



# VIV QINGDAO 2021

## 亚洲国际集约化畜牧展览会（青岛）

2021年9月15-17日  
山东·青岛世界博览城

September 15-17  
Qingdao Cosmopolitan Exposition, China



International Trade Show From Feed to Food  
链接全球“从饲料到食品”  
猪、禽、奶、水产全产业链的桥梁



VIVworldwide

[www.VIVworldwide.cn](http://www.VIVworldwide.cn)  
[WWW.VIVCHINA.NL](http://WWW.VIVCHINA.NL)

**VNU** | 万耀企龙 **VNU** | EUROPE



# 2021 以贸易为核心， “展+X”模式全面启动

THE NEW BUSINESS MODEL **EXHIBITION + MUCH MORE!**  
COUNTLESS BUSINESS OPPORTUNITIES UNDER ONE ROOF

## 展+展 EXHIBITION

- 4 场农业品牌展会同期同地举办
- 整体 120,000 平方米展出
- VIV Qingdao at the centre of 4 co-located high quality exhibitions in agri-food business
- An overall area of 120,000+ SQM

## 展+会 CONFERENCE

- 20+ 国际性高峰论坛同期举办
- 全球视角与本土经验融合
- 20+ co-located high level international forums and professional seminars integrating global perspective and local experience

## 贸易 TRADE

- 100+ 定向组织买家团
- 300+ 特别招待买家
- 30,000+ 专业观众现场参观
- 100+ buyer groups onsite
- 300+ hosted buyers
- 30,000+ professional visitors

## 展+云 DIGITAL

- 365 天全年度开展
- 云会议、云商贸、云推介、云逛展
- All year operation
- Webinars, Online trade service, Customized live streaming, Explore VIV Qingdao

## 展+社群 COMMUNITY

- 形成以头部企业、营销载体、商业评估机构等为一体的行业发展智库，激发社群活力
- Leading brands and key industry players to boost the development of the livestock industry and stimulate the vitality of its community at all levels.

50,000 <sup>sqm</sup> 展出面积  
Exhibition Area

500+ 参展企业  
Exhibitors

30,000+ 专业观众  
Visitors

20+ 会议活动  
Conferences & Seminars

# WELCOME TO VIV QINGDAO

VIV 源于欧洲   
立足中国·联动全球

From the Netherlands, to Asia,  
China and the world.

VIV 自 2000 年引入中国，20 余年始终坚持高于行业平均水平的国际化比重、品牌化程度及贸易达成率，将全球创新理念和先进技术带来中国，与中国畜牧行业共同发展。累计服务海内外 5,300 多家参展企业，接待全球观众逾 370,000 人次，已成为链接全球“从饲料到食品”猪、禽、奶、水产等全产业链的重要桥梁。

VIV worldwide, with its international appeal, is the backbone of VIV Qingdao success.

The VIV brand and trade shows achievement have brought to China a story of continued and growing appreciation from the industry over the last 20 years. During this period, VIV in China has served more than 5,300 exhibitors and welcomed over 370,000 professional visitors from the world, thus becoming a very important bridge linking the Chinese industry "from Feed to Food" to the global industry players.



# 展 + 会

## Exhibition+ Conference

## 20+

### 国际高端论坛

INTERNATIONAL HIGH END FORUMS

以国际性视角纵观行业新发展，注重发展策略和经验分享。会议主题丰富，涵盖市场、技术、政策、战略、营销、人才等各个层面，为中国畜牧产业发展带来全球策略和价值观点。

The conference program covers a variety of important topics, including market insights, technology, policy, marketing, talent and other aspects of the industry, bringing global perspectives to the development of China's animal husbandry.



## “展 + 会” 形成深度互动新模式

Conference strong contribution to the exhibition

- 会议嘉宾组团参观展会  
Conference audience guided tours to the Exhibition halls
- 同期会议线上直播  
Hybrid conference set-up: live + online



## 专场活动 打造高端商务交流平台

High-end networking activities

- 国家日专场活动  
Country-focus activities
- 主办方欢迎酒会  
Welcome Cocktail



40% 国际演讲嘉宾占比  
International speakers

5,000+ 预计现场参会人次  
Expected audience

01 第四届国际养殖产业链发展高层论坛  
The 4th International Farm and Food Integration Forum  
会议规模 Attendees: 400

02 全球畜禽疫情应对机制建设及国际合作论坛  
Global Livestock Epidemic Response Mechanism and International Cooperation Forum  
会议规模 Attendees: 200

03 2021 第三届全球种猪基因进展峰会  
2021 Global Pig Genetic Summit  
会议规模 Attendees: 500

04 全球家禽及蛋品发展论坛  
Global Egg and Poultry Industry Conference  
会议规模 Attendees: 400

05 2021 中国种畜禽营养大会  
2021 China Breeding Livestock and Poultry Nutrition Conference  
会议规模 Attendees: 500

06 智慧养殖应用与创新发展专题论坛  
Smart Farming Technology & Big Data Application Seminar  
会议规模 Attendees: 200

07 畜禽粪污、无害化资源利用专场论坛  
International Sustainable Solutions Forum for Animal Waste Treatment  
会议规模 Attendees: 300

08 蛋鸡非笼养生产介绍：基本概念和最佳实践  
Introduction to cage-free production: basic concepts and best practices  
会议规模 Attendees: 150

09 2021 中国饲料品控精英研讨会  
2021 China Feed Quality Control Elite Seminar  
会议规模 Attendees: 200

\* 注：以上为部分会议规划，如有变化以现场发布为准  
Preliminary program, please check for detailed schedule on-site.

## 全球合作伙伴共同助力 多元化联合

Global partners alliance



- 涵盖：政府机构、商会协会、研究机构、院校 / 培训机构、资深行业媒体等。  
Our partners are government agencies, chamber of commerce and associations, research institutions, colleges & training institutions, top industry media, and other professional entities.

\* 注：以上仅部分往期合作，2021 具体合作情况请留意官网 / 官微公布。  
Please refer to our website for up-to-date information.





# 展 + 云

## Exhibition+Digital

### 365 天 “云” 平台持续发力 数字化进程加速

ALL-YEAR-ROUND DIGITAL PLATFORM

2020，顺势而生，崭露头角；2021，精益求精，品质升级。  
实现全年度“精准商贸支持 + 品牌展示 + 资讯交流 + 学习培训”等综合服务。

VIV Qingdao has launched a new digital platform in 2020, which will continue to serve the show even in 2021 via its online match-making tool, the digital brands display, knowledge sharing, learning & training e-sessions. Stay connected 365!



#### 展前 5 场专题直播

- 中国市场拓展战略分享会议
- 非笼养蛋鸡 / 动物福利养殖专场
- 国际种猪基因技术交流会
- 中荷国际家禽专场交流会
- 无抗：中兽药、植物提取物专场

#### Pre-show Webinar Series

- How to build strong business in China
- Cage-free Egg Production
- Global Pig Genetic
- Sino-Dutch Poultry
- Antibiotic Free

#### 365 天全年度在线商贸支持

- 在线商贸配对系统
- 跨国采购配对会议

#### All-year-round Online Business Support

- Online Trade Match-making Portal
- Online International Purchasing Meeting

#### 一站式品牌线上营销服务

- 云推介
- 云逛展
- 云采访
- 云考察

#### Omni-channel Promotion

- Customized Live Streaming
- Virtual Guided Tours (Explore VIV Qingdao)
- VIV Talk Show
- Online Field Visits

### VIV Qingdao 2020 云平台数据报告

#### Facts & Figures of VIV Qingdao 2020 Online Platform

- **160,000+** 在线观看量 Impressions
- **12,000+** 全球买家参与 Global Buyers
- **1000+** 在线邀约配对完成 Online Match-Making
- **450+** 企业入驻云配对平台 Exhibitors participation online
- **7** 展前云会议 Online Workshops before Show

### 数字化平台 赋能云时代

#### Powerful Digital Marketing Campaign

#### 01 全球买家数据库

##### Global buyer database

深度激活，定期补充和更新

**130,000+**  
核心观众数据库  
VIV worldwide visitors database

**80+**  
国家和地区  
Countries & Regions

#### 02 营销全矩阵

##### Integrated marketing channels

全球市场覆盖，多渠道触达目标客户

**58%+**  
国际观众数据占比  
International visitors database

**150+**  
全球合作媒体  
Global media partners

#### 03 数字化工具

##### Advanced digital tools

积极构建可持续、高效、精准的线上商贸空间

**55,000+**  
手机短信提醒  
SMS invitations

**120,000 +**  
电子邮件推荐  
E-newsletter invitations

#### 04 VIV 全系列商贸平台优势

##### VIV worldwide reach to global business

与 VIV worldwide 海外兄弟展会实现线上新联动，全球商贸资源整合

**48,000+**  
核心买家电话邀约  
Phone call invitations to buyers

**26,000+**  
定制邀请函直邮  
Invitation mailing to buyers

**45,000+**  
海外社交媒体活跃粉丝  
VIV worldwide social media followers

**18,000+**  
微信公众号活跃粉丝  
WeChat followers



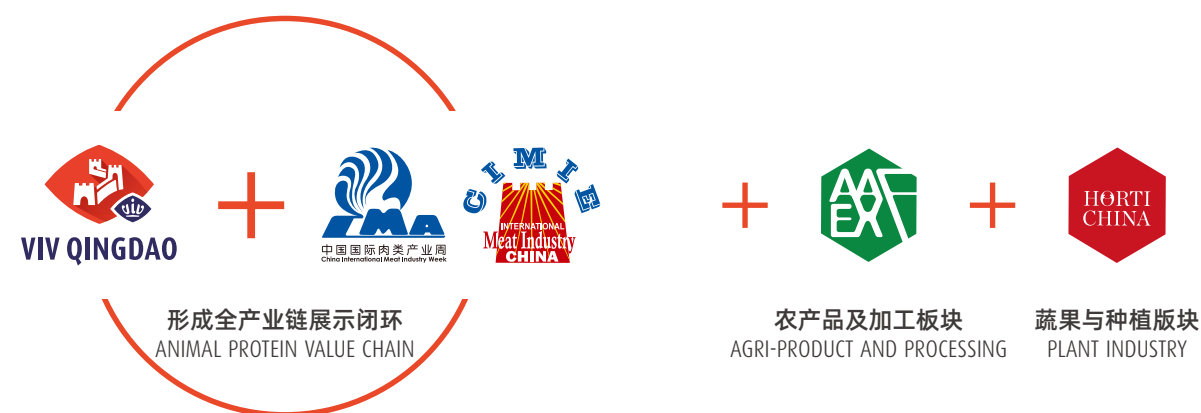
# 展 + 展

## Exhibition+Exhibition

### 四展强强联手，同期同地举办

### 覆盖“种植 + 养殖 + 食品 / 加工”全产业链

VIV QINGDAO IS AT THE CENTER OF A CO-LOCATION OF 4 EVENTS HELD IN THE SAME PLACE AT THE SAME TIME, PROVIDING EXTRA REASONS FOR CROSS-SECTOR BUYERS TO ATTEND



1,200+ 参展企业  
Exhibitors

120,000+SQM 展出面积  
Overall Exhibition Area

- ✓ 获得政府和协会的更多优质资源支持  
High quality resources and greater support from government and associations
- ✓ 聚集全产业链集团采购商、肉制品加工企业等核心买家  
Gathering more key buyers such as group purchasers and meat processing enterprises
- ✓ 吸引全球肉类、农业领域更多新投资者和贸易代理商  
Attracting new investors and trade agents in global meat and agriculture industry
- ✓ 深度融合地区产业优势，开展高级别的产业交流和商务合作  
Deeply integrated regional industrial advantages and hold more high-level industrial exchanges and business cooperation
- ✓ 更深度的剖析当地畜牧业的最新趋势和政策  
A more in-depth analysis of the latest trends and policies of local animal husbandry



### 展区规划 EXHIBITION SECTORS

**VIV QINGDAO** 畜牧养殖全产业链  
ANIMAL INDUSTRY  
FROM FEED TO FOOD

**N2-N3  
S2-S3  
SW**

- S2** 动保兽药及相关产品  
Animal Health  
动保生物制品  
动物营养 / 饲料添加剂  
洗消及其他  
Bio-products  
Animal Nutrition/ Feed Additives  
Cleaning & Disinfection  
特色专区：洗消专区，动物营养专区  
Special Area: Cleaning & Disinfection, Animal Nutrition Area
- S3** 饲料、饲料原料及辅料；饲料添加剂；饲料加工设备  
Feed & Feed Ingredients  
Feed Additives  
Feed Milling Equipment  
特色专区：植物提取添加剂专区  
Special Area: Natural Ingredients/ Herb Area
- SW** 室外展馆（环保及大型设备）  
Outdoor Exhibition Area  
(Waste Treatment, Large Scale Equipment)

- N2** 育种 / 孵化  
畜牧屋舍及养殖设备  
Breeding / Hatching  
Farm & Housing Equipment  
特色专区：环保展区  
Special Area: Waste Treatment Area
- N3** 育种 / 孵化  
畜牧屋舍及养殖设备  
Breeding / Hatching  
Farm & Housing Equipment  
特色专区：猪业育种展区、配件及配套器材展区  
Special Area: Swine Breeding Area, Accessories, Systems & Processing Equipment Area

**CIMA** 第十九届中国国际肉类工业展览会  
The 19th China International Meat Industry Exhibition

**S4-S6  
N4-N6**

肉类加工技术与机械  
食品添加剂、调味品、食品配料  
包装物料与设备、低温物流设备与技术  
Meat Processing Machinery and Equipment  
Meat Processing Additives and Ingredients  
Packaging, Cold Chain & Logistics





# 贸易 Trade

## 贸易配套解决方案 推进国内国际双向循环联动

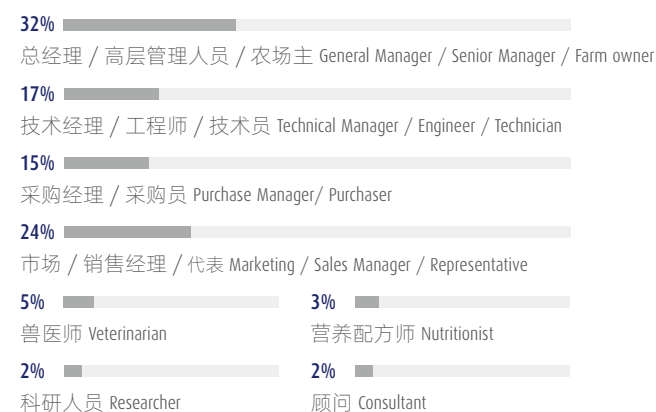
SOLUTIONS FOR VALUABLE BUSINESS IN THE CHINESE MARKET

### 01 WHO IS VISITING?

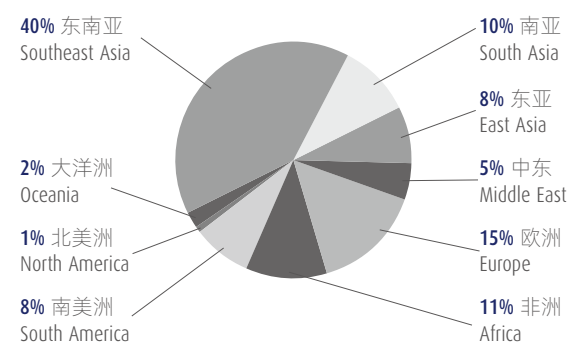
#### 聚焦核心买家群体 Visitor Profiles

全产业链集团经营	Integrated company
经销贸易商	Distributor/ Dealer
育种、孵化企业	Breeding and Hatching
商品养殖场	Farm
屠宰场	Slaughtering house
肉蛋奶加工处理企业	(Meat / Egg / Milk) Processing / Handling company
食品批发贸易商	Food wholesale trader
电商平台	E-business

#### 观众群体质量高 以具有决策权、采购权人群为主 High Quality Audience including decision-makers and purchasing officers



#### 国际买家云端相聚 参与在线商贸配对全年服务 Meet Global Buyers Online all-year-round Match-making service



\* 注：以上数据参考 2020 年线上贸易配对平台  
The above data is referenced from 2020 online match-making platform.

### 02 HOW TO CONNECT WITH VISITORS?

#### 全年服务 All-year-round Service

- 在线商贸配对平台  
Online Trade Match-making Portal
- 跨国采购配对会议  
Online International Purchasing Meeting
- 地方养殖产业考察  
Field Visit to Core Farming Area
- 跨国产业研讨交流  
Webinar
- 云端品牌推介活动  
Customized Live Streaming



#### 展会现场 Onsite Service & Activities

- 展示产品和技术（现场展位、广告宣传、专场发布会）  
Display your products and technology (booth, advertisement, press conference)
- 参与同期会议论坛（会议赞助、嘉宾分享、商务交流）  
Participate in the concurrent conferences and forums (sponsorship, keynote speech, networking opportunities)
- 响应现场“云”互动（云采访、云逛展、云会议）  
Enjoy digital interaction on VIV Qingdao online platform (online interviews, virtual guided tours, webinars)

#### 四大核心买家活动 4 Key Activities for Buyers

• 100+  
专业参观团  
Buyer Groups  
Onsite

• 300+  
特别招待买家  
Hosted Buyers

• 300+  
行业领袖  
VIV Industry Leaders

• 2000+  
展商联合邀约  
Visitors Invited by  
Lead Marketing



## LIVESTOCK INDUSTRY BIG GATHERING IN CHINA



\* 注：以上仅为部分往届展商，排序不分先后  
Note: a small glimpse of some of the exhibiting companies.

## 联系我们 CONTACT US

中国销售团队  
Sales Team in China

郝永丽 Ms. Well Hao  
well.hao@vnuexhibitions.com.cn  
Tel: +86 21 6195 6015  
Mob: +86 135 2468 9191

单艺 Ms. Sylvia Shan  
sylvia.shan@vnuexhibitions.com.cn  
Tel: +86 21 6195 6063  
Mob: +86 183 0213 3457

王海茵 Ms. Hellen Wang  
hellen.wang@vnuexhibitions.com.cn  
Tel: +86 21 6195 3536  
Mob: +86 138 1775 2961

肖磊 Mr. Carrot Xiao  
carrot.xiao@vnuexhibitions.com.cn  
Tel: +86 21 6195 3572  
Mob: +86 134 0211 1055

邢以成 Mr. Peter Xing  
peter.xing@vnuexhibitions.com.cm  
Tel: +86 21 6195 3539  
Mob: +86 138 1827 3397

市场合作  
Marketing & Media

黄贤 Ms. Elaine Huang  
elaine.huang@vnuexhibitions.com.cn  
Tel: +86 21 6195 6095  
Mob: +86 134 8240 4217

袁帅 Mr. Klaus Yuan  
klaus.yuan@vnuexhibitions.com.cn  
Tel: +86 21 6195 3505  
Mob: +86 139 1615 6991

国际销售团队  
International Sales Team

陈晓婷 Ms. Vicky Chen  
(based in China)  
vicky.chen@vnuexhibitions.com.cn  
Tel: +86 21 6195 6067  
Mob: +86 138 1629 2150

Mr. Philippe Verstuyft (based in Europe)  
philippe@vnueurope.com  
Mob: +31 6 1517 3564

Ms. Elaine Lu (based in Thailand)  
elaine@vnuexhibitionsap.com  
Tel: +66 2 1116611 (ext:214)

商务合作  
Business Cooperation

袁菁 Ms. Isabel Yuan  
isabel.yuan@vnuexhibitions.com.cn  
Tel: +86 21 6195 3510  
Mob: +86 134 7260 2614

刘文涛 Mr. Jeremy Liu  
jeremy.liu@vnuexhibitions.com

会议合作  
Conference & Event

白雪 Ms. Snow Bai  
snow.bai@vnuexhibitions.com.cn  
Tel: +86 21 6195 3509  
Mob: +86 139 1737 2737

## 展位价格 BOOTH FEE

**标准展位** (≥ 12 m<sup>2</sup>)  
STANDARD SHELL SCHEME

RMB 1900/SQM

光地展位 (≥ 18 m<sup>2</sup>)  
RAW SPACE

RMB 1800/SQM

\* 超出 100 m<sup>2</sup> 以上部分可享优惠价 RMB 1300/ m<sup>2</sup>  
Special offer only for square meters above the first  
100sqm space RMB 1300/SQM



青岛世界博览城  
Qingdao Cosmopolitan Exposition  
山东省青岛市西海岸新区三沙路 3399 号



**VIV WORLDWIDE**



**VIV ONLINE**  
WWW.VIV.NET