



VIV QINGDAO 2022

QINGDAO, CHINA

22-24 SEPTEMBER

POWERED BY VIV

EXHIBIT AT
VIV QINGDAO 2022

VNU | 万耀企龙

VNU | EUROPE www.vivchina.nl

WHY VIV QINGDAO 2022?

Advantages of 4 Main Categories



New Opportunities in the Chinese Market

- The Chinese market is huge and diversified
- New policies and plans create new demands
- Qingdao, the host city, has many industrial advantages



Bridging Role of VIV Platform

- VIV was founded in the Netherlands (1978) & introduced into China in 2000
- Links the entire industry chain "from feed to food"
- Covers swine, poultry, ruminants, aquatic products and pets.



Professional Services in International Trade

- Larger buyer database
- Precise business matchmaking
- Newly upgraded on-line business platform
- Optimizing Global buyers' demand, and supply with directional matchmaking
- Omni-channel innovative marketing support



High-quality channels of industry linkage

- Over 20 high-level forums during the exhibition
- Multiple online conferences throughout the year
- Regular multi-channel sharing of Chinese market information
- 210+ media and institutions around the world
- Co-located with CIMIE, creating more industrial opportunities

WHY CHINA? WHY QINGDAO?

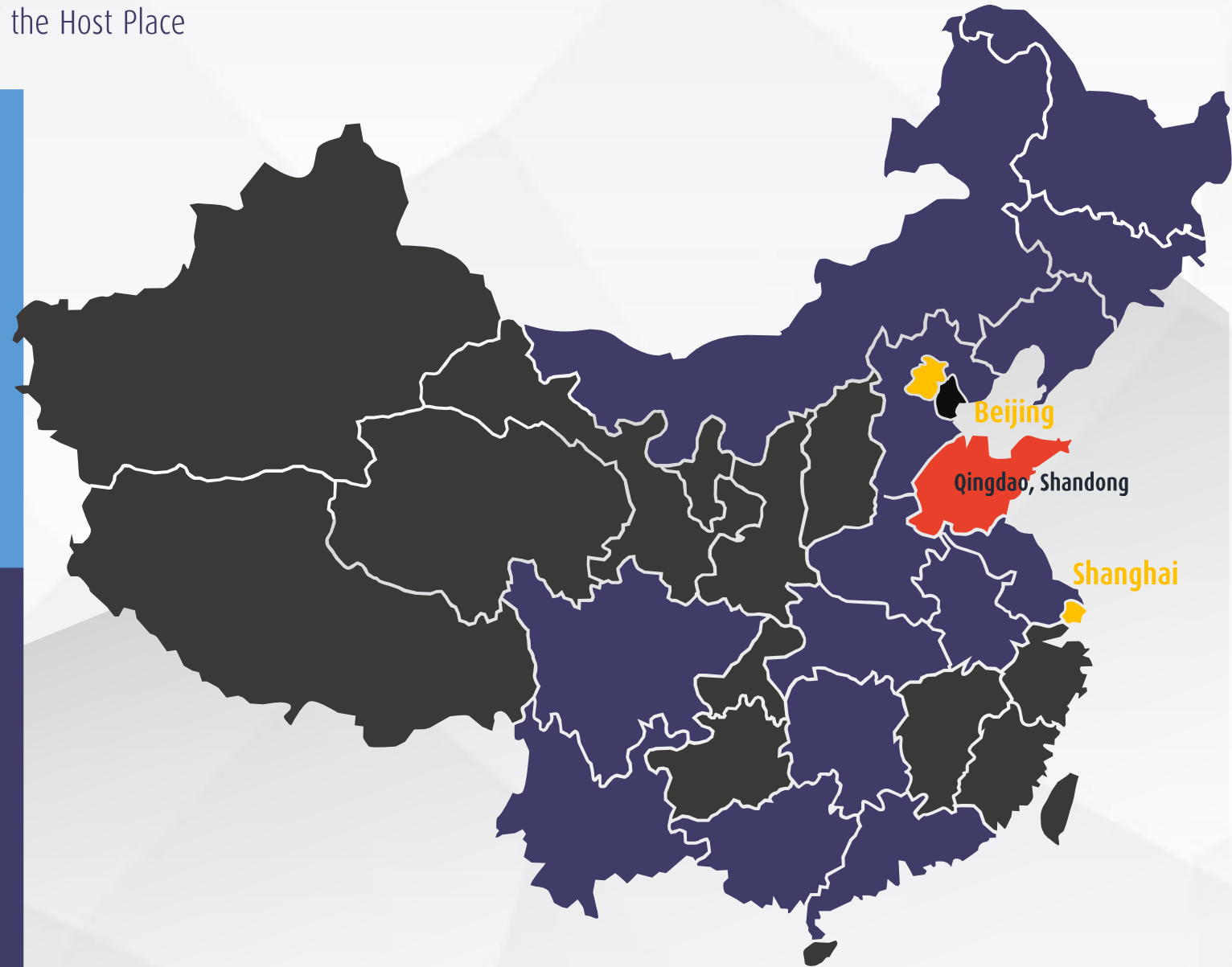
Industrial Advantages and Development Opportunities of the Host Place

WHY CHINA?

- ❑ China implemented a new population development policy, driving a steady demand for food in the future;
- ❑ The new development plan of China's animal husbandry industry put forward new requirements, such as environmental protection and antibiotic-free farming;
- ❑ China's market is less affected by COVID-19, and its currency exchange rate and local trade environment are relatively stable.

WHY QINGDAO · SHANDONG ?

- ❑ Shandong is the first province in China which total agricultural output value exceeds over one trillion yuan, with a well-developed animal husbandry industry and a feed industry.
- ❑ It radiates China's main breeding areas, and is located at the intersection of maritime and land silk roads.
- ❑ It has well-established international logistics and freight supporting facilities.



Blue area: other major concentrated animal farming area in China

ABOUT VIV QINGDAO 2022

Brand Story & New Concepts

50,000 SQM
GROSS EXHIBITION AREA

500+
EXHIBITORS

30,000+
ONSITE VISITORS

20+
CONFERENCES & EVENTS

2,000,000+
ONLINE VIEWS



- Business Trade Service
- Technology Communication
- Promotion Supporting
- Information Sharing
- Field Visit
- Skills Training
- Awards



VIV FROM EUROPE INTERNATIONAL “CHINA” STYLE

VIV was launched in the Netherlands and was introduced into China in 2000. It has been successfully held in China for over 20 years, with the dual advantages of internationalization and localization, and has always been the first choice for international brands to enter the Chinese market. Up to now, it has provided relevant business support and services to customers in more than 85 countries and regions around the world.



VIV ONLINE & OFFLINE JOIN THE 2022 NETWORK

VIV will continue to carry out accurate business matchmaking, high-level international forums, industry inspections, cloud platform interaction throughout the year, Direct Procurement Fair, professional training meetings, etc., and further improve online and offline business service modules to meet the diversified needs and expectations of industries and enterprises.

ABOUT VIV QINGDAO 2022

Exhibition Sectors & Species

2022 INTERNATIONAL EXHIBITION AREA

- THE NETHERLANDS PAVILION
- EUROPE PAVILION
- U.S.A PAVILION
- SOUTH KORE PAVILION

- PIG BREEDING PAVILION
- CAGE-FREE EGG DISPLAY AREA
- POULTRY BREEDING PAVILION
- RUMINANT DISPLAY AREA

- | | |
|--------------------|--------------------------|
| • Swine | • Cattle/calves (meat) |
| • Poultry broilers | • Sheep/Goat |
| • Poultry layers | • Fish/ Shrimps/ Aquatic |
| • Waterfowl | • Pets |
| • Dairy cows | • Others |

LEADING INTERNATIONAL TRADE SHOW FROM FEED TO FOOD

MULTISPECIES EXHIBITION SCOPE

Exhibition Sectors

Exhibition Species

- 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
- Aquaculture Farming Technology & Equipment
- Ruminant Farming Technology & Equipment



MAKE BUSINESS HAPPEN NOW

Visitor Profiles... Find more buyers from China and other parts of the world

VISITOR PROFILES



- ✓ With 22 years of **successful operation** in China, we have accumulated a large base of core buyers.
- ✓ **Purchasing ability** has recovered quickly two years after the pandemic outbreak.
- ✓ Provide accurate and personal business supporting services to realize effective cross-border **procurement matchmaking**.
- ✓ Reach the **target groups** via multiple channels throughout the year.

2021 Invited Professional Buyers

Note: partial list of our buyers

• A.h.a International Co., Ltd.	• Beinongda Technology Co.,Ltd.	• Guangdong Yaoming Agricultural Holding Co., Ltd.	• Huanshan Group Co., Ltd.
• Alibaba Group	• BRIGHT FOODS(Group) Co., Ltd.	• Guangdong Zhanjiang Zhengda Poultry Co., Ltd.	• Jiangsu Shuxing Feed Technology Co., Ltd.
• Alltech (China)	• Chongqing Hondo Agricultural Group Co., Ltd.	• Guangyuan Animal Husbandry Co., Ltd.	• Jiangsu YiKe Food Group Co.,Ltd
• New Hope Liuhe Co.,Ltd	• Da Hong Men Meat Food Co.,Ltd Beijing Er Shang Group	• Guangyuan Farming (Group) Co., Ltd	• Jiangsu YURUN Agricultural Products Group Ltd.
• Anshan Yufeng Feed Co., Ltd.	• DaChan Food (Asia) Limited	• Harbin Fullcome Animal Husbandry Co., Ltd.	• Jiangsu Yurun Meat Industry Group Co., Ltd.
• Beijing CP Egg Industry Co.Ltd	• Dahaooheshan New Agricultural Development Co., Ltd.	• Hebei Jinliang Feed Technology Co., Ltd.	• Jilin Black Cattle Industry Group Co., Ltd.
• Beijing Deqingyuan Agricultural Technology CO.,LTD.	• Dalian Hanwei Chicken Farming Co., Ltd.	• Hebei Kangda Livestock and Poultry Breeding Co., Ltd.	• Kangdi Stall Food (China) Co., Ltd.
• Beijing Huadu Yukou Poultry Co., Ltd.	• Dongguan Central Designated Slaughterhouse Co., Ltd.	• Guangdong Yaoming Agricultural Holding Co., Ltd.	• Laiyang Hekang Animal Husbandry Co., Ltd.
• Beijing Huayu Jiecheng Feed Co., Ltd.	• Fujian Aonong Biological Technology Group	• Guangdong Zhanjiang Zhengda Poultry Co., Ltd.	• Linqing Shuangsheng Breeding Co., Ltd.
• Beijing Its Interconnection Technology Co., Ltd.	• Fujian Aonong Biological Technology Group	• Guangyuan Animal Husbandry Co., Ltd.	• Liuhe Farm
• Beijing Liuma Technology Share Co.,Ltd.	• Gongs Group	• Henan Rongde Breeding Poultry Co., Ltd.	• Muyuan Foods Co.,Ltd.
• Beijing Poultry Breeding Co., Ltd.	• Guangdong Haid Group Co.,Limited	• Henan Shuanghui Investment & Development Co., Ltd.	• Nanchang Ruixin Animal Husbandry Co., Ltd.
• Beinongda Technology Co., Ltd.	• Guangdong Xinnandu Feedstuff Technology Co., Ltd.	• Henan Shuanghui Investment & Development Co.,Ltd.	• Nantong Kexing Livestock Co., Ltd.

MAKE BUSINESS HAPPEN NOW

4 Main programs: invite your target audiences together

2022 Invited Professional Buyers

500+ Hosted
Buyers

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

Delegations
100 Groups
2,500+ pax

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

300+ VIV
Industry
Leaders

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

3,000+
Lead
Marketing

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

MAKE BUSINESS HAPPEN NOW

Breaking into the Chinese market through accurate international business matchmaking

TRADE AROUND THE WORLD. 2022

Online Matchmaking Portal **HOT**

The online platform is open free of charge all year round, attracting global buyers and supporting two-way search. Both parties can directly launch online "one-on-one" negotiations and conference invitations, and will receive relevant support and assistance from the organizers.

Online Match-making Meeting **HOT**

Participating suppliers can obtain information of international buyers and purchasing requirements in advance to ensure accurate matchmaking. Both parties meet online at a specific time, with a professional team providing relevant services.

VIV QINGDAO - RFI Channel

Global buyers can submit their recent purchasing needs independently through channels such as overseas social media platforms, official websites, cooperative media, and e-mail.

TRADE TO CHINA. 2022

The 2nd DIRECT PROCUREMENT FAIR

The Direct Procurement Fair will be conducted through targeted warm-up activities in the early stage, on-site promotion, and domestic e-commerce platform. Selected high-quality products and limited discounts can greatly stimulate the purchasing willingness of local buyers.

2022 Technology Awards 「Black & White」

With focus on the development and application of animal husbandry technology, it sets up awards such as "White Technology Award", "Black Technology Award" and "Future Concept Award". A series of trade, contest and show case activities will be carried out throughout the event.



MAKE BUSINESS HAPPEN NOW

Online Matchmaking Portal 2022

HOT

Online Matchmaking Portal

VIV Qingdao online trade matchmaking portal has been launched 2 years and attracted around **25,000 visitors**, hosted around **1,800 trade meetings**.

- The 2022 system will focus on supporting international trade and will be open to global buyers and suppliers **free** of charge.
- The match-making portal will also be integrated with other online interactive platforms and contents such as webinars, online field visits, live streaming and VIV talk show.
- Based on the online consultation, special match-making meetings will be conducted for some popular products and enterprises.

**4 steps for a free application
giving you a quick break into the Chinese market**

1

**Publish online
Products
Company info**

2

**Invite
Target Clients**

3

**Communicate
Online**

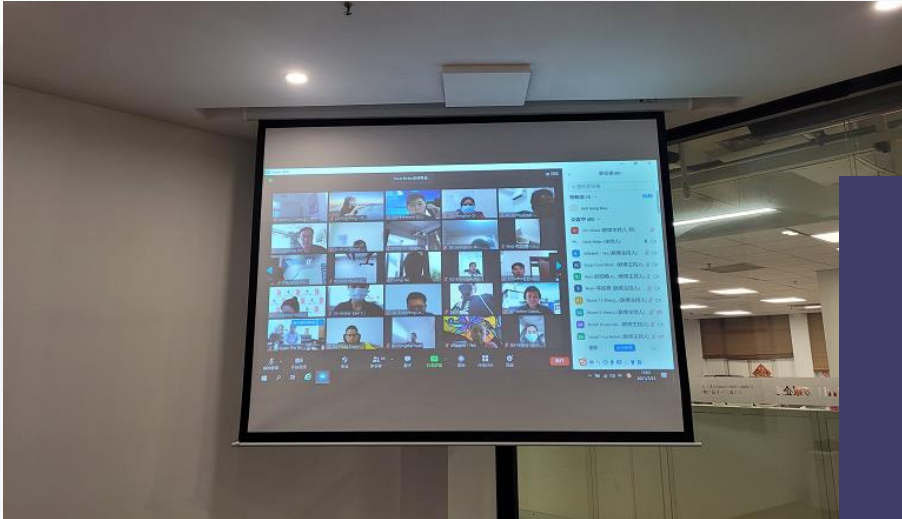
4

**Match-making
meetings**



MAKE BUSINESS HAPPEN NOW

Online Matchmaking Meeting 2022



HOT

Online Matchmaking Meeting



Based on the successful model of transnational procurement matchmaking meetings in recent years, special matchmaking activities will be conducted between high-quality Chinese buyers and international exhibitors in 2022.



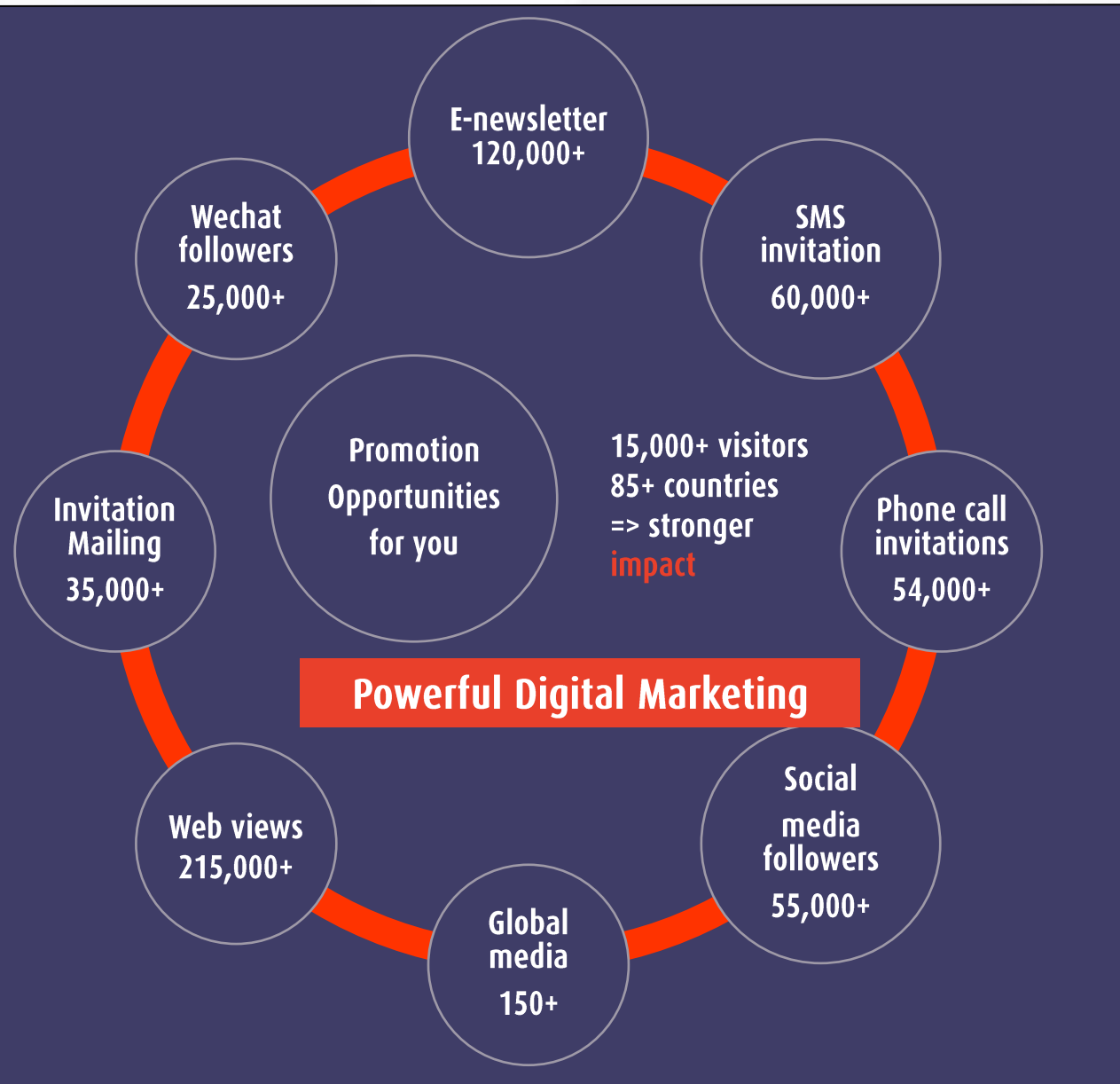
2022

Special Matchmaking Plan for Chinese Buyers

- Special session on veterinary drugs (pig + poultry)
- Special session on smart breeding equipment
- The whole industrial chain of ruminant sector
- Special session on feed and additives

MAKE BUSINESS HAPPEN WITH CHINA

Omni-channel marketing searches for more accurate business opportunities



More Business Services

- Advertorial translation and media release (Chinese)
- Support enterprises to carry out dealer conferences
- Cooperate with enterprises in product launch/promotion meetings
- Provide printing services of publicity materials for enterprises

More Business Opportunities

- Over 20 high-level forums during the exhibition
- Practical operation skills competition of breeding equipment
- Boosting the animal husbandry industry and a series of public welfare activities
- Reception/high-level business dinner



INTERNATIONAL INDUSTRY COMMUNICATION

Engage in High Level Forums and Professional Seminars

2022 Conference Program

Main Forums: 2022 Agriculture and Animal Husbandry Industry Chain Development Summit and VIV Animal Husbandry Innovation and Application Forum

2022 International Conference of Animal Nutritionists

The 4th Global Pig Genetic Summit 2022

The 2nd International Forum on Poultry and Egg Health Development

Sino-Dutch Seminar on Future Farming

Forum on Animal Welfare and Sustainable Development of Animal Husbandry

Special Forum on Utilization of Livestock and Poultry Manure and Harmless Resource Recovery

Forum on Feed Processing Technology and Future Development

Special Forum on Application and Innovative Development of Smart Breeding

Training Session on Prevention and Treatment of Common Diseases: Special Session for Veterinarians

Seminar on Talent Training in Animal Husbandry Industry

Salon Activities of Farm Manager Club

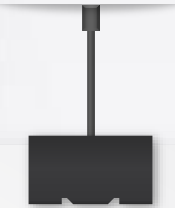
Commendation Meeting for Benchmarking Enterprises in Livestock Industry of Shandong Province

Cross-Industry · New Players' Salon in Animal Husbandry

Product Launch and Promotion Meetings

20+ CO-LOCATED CONFERENCES

MEET INDUSTRY EXPERTS **ONSITE OR ONLINE**



6,000+

Onsite Audiences



20,000,000+

Online Views

Program and content cooperation

- China Animal Agriculture Association
- Chinese Association of Animal Science and Veterinary Medicine
- National Engineering Research Center of Biological Feed
- Compassion in World Farming
- Global Food Partners
- China Association for the Promotion of International Agricultural Cooperation-the International
- Cooperation Committee of Animal Welfare
- Netherlands Agro & Food Technology Centre
- U.S. Soybean Export Council
- JI DAN TANG

INTERNATIONAL INDUSTRY COMMUNICATION

Some Speakers

- 300 + global industry leaders will participate in these meetings
- Discuss the hot topics of global animal husbandry industry together



Ena Enting



Liu Qiangde



Yao Minpu



Ma Chuang



Snorri Sigurdsson



Rubia Soares



Jeroen-Dewulf-scaled



Sixte



Darius Cesna



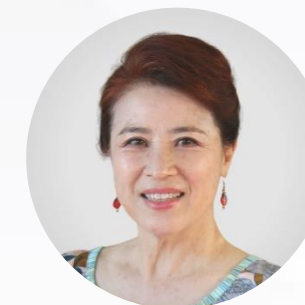
Camille de Tugny



Yi Ganfeng



Yao Jun



Monita Mo



David S. Casey



Yu Daosheng



Pan Chenjun



Douglas W. Newcom



Hans Olijslagers



Jan Merks



Niu Yufeng



Hannah Van Zanten

INTERNATIONAL INDUSTRY COMMUNICATION

Upgraded Online Platform: Stay connected 365



Pre-show Webinar Series

1. Report on the advantages of antibiotic-free veterinary products and their use
2. Outlook of new intelligent farming technology in China
3. Optimization and improvement scheme of feed formula
4. Efficient dairy farming
5. Import standards of feed and veterinary drugs in China

Online Field Visits

1. Show the factory/enterprise environment
2. Introduction of successful application cases
3. History or important events of enterprises

Customized Live Streaming

1. Special promotion on main products/services
2. Product launch

VIV QINGDAO Talk Show:

Professional media in China and abroad will conduct in-depth interviews with enterprises and carry out relevant interactions through the live streaming platform; This mode is also available during the exhibition.



INTERNATIONAL INDUSTRY COMMUNICATION

210+ Global Partners: Media & Consulting Firms & More...

60+ Supporting Organizations

150+ Supporting MEDIA

STRONG WORLDWIDE PARTNERS

They will participate in and support these events and provide services to enterprises with specific marketing and information needs:

- Invitation to targeted buyers
- Organization of conferences and forums
- Cooperation in business activities
- Offline visits
- Online conference live streaming
- Selection and commendation of consultants
- Marketing exposure
- Advertorial support to interviews
- News content cooperation

NEW OPPORTUNITY & MORE

A Fully Dedicated and Specialized Concept in Animal Husbandry



GREAT JOINT OUTPUTS

- Exhibition Areas: **120,000+ SQM**
- Exhibitor Companies: **1,500**
- Total professional visitors: **55,000+**

2022 Strategic Co-location with

— **China International Meat Industry Expo**

— **Asia Agro-Food Expo**

CIMIE AND VIV QINGDAO JOIN FORCES IN THE CHINESE MARKET



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.

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



More Opportunity

- 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.

EXHIBITOR BENEFITS & EARLY BIRD DISCOUNTS

The Fully Complete Supply Chains For The Meat/Animal Industry

Package 1- Online

A Online recommendation\RMB 10,000

Enterprises supply record video ,duration less than 20 minutes.

B Online field visit\RMB 8,000

Enterprises supply record video ,duration less than 10 minutes.

C Online booth\RMB 4,000

On-line exhibitors can promote their products and communicate with buyers on our Matchmaking platform.(After May)

D Recommendation by advertorial\ RMB 8,000

Enterprises provides edited text. (publishes it on our official Weibo account + official website, and recommends cooperative media.)

Package 2- Onsite

G Standard booth\RMB 22,800,)

12 square meters. (unit price: RMB 1,900/sqm. Supplied with free poster and installation

I On-site advertisement \RMB10,000

Extra - Onsite

G Raw space booth Minimum 18 square meters (Unit price: RMB 1,900/ sqm)

H Translation Service

Assistance to looking for translators. Translation fee is borne by enterprise.

SPECIAL PACKAGES

JUST FOR INTERNATIONAL EXHIBITORS

Item	Original cost	Discounted fee
PACKAGE 1	30,000	10,000
PACKAGE 2	32,800	20,000
PACKAGE 1+2	62,800	25,000

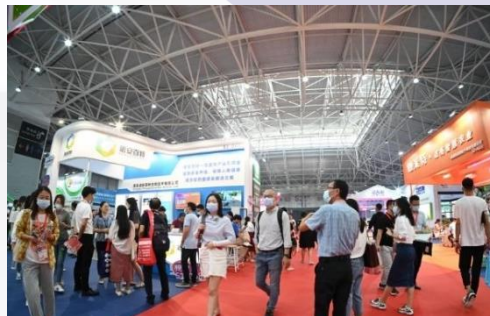
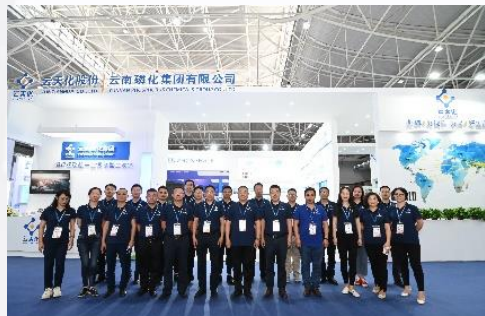
ABOUT VIV QINGDAO 2022

Livestock Industry Big Gathering in China

Some Leading Companies
have exhibited at VIV in China



Note: a small glimpse of the exhibiting companies.



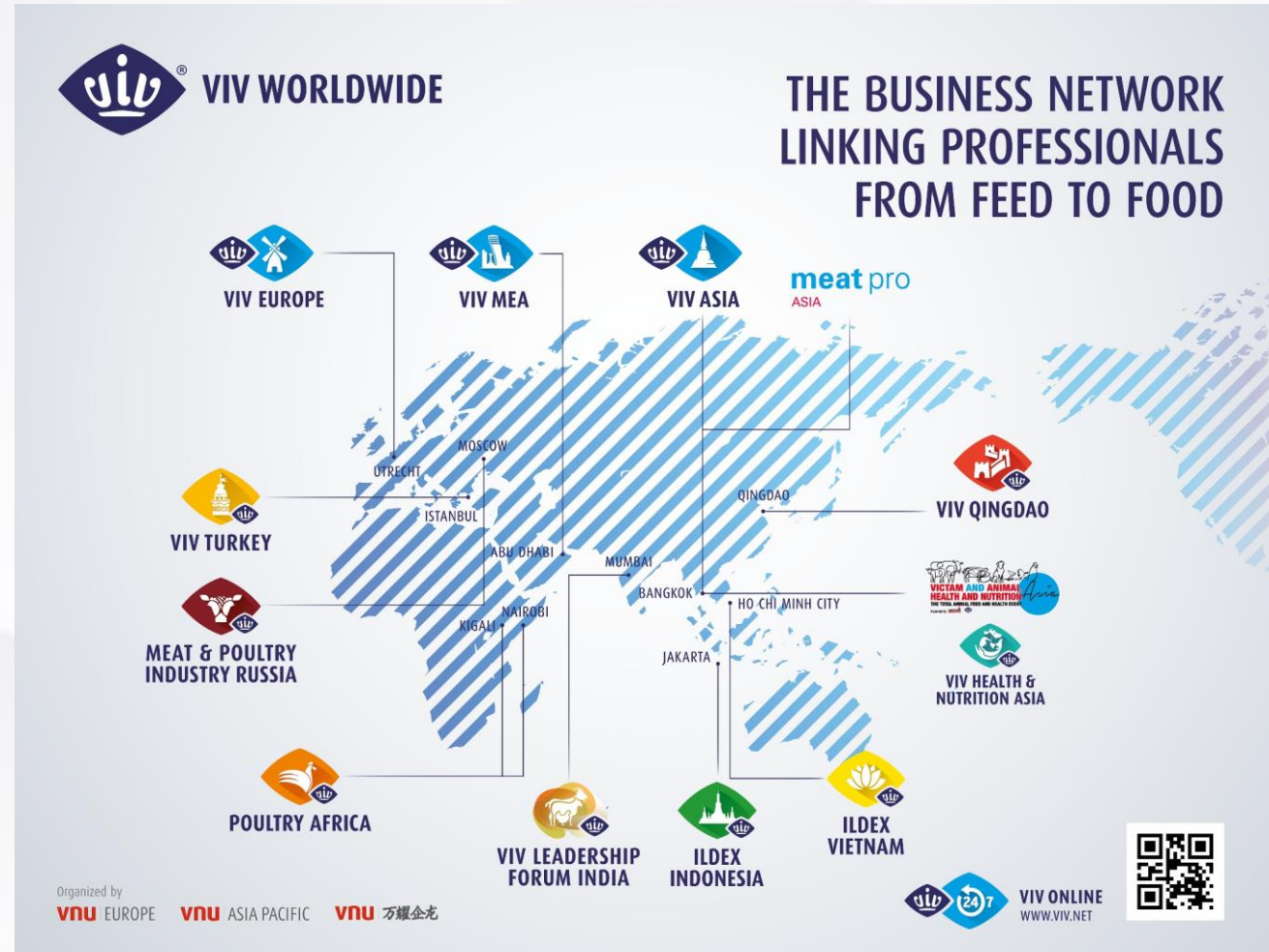
VIV QINGDAO 2022 – GLOBAL TEAM

CONTACT US

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WELCOME TO VIV QINGDAO 2022!



VIV WORLDWIDE

WWW.VIV.NET