



VIV QINGDAO 2022

PRESS RELEASE – SHOW POSTPONEMENT

[August 11, 2022 – Shanghai, China]

VIV QINGDAO 2022 IS OFFICIALLY POSTPONED STAY UP-TO-DATE VIA THE ONLINE CONTENT PROGRAM

VIV Qingdao is the leading international trade show for pig, poultry, dairy & aquaculture industries in China. Since 2000, the exhibition is well known for its key role in fostering international business between China and the global feed to food industry as well as providing a premium platform in the Chinese market for worldwide innovations and technologies.

The managing team of VIV Qingdao announces that, due to the persisting Covid-19 restrictions and the direct effects on China international activities, a high-quality exhibition with substantial business opportunities for all attendees, unfortunately, cannot be guaranteed. After a serious and careful consideration, VNU Asia, the organizer of VIV Qingdao hereby confirms that the 2022 edition of the show, which was supposed to open its doors from 22-24 September this year at the Qingdao Cosmopolitan Exposition, is **officially postponed**.

As an important member of the VIV worldwide series of events, VIV Qingdao always strives to provide the industry with top quality trade services. The decision to postpone the show is thus taken by the organizer in the best interest of all the exhibitors and visitors. The new dates will be announced in the coming months.

In the meantime, the VIV Qingdao team will continue offering meaningful content program for the animal protein industry via a series of professional **online Webinars** with emphasis on the main industry trends. Successful experiences and best practices to help overcome the current, difficult trade situation with China will be shared by leading industry players. The online Webinars will be held by VNU Asia, with the support of VNU Europe and the cooperation of key partner organizations including the Netherlands Agro & Food Technology Center (NAFTC), Zhong Guan Cun Chinese Veterinary Medicine Industry Technology Innovation Strategic Alliance, National Animal Husbandry Science and Technology Innovation Alliance, China Pig Industry Chain Ecosystem Platform (CPICP), Beijing Boyar Communication, AgriPost.cn, Lu Mu Media as well as the feed associations, veterinary bureaus, breeding associations and other Chinese and foreign institutions involved in the animal husbandry business.

In order to promote international trade and create concrete business opportunities for all stakeholders despite the postponement of the physical event, VIV Qingdao will also invite global suppliers and buyers to join tailor-made **digital Business Matching events**.



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More information about the VIV Qingdao upcoming activities will be available soon on the official website www.vivchina.nl and the official WeChat promotion channel “VIVworldwide”.

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About VIV worldwide | VIV worldwide is the business network linking professionals from feed to food, offering 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/events.

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 exhibition portfolio is a core business in all three VNU regional offices. Other VNU Group main event sectors include Tech, Lifestyle, Construction, Lifesciences, Biotech and more. www.vnueurope.com

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.