

VIV Asia 2017

International trade show from Feed to Food for Asia

Bangkok, Thailand 15 – 17 March 2017,

Mumbai, 4th January 2017

About VIV Asia

VIV Asia is the leading trade exhibition for professionals in animal production and processing of meat, eggs fish and milk with healthy growth ambitions. No other trade show in Asia offers such a broad pallet of opportunities. From **Feed to Food**, VIV Asia challenges professionals to invest in bringing the world's most promising animal protein markets a big step further.

With almost 900 international exhibitors, VIV Asia offers a unique selection, comprising global market leaders and regional as well as national Asian players of growing importance. Professionals active in the production of pig meat, poultry meat, eggs, fish and dairy all have numerous reasons to meet up in Bangkok.

Concept

VIV Asia showcases the industry's developments from **Feed to Food**.

Feed to Food concept

Feed to Food brings together supply and demand within the complete animal protein chain. The driver behind the chain concept is that animal feed and animal health are vital for meat quality and safety. VIV Asia will represent every step in the meat-, seafood and dairy production process.

Health issues

Consumer attitude and behaviour towards food is rapidly changing on a worldwide scale. There is a strong focus on health issues including healthier food.

Extended shelf life

The demand for convenience food products, in smaller ready-to-eat portions, is on the rise. Consequently, the importance of delivering fresh and safe meat products with an extended shelf life is increasing. Packaging is becoming more important in the selling process; fresh foods should be conveniently packaged and easy to store.

Meat safety

Animal production and processing is facing a difficult time. After mad cow, classical swine and avian influenza, consumers are sceptical and want guarantees about the meats they eat. Meat safety can only be guaranteed if every step in the meat production chain is carefully monitored and controlled.

Improving

To stay current with these developments, today's meat business is about improving:

- yield
- traceability
- profitability
- quality
- portioning
- efficiency
- hygiene
- performance
- transparency

Meat producing and (further) processing companies adapt and improve their production processes to meet the demands. International food quality institutions developed standards for quality assurance and secured traceability.

From feed to meat

The trend is towards systems that cover the entire food chain from primary production to finished products: from feed to meat. And that's where VIV comes in.

Visitor target groups

- Agricultural farm
- Animal health products
- Breeding farms
- Cattle/calves meat farm
- Dairy farm
- Dairy processing
- Dairy production
- Distribution/wholesale/retail
- Egg handling/processing company
- Farm/industry equipment supplier
- Feed ingredients/additives
- Feed mill
- Fish farm
- Integrator
- Large scale integrated company
- Meat (further) processing company
- Meat slaughtering company
- National/local authorities
- Other distribution/trade agency
- Pig farm
- Poultry farm
- Research/consultancy
- Seafood processing
- Shrimp farm
- Veterinary practice farm animals
- Veterinary practice pet animals

Exhibitor Profile

- Industrial feed processing equipment, supplies, raw materials
- Feed ingredients and additives
- Feed
- Animal health
- Animal breeding
- Farm equipment
- Slaughter equipment
- Meat ingredients
- Meat processing, packaging, handling, refrigeration, egg processing, dairy processing
- Meat, dairy, egg products
- Subjects covering parts or all of the above-mentioned items in the meat supply chain
- Knowledge transfer and consultancy

Conference Program

Related topics will be featured in the Special Events and the Conference Program.

Special travel package VIV Asia 2017

A special travel package is arranged to visit above trade fair in Bangkok, Thailand. Further details can be obtained from Om Prakash – Director, InORBIT Tours Pvt. Ltd. 16, Kamat Industrial Estate, 396, V. S. Marg, Prabhadevi, Mumbai – 400 025 Tel: 022 – 24229281, email: omprakash@inorbittours.com

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