



VIV China 2018

SEPTEMBER 17-19 | NANJING, CHINA

SHOW REPORT

Facts & Figures

Co-located events

News! VIV will be held in China on a yearly basis from 2019!



WWW.VIV.NET

Official WeChat: VIVworldwide



A professional business platform for domestic and overseas visiting groups

The 11th edition of VIV China 2018 closed its doors after three days of business and intensive networking on 19th September 2018, in Nanjing. With an exhibition space of 40,000 square meters gross, and one-fourth of the exhibitors coming from abroad, the event welcomed

16,156 visits this year. Domestic visitors came for 25.4% from Jiangsu province and 64.6% from Eastern China. 2,047 overseas professionals attended VIV China 2018 with South East Asia in the lead. Professional delegations from Indonesia, Korea, Vietnam, Thailand, Philippines, India, and other countries attended the show with trading purposes. The new location in Nanjing created a good opportunity to expand VIV China customer group.

▼ VIV China 2018 Hall 4



VIV China 2018 conference program attracted a large number of high-quality delegates related to all profiles thanks to the wide range of forums and conference topics covered this year.

While VIV China 2018 exhibition ground welcomed a slightly smaller number of visits (-6% compared to the previous edition), the conference program positively contributed to bring to the show ground an overall higher quality of profiles.

VIV China 2018 Facts & Figures



466

Exhibiting companies



16,156

Total visits

14,131

VIV China 2018 Exhibition

3,800

VIV China 2018 Conference



14,109

Domestic visits
(64.6% from Eastern China)

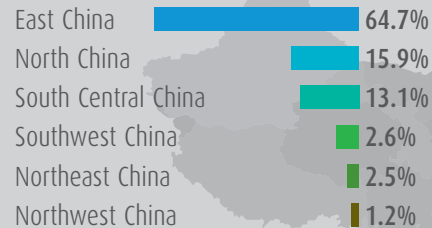


2,047

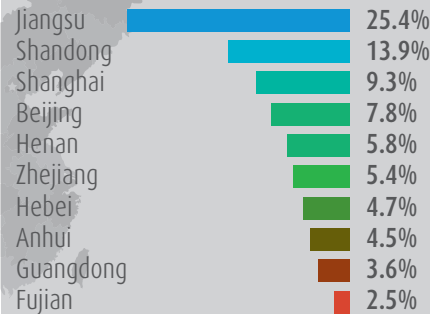
International visits
(42.6% from Southeast Asia)

Visits by Origin

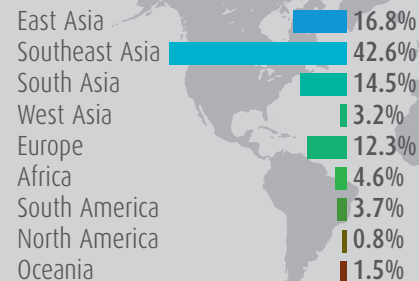
China mainland areas



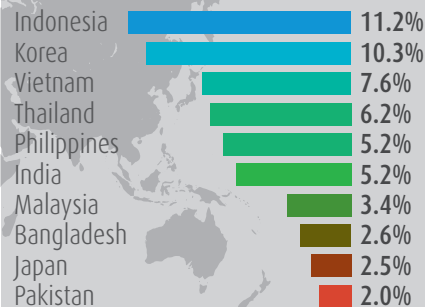
Top 10 Chinese Province



International Visits by Region (Excluding China)

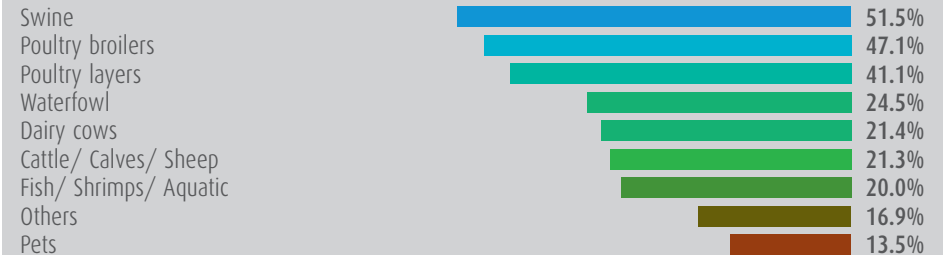


Top 10 visiting countries (after China)

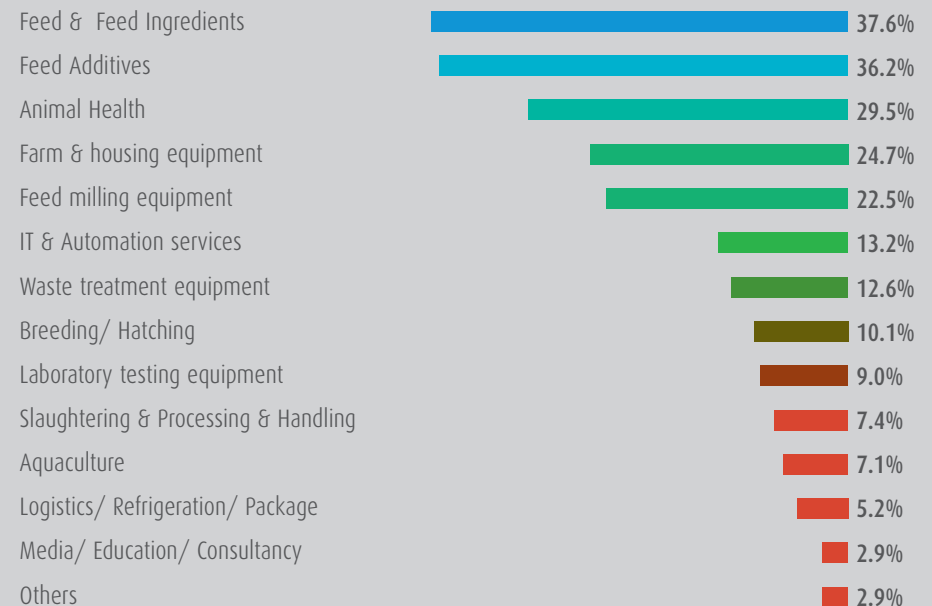


Visitors Profile

Interest by Species

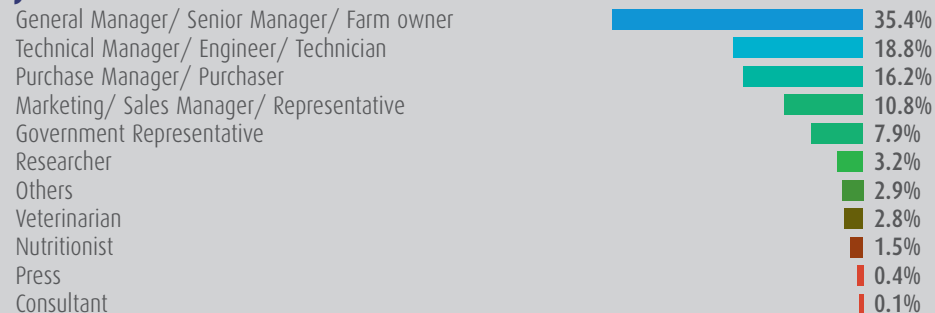


Interest by Products



Visitors Quality

Job Function



A rich conference program covering multiple topics

About 3,800 visitors attended conferences and seminars. Keeping its main focus on trading, VIV China 2018 also succeeded in building a new platform for sharing policy, technology and experiences. VIV China conference and seminars program managed to gather global industry leaders from different sectors.

The Belt and Road International Animal Husbandry Forum, organized by VIV and China Association for the Promotion of International Agriculture Cooperation (CAPIAC), hosted industry leaders who shared and discussed about the future of the industry globally, regional policy and related opportunity, international trading experiences. More than 300 professionals attended this key conference.

Farm and Food Integration Seminar, was organized by VIV and CPICP, supported by CAPIAC.

More than 100 attendees representing husbandry and food industry, shared and discussed solutions for integration from farm to food. Topics covered different aspects, from food tracing systems, to consumers behaviors and chain sectors connection patterns, following market developments.



Other conference programs held at VIV China 2018:

- Feed Technology International Forum
- "Future Farming, Future Technology" Sino-Dutch Pig Industry Seminar 2018-II
- Aquatic China 2018
- The 3rd China Egg Products Circulation Conference (2018)
- National Training Course on Recycling Utilization of Livestock and Poultry Waste in 2018

What Exhibitor say about VIV China 2018

VIV is always the best platform for Big Herdsman to show products, and we have also learned a lot during this edition. Best wishes to VIV in China! Best wishes to Chinese husbandry industry!

Big Herdsman | Jingfa Wang CEO

We attended several exhibitions of VIV worldwide and look forward to future performances in China, especially with the new organizing structure by VNU Exhibitions.

Buler (Changzhou) Machinery Co.,Ltd
Kai Sheng International | Business Department Director

Little Giant has attended VIV several times in China, allowing us to follow market dynamics, technology development trends and innovations. Meanwhile, VIV China provided us with the right platform to show our unique products and brands to global customers. We are looking forward to cooperating with VIV projects in China in the future!

Little Giant-Farming equipment | Wei Ning, General Manager

Thanks to the enthusiasm and professional organization. We met some problems during our preparation and the show operational team was very helpful in finding positive solutions.

Al Dahra Agriculture Consulting

Exhibiting at VIV for more than ten years, we have seen the development of the world husbandry industry as well as the growth of national companies. We hope VIV will continue to provide such a platform for domestic and international enterprises to communicate and exchange knowledge, contributing to the innovation and development of the whole husbandry industry.

Qilu Animal Health Products Co.,LTD. | Lianyong Wu, General Manager



What Visitors say about VIV China 2018

The exhibition was very good and exceeded my expectations. Looking forward to an even better one next year.

It was my first time for visiting, and it gave me a fresh experience. There were many famous companies in devices area, we had business communication with them all, and built a cooperating relationship.

Many professional conferences were organized during the show, providing excellent contents and a high level international network.

I'm working on feed additives and I attend different international exhibitions during the year.

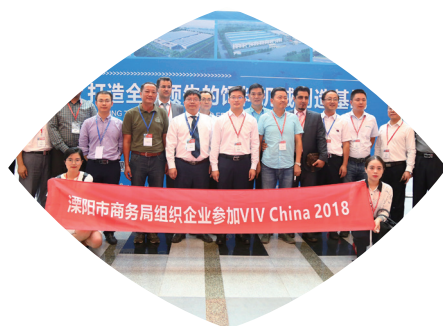
After visiting VIV China 2018, I am considering being an exhibitor in the next edition.

I think this is a biggest exhibition as I know, and a complete venue at this time.

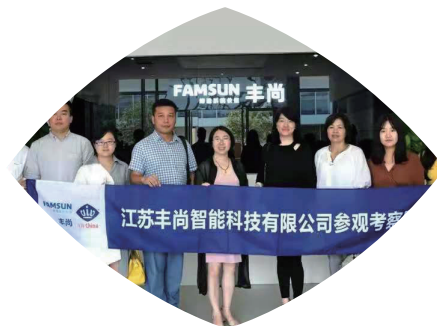
Welcome Cocktail



Delegates



Exhibitor group | Liyang City



Field Visit | FAMSUN, Yangzhou, Jiangsu



Visitor Delegation | Philippines



Field Visit | CP (Feedmill), Hefei, Anhui



VIV Qingdao 2019

SEPTEMBER 19-21 | Qingdao World Expo City, CHINA



International trade show
from Feed to Food for China

vnu 万耀企龙

vnu exhibitions
europe

 VIVworldwide
www.VIVworldwide.cn





THE BUSINESS NETWORK LINKING
PROFESSIONALS FROM FEED TO FOOD

VIV WORLDWIDE EVENTS CALENDAR 2019-2022

VIV **Qingdao** 2019

SEPTEMBER 19-21, Qingdao Cosmopolitan Exposition, China

VIV **Turkey** 2019

JUNE 13-15, ISTANBUL, TURKEY

VIV **HEALTH & NUTRITION ASIA** 2020

JANUARY 15-16, BANGKOK, THAILAND

VIV **MEA** 2020

MARCH 9-11, ABU DHABI, U. A. E.

VIV **ASIA** 2021

BANGKOK, THAILAND

VIV **EUROPE** 2022

WORLD EXPO FROM FEED TO FOOD

VIV **Russia** 2020

MOSCOW, RUSSIA

POULTRY Africa 2019

OCTOBER 2-3, KIGALI, RWANDA



WWW.VIV.NET

 **vnu** exhibitions
europe