

MEAT & POULTRY INDUSTRY RUSSIA

POULTRY AFRICA

INTEGRATED CONCEPTS

HEALTH & NUTRITION ASIA

VIV LEADERSHIP FORUM INDIA

meat pro ASIA

DIGITAL EDITIONS

V-CONNECT.NET
DIGITAL PLATFORM FOR LEARNING, NETWORKING & DEAL MAKING
VIETNAM EDITION

V-CONNECT.NET
DIGITAL PLATFORM FOR LEARNING, NETWORKING & DEAL MAKING
ASIA EDITION

...more coming

SPECIALS

AQUATIC
SPECIAL POWERED BY

DAIRY TECH
SPECIAL POWERED BY

FEMALE LEADERS EMPOWERMENT
AN INITIATIVE BY

OUR SHOWS – FACTS AND FIGURES

VIV EUROPE

Utrecht (30min from Amsterdam), the Netherlands
World Expo from Feed to Food
Organized by: VNU Europe
Frequency: every 4 years (even years. First edition in 1978)
Next: May 31-June 2, 2022 | Venue: Jaarbeurs | 24th Edition
www.viveurope.nl

The global Olympics of the animal protein sector for the production & processing of poultry meat, and eggs to pig meat, fish and dairy. Started 40 years ago, it is today's 2nd VIV hub. Innovations in animal farming are presented here for the first time to a worldwide audience. VIV Europe 2022 is co-located with VICTAM international.

Latest edition in numbers:
Exhibitors: 591 from 47 countries — Exhibitors Rate: 7.6 / 10
Visitors: 18,363 from 144 countries — Visitors Rate: 7.9 / 10
Top 10 visiting: The Netherlands (26% of total), Germany, UK, Iran, Belgium, China, Russia, Italy, Spain, France.

VIV MEA

Abu Dhabi, U.A.E.
International Trade Show from Feed to Food for the Middle East and Africa
Organized by: VNU Europe
Frequency: every 2 years (First edition in 2016)
Next: November 23-25, 2021 | Venue: ADNEC | 3rd Edition |
www.vivmea.nl

VIV MEA is the third hub within the VIV series of exhibitions. The event is truly an inter-regional platform. Strongly driven by business, VIV MEA boosts trade opportunities in dairy, fish, poultry & eggs, cattle, calves, goat, and camels related productions and has a proven track record of 2 editions.

Latest edition in numbers:
Exhibitors: 368 from 49 countries — Exhibitors Rate: 7.3 / 10
Visitors: 6,660 from 120 countries — Visitors Rate: 8.3 / 10
Top 10 visiting: UAE (30% of total), Iran, Pakistan, Egypt, Saudi Arabia, India, Jordan, Iraq, Oman, Sudan.

VIV ASIA

Bangkok, Thailand
The complete Feed to Food global trade show in Asia
Organized by: VNU Europe, VNU Asia Pacific
Frequency: every 2 years (odd years. First edition in 1993)
Next: March 8-10, 2023 | Venue: IMPACT (new venue) |
15th Edition | **www.vivasia.nl**

VIV Asia is the biggest and most complete feed to food event in Asia. This VIV hub offers a unique selection of companies. A must-attend for all professionals in animal protein production, including the downstream part of the supply chain. In 2021 VIV Asia moves to a bigger venue to host a steadily growing show.

Latest edition in numbers:
Exhibitors: 1,245 from 62 countries — Exhibitors Rate: 8.1 / 10
Visitors: 45,023 from 120 countries — Visitors Rate: 8.6 / 10
Top 10 visiting: Thailand (35% of total), China, India, Philippines, Vietnam, Indonesia, Malaysia, Bangladesh, S. Korea, Taiwan.

VIV QINGDAO

Qingdao, P.R. China
International Trade Show from Feed to Food
Organized by: VNU Asia, VNU Europe
Frequency: every year
(new yearly cycle since 2019. First edition in 2000)
Next: September 15-17, 2021 | Venue: Qingdao Cosmopolitan Exposition | 13th Edition | **www.vivchina.nl**

VIV celebrated 20 years of continued presence in China and the show is now held on a yearly basis. The last two editions marked the shift to an empowered 2.0 chapter of the VIV events in China. VIV Qingdao is nowadays a high-level international husbandry exhibition, with educational and inspiring conference sessions.

2019 edition in numbers:
Exhibitors: 451 from 30 countries — Exhibitors Rate: 9 / 10
Visitors: 20,257 from 45 countries — Visitors Rate: 9.5 / 10
Top 10 visiting: China (89% of total), S. Korea, India, Malaysia, Indonesia, Russia, Vietnam, Thailand, Japan, Iran.

POULTRY AFRICA

Kigali, Rwanda
Expo for Sub-Saharan Africa
Organized by: VNU Europe
Frequency: every year from 2022 (First edition in 2017)
Next: October 5-6, 2022
Venue: Kigali Convention Centre
3rd Edition | **www.poultryafricaevent.com**

A VIV worldwide boutique event, connecting poultry and egg suppliers with fast-growing communities of feed, farming and food processing in Africa. In the even years the event travels to different destinations, alternating with Kigali in the odd years. A hassle-free, premium event for the sub-Saharan markets.

Latest edition in numbers:
Exhibitors: 128 from 29 countries — Exhibitors Rate: 7.4 / 10
Visitors: 2,026 from 120 countries — Visitors Rate: 8.2 / 10
Top 10 visiting: Rwanda (69% of total), Nigeria, Uganda, Kenya, Ghana, Ethiopia, S. Africa, Sudan, Morocco, Tanzania.

VIV TURKEY

Istanbul, Turkey
International Trade Fair for Poultry Technologies
Organized by: HKF Trade Fairs (powered by VIV worldwide)
Frequency: every 2 years (First edition in 2001)
Next: June 8-10, 2023 | Venue: Istanbul Expo Center |
10th Edition | **www.vivturkey.com**

VIV Turkey is recognized by the sector as the sole international poultry trade fair of Turkey. The feed to food concept covers the entire animal protein chain, from primary production to finished products. VIV Turkey aims at facilitating the transfer of knowledge and technology between Turkish poultry professionals.

Latest edition in numbers:
Exhibitors: 347 from 40 countries — Visitors: 10,854 from 103 countries
Top 10 visiting: Turkey (73% of total), Iraq, Iran, Jordan, Egypt, China, Azerbaijan, Lebanon, Saudi Arabia, Pakistan.

MEAT & POULTRY INDUSTRY RUSSIA

Moscow, Russia
A complete showcase of agricultural products in Russia
Organized by: Asti Group (powered by VIV worldwide)
Frequency: every year (Continuation of Myasnaya Promyshlenost. Kuriniy Korol held since 2001 and former VIV Russia, held since 2004)
Next: March 15-17, 2022 | Venue: Crocus Expo | 14th Edition |
www.meatindustry.ru/en

An important industry showcase of the most advanced developments in animal farming equipment and technologies, feed production, and processing of raw materials. A complete overview of the Russian agriculture products and market. Meat & Poultry Industry is also the place to discuss food security in Russia.

Latest edition in numbers:
Exhibitors: 300 from 24 countries — Visitors: 20,257 from 45 countries
Top 10 visiting: Russia (81% of total), China, Belarus, Kazakhstan, Uzbekistan, The Netherlands, Germany, Iran, Italy, Ukraine.

ILDEX VIETNAM

Ho Chi Minh City, Vietnam
International Livestock, Dairy, Meat Processing, and Aquaculture Exposition for Vietnam
Organized by: VNU Asia Pacific & Minh Vi Exhibition & Advertisement Service (powered by VIV worldwide)
Frequency: every 2 years (even years)
Next: August 3-5, 2022 | Venue: Saigon Exhibition & Convention Centre (SECC) | 8th Edition |
www.ildex-vietnam.com

ILDEX Vietnam is valued by the livestock experts and leading exhibitors as the best marketplace and international business platform for local market. The show has grown through the years offering plentiful business opportunities to its audience. This event covers all aspects of the Vietnamese and ASEAN production.

Latest edition in numbers:
Exhibitors: 276 from 28 countries — Visitors: 8,711 from 47 countries
Top 10 visiting: Vietnam (67% of total), S. Korea, Thailand, China, Malaysia, India, Japan, Singapore, Indonesia, Philippines.

ILDEX INDONESIA

Jakarta, Indonesia
International Livestock, Dairy, Meat Processing, and Aquaculture Exposition for Indonesia
Organized by: VNU Asia Pacific & Permata Kreasi Media (powered by VIV worldwide)
Frequency: every 2 years (odd years)
Next: November 9-11, 2022 |
Venue: Indonesia Convention Exhibition (ICE) |
5th Edition | **www.ildex-indonesia.com**

An international trade exhibition covering many profiles including poultry, cattle, dairy, egg and meat processing. Top domestic and international companies present their products to the key buyers and industry professionals in Indonesia.

Latest edition in numbers:
Exhibitors: 250 from 25 countries — Visitors: 12,200 from 40 countries
Top 10 visiting: Indonesia (70% of total), Thailand, Malaysia, S. Korea, Singapore, China, the Netherlands, Philippines, Germany, India.

HEALTH & NUTRITION ASIA

In co-location with VICTAM Asia

Bangkok, Thailand
The total animal feed and health event
Organized by: VNU Europe, VNU Asia Pacific, VICTAM Corporation
Frequency: every 2 years (even years)
Next: September 7-9, 2022 | Venue: IMPACT | 1st Edition |
www.vivhealthandnutrition.nl

Animals can only be productive if they are healthy. This show offers all solutions for technology, ingredients and additives to manufacture and process feed for animals, pets and aquatics, and the latest in pharmaceutics and ingredients, genetics and high-tech animal health solutions – presented by VICTAM and VIV.

VIV EUROPE & VICTAM INTERNATIONAL

Utrecht (30 min from Amsterdam), the Netherlands
Co-location of two strong brands in Europe
Organized by: VNU Europe, VICTAM Corporation
Frequency: every 4 years
(even years. 1st co-located Edition in 2022)
Next: May 31-June 2, 2022 | Venue: Jaarbeurs |
www.viveurope.nl & www.victaminternational.com

VICTAM and VIV partnership continues in Europe by co-locating VIV Europe and VICTAM International. The strong VICTAM feed technology and animal feed processing network, and the Feed to Food concept that VIV Europe is famous for, are ready to deliver a unique platform to the industry.

meat pro ASIA

Bangkok, Thailand
Asia's leading processing and packaging trade fair for egg, poultry, meat, seafood & food products
Organized by: VNU, Messe Frankfurt New Era Business Media
Frequency: every 2 years (odd years. First edition in 2021)
Next: March 8-20, 2023 | Venue: IMPACT
(co-located with VIV Asia) | 1st Edition

Meat Pro Asia is a professional trading platform for food processing machinery and packaging technologies. Organized alongside with VIV Asia, these two strong brands provide the complete supply chain from feed to food to processing and packaging and retail, attracting the entire spectrum of food technology leaders around the world.

Messe Frankfurt is one of the world's leading trade show organisers responsible for world famous technology and production trade shows including IFFA, the leading international trade fair for processing, packaging and sales in the meat industry.

VIV LEADERSHIP FORUM INDIA
MUMBAI, INDIA

Mumbai, India
Organized by: VIV worldwide, SphereConnect
Frequency: First edition in 2018
Next: 3rd Edition | **www.vivasia.nl/india**

The focus varies at each edition. In 2019 dairy and the transformation of the sector in the Indian animal protein supply chain were the key topics. A full-day program and networking evening that attracts the key business players from the Indian continent, the industry stakeholders, and international speakers.

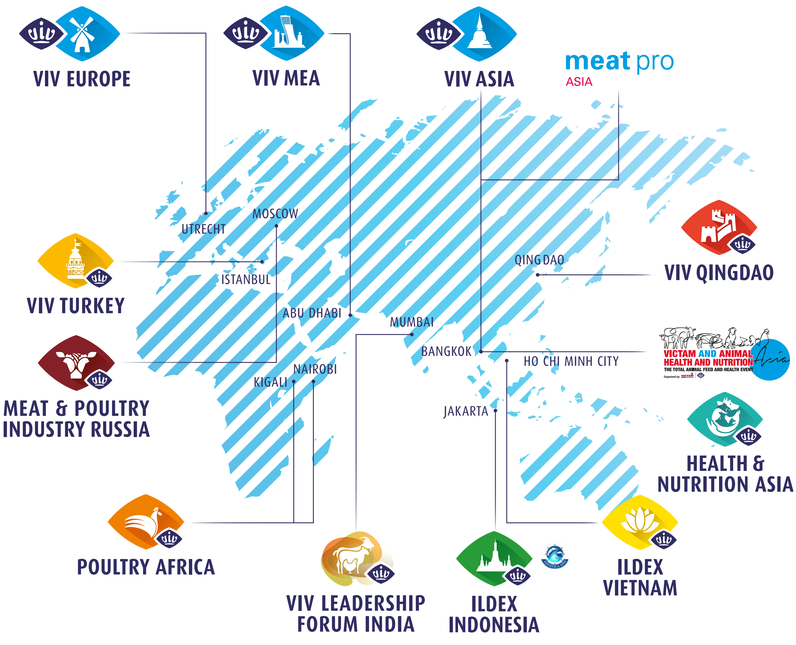
VIV ONLINE

24/7 knowledge networking from Feed to Food
VIV online is a business initiative from VIV worldwide.
It serves as an added dimension to the onsite trade events, by facilitating the sharing of content & knowledge and networking within the feed to food supply chain 24/7
www.viv.net

Facts & figures (end of 2020)
16,300+ personal users
2,557 company pages
1,334 articles and 192 active writing accounts
4,000 – 5,000 unique visitors per month outside campaign periods
15,000 – 19,000 unique visitors per month within campaign periods

THE FEED TO FOOD CONCEPT

Feed | Feed ingredients and additives | Compound feed milling equipment | Feed milling | Animal health | Pharmaceutical ingredients | Early nutrition | Breeding and Hatching | Genetics | Farm management systems | Farm production | Food Engineering/Slaughtering, Processing and Handling | Media and Consultancy | Laboratory testing equipment and services | IT and automation systems | Waste treatment equipment and bio-energy technology



WWW.VIV.NET

WHERE IT ALL BEGAN. THE HISTORY OF VIV

About 40 years ago VIV started in the Netherlands with an innovative idea for the poultry and pig production industry. We've come a long way since then.

The early days.

As the Netherlands developed a more specialised agri-business industry, including the move to more innovative livestock production, the Dutch feed industry and the Ministry of Agriculture launched a pig-farming fair. A short time later, Royal Dutch Jaarbeurs joined them with its fair for show-poultry. It became known as "the Trade Fair for Innovative Animal Farming" (Vakbeurs Innovatieve Veehouderij) VIV for non Dutch speakers.

In 1986 the fair was renamed, VIV Europe to emphasise its international aspirations. These days, VIV is recognised as the leading brand name amongst international target groups. In fact, VIV worldwide has become the de facto world standard for top quality, innovative livestock production.

Growing fast.

The Dutch have a long history of trading with the world, so as farming increased and animal protein production spread further across Europe during the 80's and 90's, Dutch companies were naturally interested in getting involved in these new markets, and Royal Dutch Jaarbeurs was a pioneer in these international developments. VIV quickly developed into the pre-eminent trade fair for international suppliers and buyers in the industry. But that was just the start of VIV's growth around the world.

60's

From an idea for pig and poultry production in the Netherlands a remarkable concept was born. Who knew it would become an industry world leader within a single generation?

70's

As the production of pig and poultry farming intensified the Dutch feed industry, the Ministry of Agriculture and Royal Dutch Jaarbeurs combined their separate shows to became the Vakbeurs Innovatieve Veehouderij. Or VIV for short.

80's

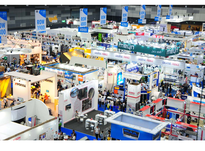
Innovative farming and animal protein production became a fast growing phenomenon across Europe during the 80's and 90's. And Dutch companies quickly brought their knowledge and expertise to these hungry new markets.

90's

In Thailand, VIV Asia catered for the growing meat and poultry markets all over Asia. Then Turkey's agri-business industry helped create the VIV Turkey show. Then came Russia.

2000's

In 2000 the first VIV China was quickly followed by India who hosted two VIV shows, together with local partners. And in 2010, VIV America Latina took place in Guadalajara, Mexico.
And that's just the start.
During the second decade of 2000's, VIV started new platforms in both the Middle East and Africa.



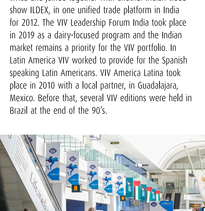
Going East.

In 1986 and again in 1989 VIV travelled to Tokyo but it was clear that Thailand was a more central location for VIV Asia. South East Asia's increasing purchasing power has made the show the focus of the animal protein production industry throughout Asia. Not long after, in partnership with a Turkish show organiser, VIV Turkey was launched and has become a strong regional trade exhibition.

In 2000 the first VIV China was organised. With such a large, fast growing economy, the show went from strength to strength. It started in Beijing, then moved to Nanjing in 2018 with the support of VNU Exhibitions Europe, before moving to Qingdao in 2019 and becoming China's annual VIV Qingdao show.

Onwards.

At around the same time VIV Russia quickly became the key point of reference for the Russian meat industry. Since 2019 the show has been further developed by our local partner and took back its original name "Meat and Poultry Industry Russia". Then came India. VIV India has been organised twice and joined together with another Indian trade show IEDEX, in one unified trade platform in India for 2012. The VIV Leadership Forum India took place in 2019 as a dairy-focused program and the Indian market remains a priority for the VIV portfolio. In Latin America VIV worked to provide for the Spanish speaking Latin Americans. VIV America Latina took place in 2010 with a local partner, in Guadalajara, Mexico. Before that, several VIV editions were held in Brazil at the end of the 90's.



Latest moves.

VIV worldwide is actively present since 2016 in the Middle East and since 2017 in Sub-Saharan Africa. VIV's commitment to offer the MEA region international high-end platforms has made a good start and is bound to bring promising results via a continued presence in these markets. We are enthusiastically planning further developments in the region. Stay tuned.

WE'RE NOW DIGITAL TOO!

V-CONNECT.NET

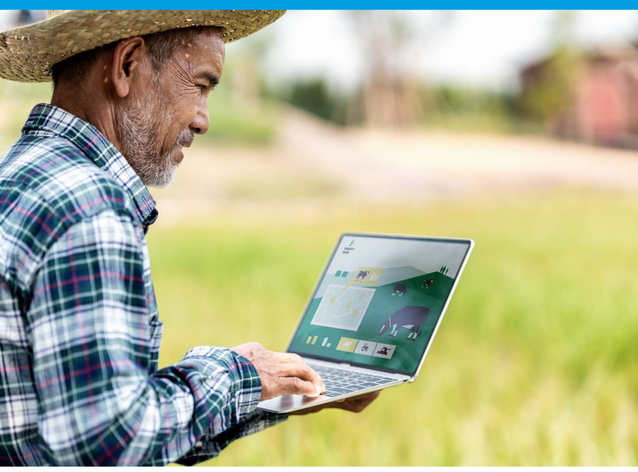
DIGITAL PLATFORM FOR LEARNING, NETWORKING & DEAL MAKING

40+ years of live networking event experience "translated" for the first time into the V-Connect management platform online. Web-based, smartphone-supported ecosystem for all attendees to meet, network and make deals. Responsive and reliable platform to continue business growth during the current global climate.

Join the VIV worldwide digital event editions on

www.v-connect.net

OUR VISION. OUR FUTURE



In a world changing ever faster and on a scale we have never faced before, how do we see ourselves and where do we see our future? These are not easy questions to answer.

From a purely business perspective, of course we are constantly growing. We are expanding our portfolio, overlapping target groups to maximise our reach, and synchronising value chains. We effectively contribute to making the livestock business a better, more sustainable, more responsible, more ethical business. If for example, we could lead the drive to helping the industry become free from antibiotics we would have made a huge leap forward.

VIV will continue to take an active role in helping create tangible and sustainable results and achieving some powerful global goals. Like feeding the world and driving better animal welfare, creating sustainable, more environmentally friendly production, and empowering women's equality.

Part of our role is to help create and encourage new discussions within the industry. We provide the platform for questions and topics that can help bring the industry to the next level and beyond. For example, data driven poultry production.

However, the foundation of both our vision and our future is built around health and the environment.

Last but not least, we are all the time inspired by our exhibitors and partners, by the level that their solutions achieve year after year. We are proud to be part of this world of excellences and surely committed to serve it better and better in the future.

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