



VIV QINGDAO 2020

QINGDAO, CHINA

17-19 SEPTEMBER

POWERED BY VIV

2020 Closing Press Release

[October 21, 2020 – Shanghai, China]

A lively VIV Qingdao 2020 and a milestone edition for VIV in China

The 2020 edition of VIV Qingdao held over 3 days on 17-19 September in China, presented a vibrant show for the industry. This year the event offered a valuable occasion to celebrate the 20 years of VIV presence in China.

Quality show and satisfactory results, onsite and online

Despite the COVID limitations in travelling, VIV Qingdao 2020 presented no less than 40,000 square meters of exhibition space, with 352 featured companies covering the Feed to Food supply chain.

Over the 3 days at the Qingdao Cosmopolitan Exposition, the show welcomed a total of 16,557 professional visitors. At the same time, the global buyers joined virtually via the digital “Explore VIV” platform that registered 55,402 page views. The platform allowed all visitors to experience the show from afar, attend the webinars, listen to the “VIV Talk Show” interviews real-time and join interesting match-making activities. The online visitors reached out to the exhibitors in Qingdao from 30 countries, including China, Iran, UK, the Netherlands, Peru, Canada, Brazil, Germany, Japan, USA, the Philippines, Malaysia, among others.

Top industry gathering

The welcome cocktail on September 17th was an important gathering for the members of the industry, as well as institutions, including: *Ms. Chu Lian Yu*, Chairman of China Council for the Promotion of International Trade, and Director of Qingdao Convention and Exhibition Office; *Mr. Yan Liliang*, Deputy Director of Qingdao Agriculture and Rural Bureau; *Mr. Ma Chuang*, Deputy Secretary-General of Chinese Association of Animal Science and Veterinary Medicine; *Mr. Shine Liu*, the Vice President of VNU Exhibitions Asia. Concurrently, the “Thanks Award” was announced to top Chinese and foreign companies, trade associations, industry media, and partners who have contributed the most to China's animal husbandry development and to VIV success in China over the past 20 year. “VIV is a celebration of joy and recognition. We are very grateful to VIV for the many years of good cooperation” commented *Ms. Ina Enting* from Netherlands Agro & Food Technology Centre (NAFTC). “Big Dutchman wishes VIV to bring in China the most advanced innovative ideas and the latest technology and lead the industry to a higher level and faster development” said *Ms. Fan Xiaoyue* from Big Dutchman. “Each exhibition is a new journey and challenge. We hope to cooperate with the organizers to achieve win-win results.” added *Ms. Li Xiao* from Shandong Longchang Animal Health Product CO.,LTD. Finally, *Ms. Cai Xia*, from Interheat commented: “We are deeply honored to receive this award on the occasion of VIV China 20 years. As we all know, VIV is a very professional show in the industry, and our company has benefited a lot from this platform.”



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Impressive content program

More than 10 high-level conferences were staged during the three days at VIV Qingdao, attracting 3,369 visitors. The sessions included: the Global Pig Genetic Improvement Summit; the 1st China Animal Husbandry Antibiotic-Replace Summit; the 3rd Farm and Food Integration Forum; and the VIV International Summit, which brought to the audience multiple themes such as disease monitoring and biosecurity measures on pig farms, sustainable solutions for animal waste treatment, China's transition to cage-free egg production, efficiency and profit improvement on layer and egg, smart farming management and equipment innovation, and a session from the Global Dairy Farmers.

Additionally 80 industry leaders, technical experts, and brand operation experts contributed as speakers. To name a few: *Mr. Martial Sardin*, China Manager of L'Ifip – Institut Du Porc; *Dr. Vincent Guyonnet*, Managing Director of FFI Consulting Ltd; *Dr. Rogier van Leeuwen*, Manager Business Development of Royal GD; *Yao Minpu*, Chief Strategy Officer, National Engineering Research Center of Biological Feed; *Aidan Connolly*, CEO of Cainthus, President of AgriTech Capital, Former Chief Innovation Officer of Alltech; and *Dr. Fan Fuhao*, Researcher, Center of Quality Test and Supervision for Breeding Swine (Guangzhou), MOA.

The Online experience at VIV Qingdao

VIV Qingdao organizing team introduced this year a series of webinars and online programs before and during the show. The online trade match-making portal registered around 12,000 visitors and nearly 1,000 trade meetings were held on the platform before and during the exhibition days.

A unique match-making session dedicated to the development of business relations between China, on the supply side, and Ghana, on the demand side, named "Pig and Poultry Farming Online Matchmaking" and held on the first day of the show, was co-organized by VIV Qingdao 2020, Grand International Exhibition and Ghana China Trader. The session focused on breeding and hatching, animal health, nutrition, farm and house equipment, animal waste treatment, and other topics. *Mr. Jeremy Liu*, Director of VIV in China, together with the Ghana Agriculture Ministry Officer, *Mr. Ma Chuang*, Vice Secretary General of Chinese Association of Animal Science and Veterinary Medicine (CAAV), and *Mr. Nicholas Forson*, International Relations Manager of Ghana-China Trader all contributed to this insightful business match-making. 23 buyers from Ghana and selected exhibitors from China attended the online session.

See you in 2021 at VIV Qingdao

VIV Qingdao 2021 is coming back next year on September 15-17. To reserve your booth at the best early bird price and get extra benefits, please contact before December 31, 2020 *Mr. Philippe Verstuylt*, Sales Manager (philippe@vnueurope.com), or *Ms. Sylvia Shan*, International Sales Manager (sylvia.shan@vnuexhibitions.com.cn). Learn more on www.vivchina.nl

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Notes for the editor

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About VIV worldwide

VIV worldwide is the business network linking professionals from Feed to Food. The combination of VIV trade shows, VIV Online 24/7 and VIV trade forums shapes a unique platform that offers boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 40 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. Visit WWW.VIV.NET

About VNU Group

VNU Group is a globally operating exhibition company with offices in Utrecht (VNU Europe), Shanghai (VNU Asia), and Bangkok (VNU Asia Pacific). VNU Group is part of the Royal Dutch Jaarbeurs and represents its international exhibition business outside of the Netherlands. Each VNU office runs a portfolio of exhibition and conference brands with professional expertise on specific markets and industries. The Agri-food portfolio is a core business in all three VNU regional offices. Other VNU Group main event sectors include Tech, Lifestyle, Construction, Lifesciences and Biotech, and more.

About VNU Asia

Based in Shanghai, Keylong Exhibitions was established in 1993 in China. In 2001 Royal Dutch Jaarbeurs Group and Keylong founded a joint venture company: VNU Asia (万耀企龙). As one of the earliest exhibition companies in China, VNU Asia has been a leader in the country's exhibition industry for more than two decades. The company develops exhibitions in China, in many fields and more recently in agriculture and horticulture. For more information, visit www.vnuexhibitions.com.cn/en

About VNU Europe

VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock and Feed to Food sector and specialised on the VIV worldwide portfolio since 1986. For more information, visit www.vnueurope.com