

VIV QINGDAO 2021

QINGDAO, CHINA

15-17 SEPTEMBER

POWERED BY VIV



EXHIBIT AT VIV QINGDAO 2021

www.vivchina.nl

VNU | 万耀企龙

VNU | EUROPE

VIV QINGDAO 2021

New show concepts

New
in 2021

YEAR-LONG HYBRID PROGRAM

OFFLINE & ONLINE

Endless opportunities to connect with global companies in animal husbandry.

01

02

STRATEGIC CO-LOCATION WITH CIMIE

New partnership with China International Meat Industry Exhibition (CIMIE): further enhancement of the VIV Qingdao coverage.

03

3RD CO-LOCATION WITH HORTI CHINA AND AFFEX

Increased synergies between strong exhibitions in the agri-business at the Qingdao Cosmopolitan Exposition.

04

SAFETY AT THE EXHIBITION

The Chinese economy growth in the third quarter of 2020 as a good opportunity for the international players. Exhibitions key role in China.

05

SHOW PARTNERS

Additional efforts in 2021 to connect you with the associations, media and institutions that are most relevant to your business.



VIV QINGDAO

YEAR-LONG HYBRID PROGRAM **OFFLINE & ONLINE**

AT THE 3-DAY SHOW

1. Booth
2. Conferences and seminars (onsite & hybrid)
3. Networking events
4. Match-making
5. Media interviews
6. Guided tours
7. Field visits



2021

YEAR-LONG ONLINE PROGRAM

1. Online & hybrid programs for the global audience to connect
2. Pre-show webinars
3. Pre-show online match-making for suppliers and buyers
4. Pre-show online field visits
5. Online interviews with industry KOLs & exhibitors
6. Online guided booth tours
7. Online match-making systems during the show
8. Online photo album sharing

In 2020's show, the global buyers joined virtually via the digital "Explore VIV" platform that registered **55,402 page views**.

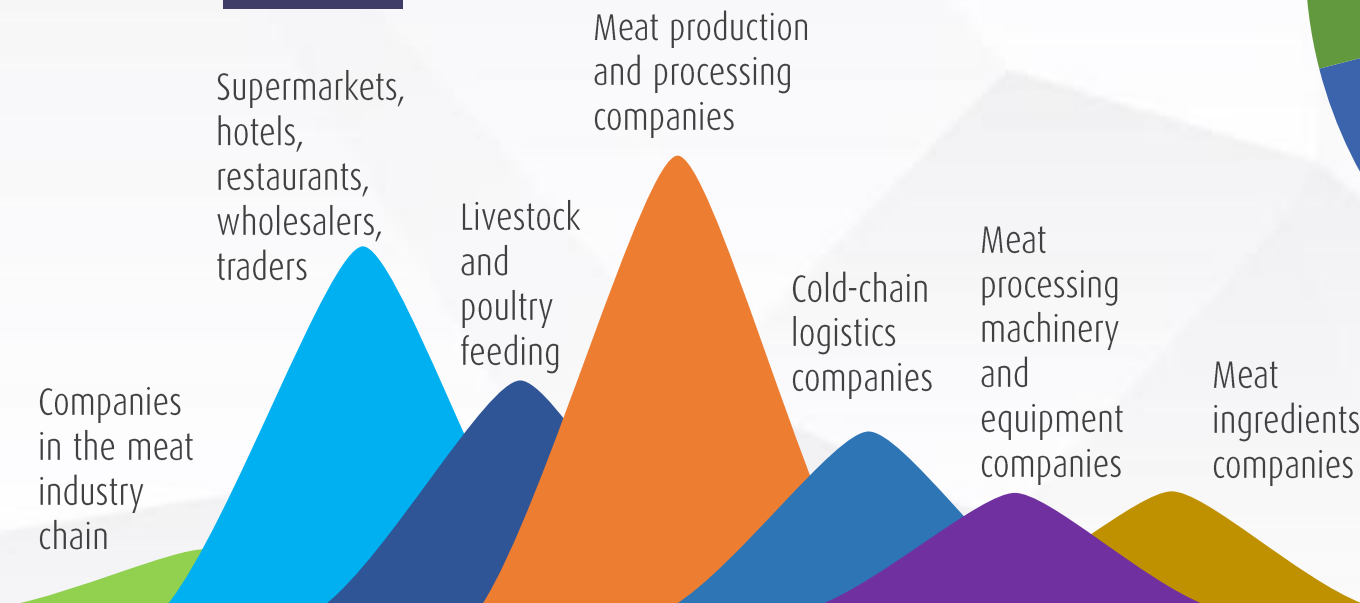


STRATEGIC CO-LOCATION WITH “CHINA INTERNATIONAL MEAT INDUSTRY EXPO”

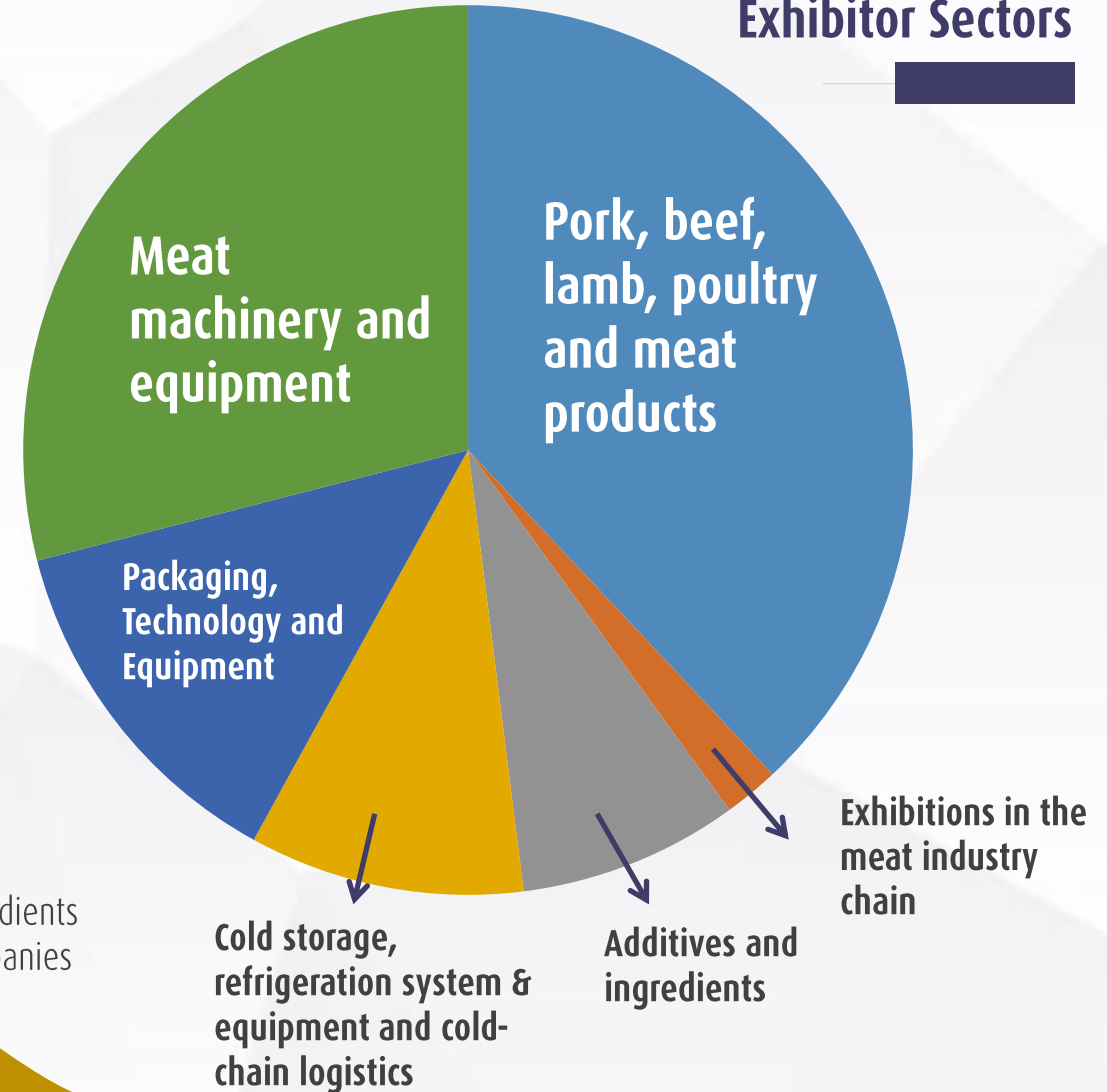
ABOUT CIMIE

CIMIE is one of the most important platforms in the meat sector world. CIMIE brings Chinese and international companies from over 40 countries together to develop business in meat trade, machinery, packaging, ingredients and technologies, and more.

Visitor Categories



Exhibitor Sectors



STRATEGIC CO-LOCATION WITH “CHINA INTERNATIONAL MEAT INDUSTRY EXPO”

GREAT JOINT OUTPUTS

Exhibition floor: **120,000+ SQM** | Exhibitors: **1,200+**
Total professional visitors: **50,000+**

1. Bringing technology, innovation and solutions together.
2. Meet with CIMIE's top buyers like Shuanghui/Smithfield, Yurun, Wens, NewHope, CP,
3. Meet with **20,000+** professional visitors from the meat production industry.

CIMIE focuses on
Pork, Beef, Lamb and Poultry,
Livestock, Poultry and Egg Processing
Technology and Meat Products.

VIV Qingdao focuses on
Farming and Comprehensive
Equipment; Feed & Feed Additives;
Feed Milling, Farming and
Comprehensive Equipment; Animal
Health.

VIV Qingdao and CIMIE will present the fully complete supply chain platform for the meat/animal protein business in 2021.

CIMIE AND VIV QINGDAO
JOIN FORCES IN THE CHINESE MARKET



MORE CO-LOCATED EXHIBITIONS: EXTRA LEADS IN AGRI-FOOD BUSINESS

VIV Qingdao 2021 is a fully dedicated and specialized concept in Animal husbandry.

The show is co-located with Horti China & Asia Agro-Food Expo which cover topics on crops, agricultural products, agricultural product processing and innovative agriculture.

These 3 shows gather under one roof 1,700~ suppliers in Agricultural and Food production technology and equipment covering “seeds to plants to feed to meat to food” at the Qingdao Cosmopolitan Exposition.

- **Meet more traders and agents from China and overseas.**
- **Meet integrated farm and agriculture groups like MuYuan and Bright group.**
- **Meet more investors from the agriculture and food industry.**

More support from the Qingdao and Shandong government and agriculture bureau

- Extensive promotions to regional visitors and buyers.
- High Level Government Officers from Qingdao and Shandong's Agriculture Sector sharing the latest regional livestock industry trends and policies.
- Government support for a “High-Level Business Exchange Seminar” to develop cooperation with the regional top players.



SAFE EXHIBITION CONDITIONS



During the global COVID-19 pandemic, China's economy took the lead in the recovery phase and achieved a positive growth in the third quarter of 2020. The domestic exhibition industry accelerated the pace of industrial transformation.

SAFETY MEASURES FOR COVID-19



REGISTER UNDER YOUR REAL NAME

In compliance with the pandemic prevention and control requirements, all expo staff, volunteers, exhibitors, and visitors must register under their real name and hold a valid ID document to enter the hall.



WEAR A MASK

People are obliged to wear a face mask at the entrance. The show organizer will provide free masks during the exhibition.



HYGIENE AND CLEANING

- Hand sanitizers will be supplied throughout the exhibition area.
- The exhibition halls will be cleaned and disinfected regularly, and the outdoor tent, corridor, passageway, toilets and other places will be sterilized at least once a day.
- Extra ventilation in the rest room facilities will be provided and normal use of water supply, dryer and other facilities will be available at the exhibition.



BODY TEMPERATURE CHECKS



VIV QINGDAO

STRONG WORLDWIDE PARTNERS

60+ Supporting Organizations



Activities to facilitate a direct connection with key partners at your booth and at the events onsite.

150+ Supporting MEDIA



VIV Qingdao 2021 helps you get in touch with the show media partners and facilitates the publication of your news on printed & online channels. Before, during and after the show.

MORE VIV QINGDAO... NOW A YEARLY SHOW

VIV Qingdao has been the leading international feed to food concept in China for 20 years. It attracts both Chinese and neighboring markets and adds even more value to the industry now that it is a yearly show.

- The **Gateway** for international companies to enter and expand in the Chinese market.
- **Innovation.** Leading platform to promote new products to an expert audience.
- **Professional Service.** Your partner in trade and efficient communication.

50,000 SQM
GROSS EXHIBITION
AREA

500+
EXHIBITORS

30,000+
VISITORS

20+
CONFERENCES &
EVENTS

LEADING INTERNATIONAL
TRADE SHOW FOR THE PIG,
POULTRY, DAIRY &
AQUACULTURE INDUSTRY.



Exhibition Sectors

Feed & Feed Ingredients
Feed Additives
Feed milling equipment
Bio-products (Vaccine, Veterinary drugs, etc.)
Veterinary equipment/ Disinfection & Protective equipment
Veterinary drug production and packaging equipment
Breeding/ Hatching
Breeding/ Hatching equipment
Housing design & construction
Farming & Feeding equipment
Environmental control equipment (Ventilation, Temperature, etc.)
Lighting equipment
Accessories/ Assorted & Processing equipment for farming equipment
IT & Automation services
Waste treatment equipment & Bio-energy technology
Laboratory testing equipment and services
Slaughtering & Meat/ Egg Processing & Handling
Logistics/ Refrigeration/ Package
Premium livestock products
Media/ Education/ Consultancy
Aquaculture Farming Technology & Equipment
Ruminant Farming Technology & Equipment

CAMPAIGNS & DIGITAL TOOLS IN 2021

HIGH LEVEL CONFERENCES

06

07

FOUR INNOVATIVE PROGRAMS

VIV Qingdao runs 4 programs focused on high-level profiles in the industry to ensure you meet your target audience.

ONLINE MATCH-MAKING

A free tool that helps you meet promising leads and matches your sales team with companies that are relevant for your business.

08

SALES BENEFITS

We prepared several participation packages to choose from. Enjoy additional free services upon registration.

09

COMMUNICATION STRATEGY

VIV Qingdao provides a strong integrated communication plan that covers multiple online and offline channels. Our content focus is on our exhibitor's stories and their products.

10



VIV QINGDAO

ENGAGE IN HIGH LEVEL FORUMS AND PROFESSIONAL SEMINARS

TYPE	NO	CONFERENCE AND ACTIVITY NAME	ORGANIZER	TIME	MAIN TOPIC/CONTENT	LANGUAGE
Comprehensive	1	The 4th International Farm and Food Integration Forum	VNU Exhibitions Asia supported by VIV worldwide	9.15-16	Macro market trend interpretation, whole industry chain business model, branding, case sharing	EN & CN
	2	Global Livestock Epidemic Response Mechanism and International Cooperation Forum	VNU Exhibitions Asia supported by VIV worldwide	9.16	Livestock Industry Market Overview and Future Outlook, Livestock Industry Infectious Diseases Review, Animal Nutrition, Vaccines, Biosecurity	EN & CN
Species Focus	3	The 3rd GPGS-Global Pig Genetic Summit	Agri-Intelligence VNU Exhibitions Asia	Concurrent	global economy and pig industry overview & new trend, global recent technology on pig breeding, China and international best practice and operation system of breeding improvement	EN & CN
	5	VIV Global Forum on Layer and Egg	VNU Exhibitions Asia VIV worldwide	9.16	layers & eggs	EN & CN
	6	GDF All-round Dairy Workshop	Global Dairy Farmers supported by VIV worldwide and VNU Exhibitions Asia	Concurrent	Dairy	EN
	7	GFP Workshop	Global Food Partners supported by VIV worldwide and VNU Exhibitions Asia	Concurrent	cage-free egg production, animal welfare	EN & CN
Sector Specialized	8	China Animal Husbandry Forum on Plant Extracts	Agricultural Wealth supported by VNU Exhibitions Asia	Concurrent	Health & nutrition	CN
	9	Build My Feed Mill	VIV worldwide VNU Exhibitions Asia Perendale Publishers Ltd	9.15	Feed equipment	CN
	10	Smart Farming Management and Equipment Innovation	VIV worldwide VNU Exhibitions Asia	9.15	AI, smart farming, big data	CN
	11	Sustainable Solutions for Animal Waste Treatment	Lu Mu Media supported by VIV worldwide	Concurrent	waste treatment & solutions	CN

MEET INDUSTRY EXPERTS *ONSITE OR ONLINE*



CONNECT AND STIMULATE TRADE AND BUSINESS COOPERATION

VIV Industry Leaders Program

estimated 300+ pax

The VIV Industry Leaders Program brings industry leaders and high-level players onsite.

VIV
Industry
Leaders

Hosted Buyers Program

estimated 400+pax

The VIV Hosted Buyers Program selects and brings top buyers and senior decision makers at the show.

Hosted
Buyers

Lead
Marketing

Lead Marketing Program

estimated 2,000+pax

- Customized invitation letter
- VIP client invitations
- Pre-show badge delivery to your top clients
- Customer reception

Delegations

Delegation Program

estimated 100 Groups 1,500+ pax

VIV invites delegations from key regions in China. Focus on Pig farmers, Poultry farmers, and Feed producer delegations.

**WE invest in high-level profiles.
YOU meet top buyers.**

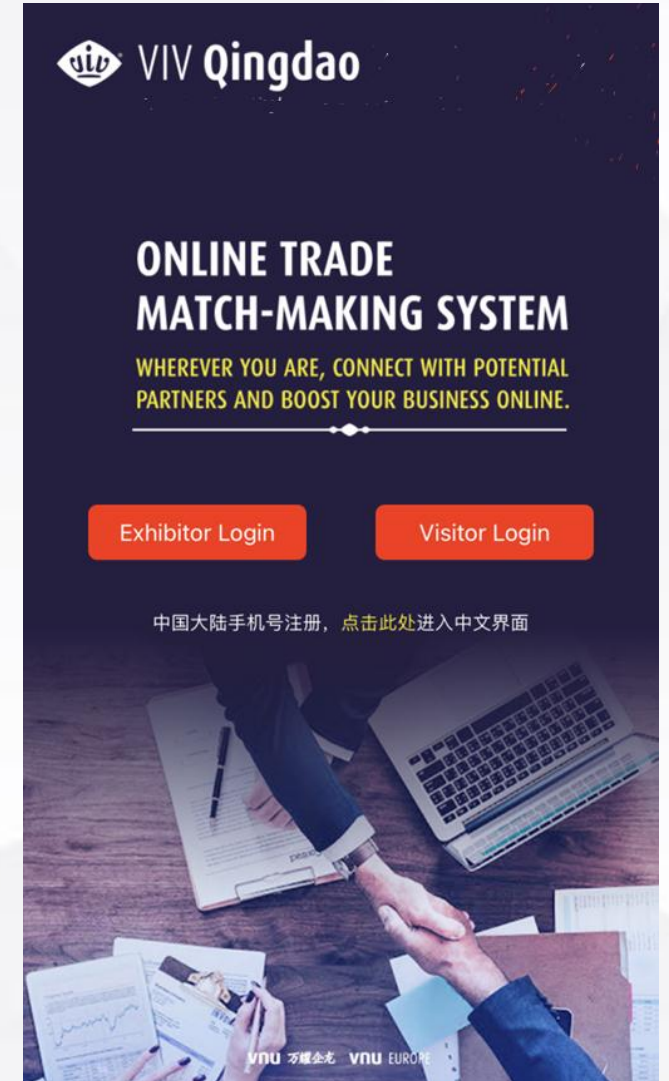
**Exhibitors' satisfaction is VIV Qingdao 2021 main goal.
We make sure you meet your target audience.**

FREE & TAILORED MATCH-MAKING PROGRAMS

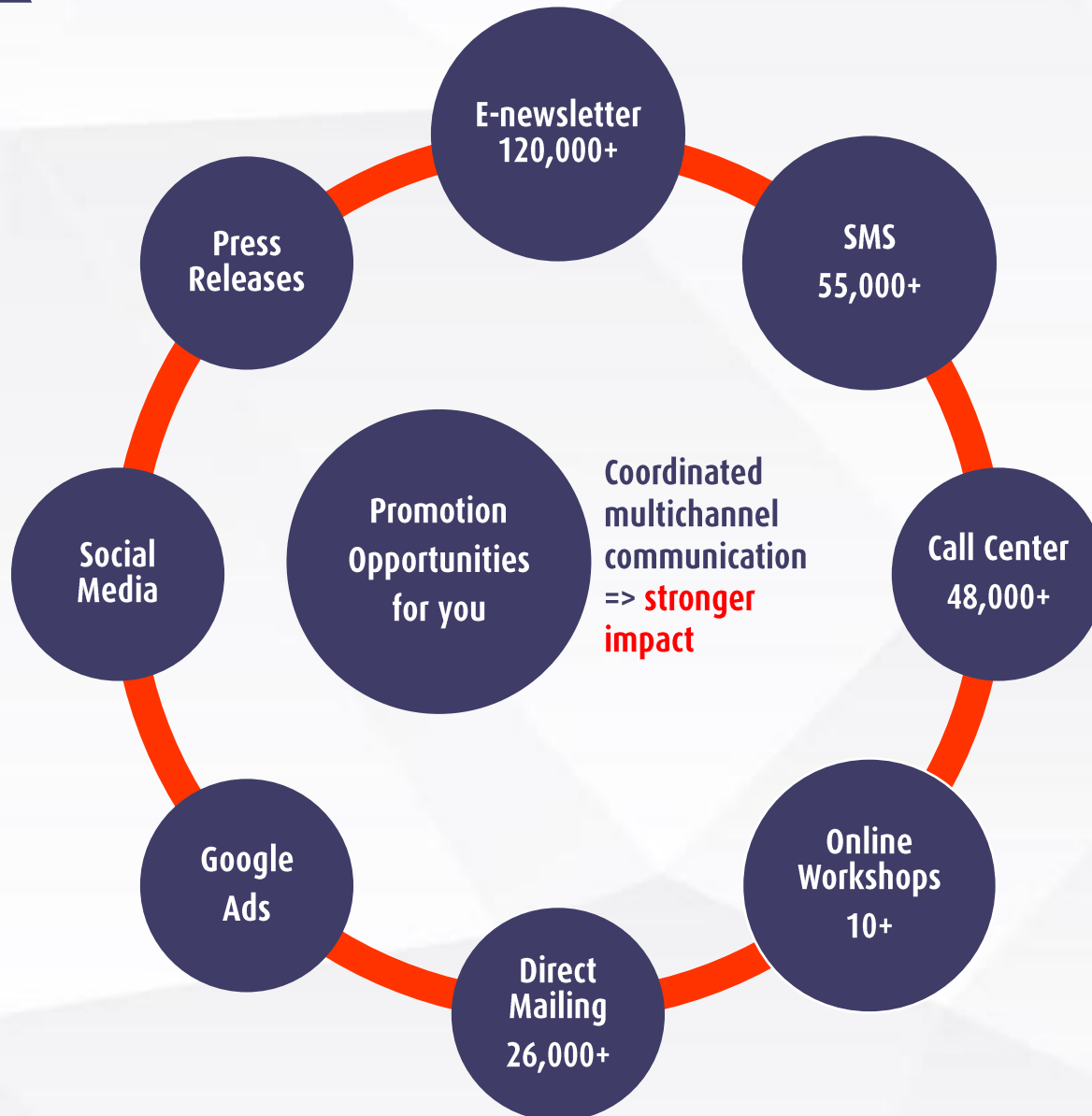
VIV Qingdao online trade match-making portal attracted around **12,000 visitors in 2020** and hosted around **1,000 trade meetings** before and during the show.



**Wherever you are:
connect with potential partners and
boost your business online**



HIGH-FREQUENCY MARKETING PROMOTIONS ON MULTIPLE CHANNELS



Exhibitor promotion campaigns: 9 months January - September

Product promotion campaigns: 9 months January - September

Direct marketing campaigns to the **VIV visitor database**

- **E-newsletters**, sent biweekly to our Chinese and international visitors database with over 120,000 industry contacts.
- **SMS**, sent biweekly to 55,000+ Chinese visitors
- **Call Center** invitation service to over 48,000 Chinese visitors
- **Direct mailing** customized invitations delivery to potential new visitors
- **Social media campaign**
 - **WeChat 18,000** Chinese professional industry followers
 - **Facebook, LinkedIn, Twitter** 45,000+ international followers

EXHIBITOR BENEFITS & FEE

General benefits for Chinese and international exhibitors

- Booth (standard booth or raw space)
- Listing on the show guide
- Free account on our e-forming system (online service portal - exhibitor manual)
- Listing on the Online Catalogue on both the official VIV Qingdao Chinese website (www.vivworldwide.cn) and English website (www.vivchina.nl)
- Listing and access to our Online match-making system for new edition year
- Promotional articles to be published on VIV Qingdao's website and WeChat platform
- Exhibitor Welcome Kit upon registration onsite the show
- Invitation to the Welcome Cocktail Party of VIV Qingdao 2021

Extra benefits for international exhibitors

- Recommendation on the Online Match-making system in your relevant sector
- Company logo to be listed on the Home page of the official website
- Unique visitor invitation link and digital poster (All data can be tracked by you)
- Company logo included on our onsite logo wall as a recommended exhibitor
- Get 1 free ticket to "the 4th farm & food integration forum"
- To be included in VIV summits specific topic, seminar or pre-show webinar for only 1,000 euro
- **1 free advertisement poster at the Entrance of the halls if your booth space is over 36m²**

Booth Fee

Item	Booth fee RMB / SQM	Discounted booth fee RMB / SQM
Shell Scheme (min 12sqm)	1,900	1,600
Raw Space (18-100sqm)	1,800	1,500
Larger Size Raw Space (Area Above 100sqm)	1,800	1,300

VIV QINGDAO 2021 TAKES-OFF WITH A FRESH LOOK

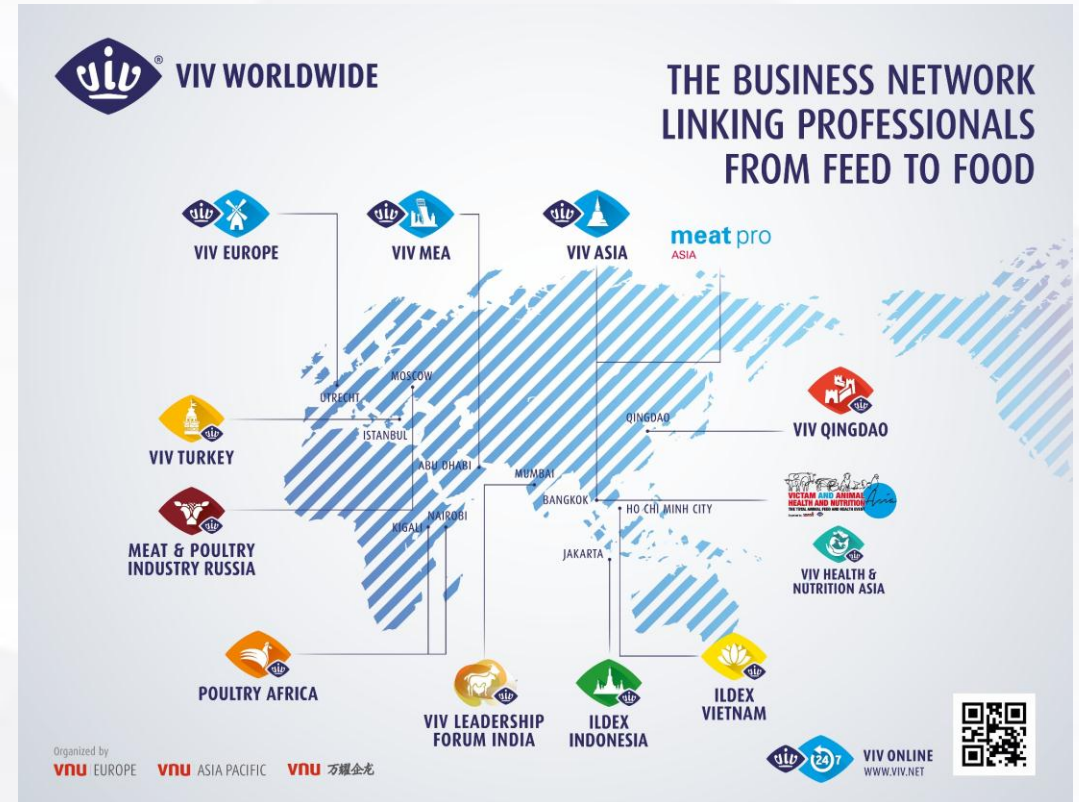
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See you at VIV Qingdao 2021!



VIV branding has a compelling new look! As part of the VIV worldwide portfolio, VIV Qingdao has been empowered by a new logo, which remarks VIV solid presence in China via a dynamic version of the Great Wall!