



---

## STRATEGIC COOPERATION ANNOUNCEMENT:

### VIV QINGDAO AND CIMIE HELD TOGETHER IN 2021

A press conference was held on the afternoon of November 19, 2020 in Beijing to announce the new strategic cooperation between VIV QINGDAO and the China International Meat Industry Exhibition (CIMIE). The two shows will be co-located for the first time on September 15-17, 2021 at the Qingdao Cosmopolitan Exposition providing a complete platform for the whole animal protein production chain.

The top management of both organizers attended the press conference, including Chen Wei, the standing Vice President and Secretary of CHINA MEAT ASSOCIATION, Zhao Anli, the Deputy Secretary of CHINA MEAT ASSOCIATION, and Lu Hong, the Vice President of VNU EXHIBITIONS ASIA. Zhao Zudong, the Deputy Secretary of CHINA MEAT ASSOCIATION, and Jeremy Liu, the Project Director of the Agricultural Division of VNU EXHIBITIONS ASIA presented CIMIE 2021 and VIV QINGDAO 2021 events respectively.

“The new cooperation allows both shows to maximize the exchange and trade opportunities within the whole animal protein supply chain, both for domestic and international companies. The co-location promotes the interaction between the upstream and downstream parts of the supply. VIV Qingdao, together with CIMIE, will present a major industry event covering over 120,000sqm and providing a one-stop service for technology, innovation and solutions for the animal husbandry industry.” Mr. Jeremy Liu said. “VIV QINGDAO 2021 will also continue focusing on trade service. The online match-making platform is being optimized through the year to support both the online match-making sessions with top buyers and its integration with the offline business.”

Mr. Zhao Zudong commented: “CIMIE is an important part of China International Meat Industry Week (CIMIW) organized by China Meat Association and International Meat Secretariat. As one of the most important platforms in meat sector in Asia, it will display new equipment and services for the meat products, meat processing, engineering, packaging, food ingredient, and cold chain logistics. The most cutting-edge meat processing technologies will also debut at this event”.

The press conference was attended by a number of international agencies invited as special guests, such as Instituto Nacional De Carnes, the USA Poultry & Egg Export Council, Apex-Brasil, BRF, WWF CHINA, Inaporc & Interbev, Meat & Livestock Australia, Danish Agriculture & Food Council, U.S. Meat Export Federation, Australian Embassy in China, Flanders Investment & Trade, Wallonia Export-Investment Agency, USDA Foreign Agricultural Service, Interporc Spain, Association France Export Cereales (Beijing Office), U.S. Soybean Export Council, German Meat and Dairy Association, Argentina Embassy in China, Trade Development Board of the Embassy of New Zealand in China and The Canadian Pork Council.

In addition, many Chinese influential media were also present at the press conference and reported the



strategic cooperation, including Xinhua News Agency, Xinhuanet, CCTV, China Central Radio, Economic Daily, China News Service, Sohu.com, China Net, Guangming Daily and more.

### **About VIV Qingdao 2021**

VIV QINGDAO will be held on September 15-17, 2021 at Qingdao Cosmopolitan Exposition, Shandong, with an expected exhibition space of 50,000sqm, over 500 exhibitors and 30,000+ professional visitors. VIV QINGDAO focuses on breeding and hatching, feed and feed additives, feed processing, veterinary vaccine and animal protection products, biological safety and control, farmhouse construction and breeding equipment and animal waste treatment equipment for pork, poultry, milk and aquatic products. More than 20 forums and international interactive events will be held during the show, with the international keynote speakers exceeding 40% of the total speakers.

### **Concurrent Conferences and seminars**

- the 4th International Farm and Food Integration Forum
- GPGS-Global Pig Genetic Summit
- Global Livestock Epidemic Response Mechanism and International Cooperation Forum
- China Animal Husbandry Forum on Plant Extracts
- Poultry Industry Profit and Efficiency Improvement Conference
- Smart Farming Technology & Big Data Application Seminar
- GDF All-round Dairy Workshop
- International Sustainable Solutions Forum for Animal Waste Treatment
- Smart Farming Technology & Big Data Application Seminar

Asia Agro-Food Expo (AAFEX 2021) and Horti China, both organized by the VNU Group, will also be held concurrently at the same venue. They will bring together a number of businesses and practitioners in the agriculture and animal husbandry industries and create a platform for the "farming, cultivation and food/processing" industry chains.

### **About The 19th China International Meat Industry Exhibition (CIMIE)**

The exhibition area of CIMIE 2021 will reach 70,000sqm, and more than 1,000 featured domestic and international meat companies will attend the show. In addition to CIMIE, the China International Meat Industry Week 2021 will also introduce a series of activities, such as conferences and seminars, business match-making, skill contests, honor awarding, technology promotion and applications. CIMIW provides a professional exchange and cooperation platform for the global meat industry.

### **Concurrent Conferences and seminars**

The 2021 Meat Industry Development Conference is a grand event for the development of the world's meat industry. The Conference will invite the representatives from many government agencies to deeply analyze the future measures for the meat industry in the "14th Five-Year Plan". A number of domestic and overseas experts will contribute with authoritative interpretations of the development status and



---

trends of the global meat industry. Additionally, the representatives of well-known companies will share their latest technological developments and successful experiences.

The Industry Week also promotes a series of trade match-making events for the vendors and purchasers in meat processing, catering, hospitality, supermarket, wholesale and retail sectors. China Meat Industry Cutting Skill Contest will concurrently be held as well during the industry week.

### **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 Verstuyft*, Sales Manager ([philippe@vnueurope.com](mailto:philippe@vnueurope.com)) or *Ms. Vicky Chen*, International Sales Manager ([vicky.chen@vnuexhibitions.com.cn](mailto:vicky.chen@vnuexhibitions.com.cn)) or *Ms. Elaine Lu*, International Market Developer/Senior Sales Executive ([elaine@vnunexhibitionsap.com](mailto:elaine@vnunexhibitionsap.com)). Learn more on [www.vivchina.nl](http://www.vivchina.nl).

-----End of Press release -----



---

## Notes for the editor

### **MEDIA PRESS CONTACT:**

Ms. Kandy Tang, International Marketing Manager VIV Qingdao, [kandy.tang@vnuexhibitions.com.cn](mailto:kandy.tang@vnuexhibitions.com.cn)

Ms. Elena Geremia, Senior MarCom Manager VIV worldwide, [elena@vnueurope.com](mailto:elena@vnueurope.com)

### **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](http://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](http://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 specialized on the VIV worldwide portfolio since 1986. For more information, visit [www.vnueurope.com](http://www.vnueurope.com).