



# VIV NANJING 2023

September 6-8 | Nanjing International Expo Center (Jianye District)

International Trade Show from Feed to Food

[www.VIVworldwide.cn](http://www.VIVworldwide.cn)



## POST SHOW REPORT

the 15<sup>th</sup> Edition



VNU | EUROPE

# VIV NANJING 2023 Successfully Concluded in September

## Business Cooperation Going Global

## Professional Viewpoints Highlighted

At the beginning of 2023, as the festive spirit quickly returned, China officially rejoined the global trade stage, and international demands have also been on the rise. The enthusiastic Chinese animal husbandry industry responded quickly, and VIV Worldwide also quickly resumed the dual-way support mode for "Welcoming In" and "Going Global". During Sept. 6<sup>th</sup>-8<sup>th</sup>, 2023, VIV Nanjing, a VIV project in China, was concluded successfully. The number and quality of international buyers attending the exhibition exceeded industry expectations, and more than 10 summit forums were held simultaneously, providing a brilliant and diverse program.

### STATISTICS

**36,000 sqm**  
Exhibition Area

**388**  
Exhibitors

**32,765**  
Visits

**3,200+**  
Conference Attendees

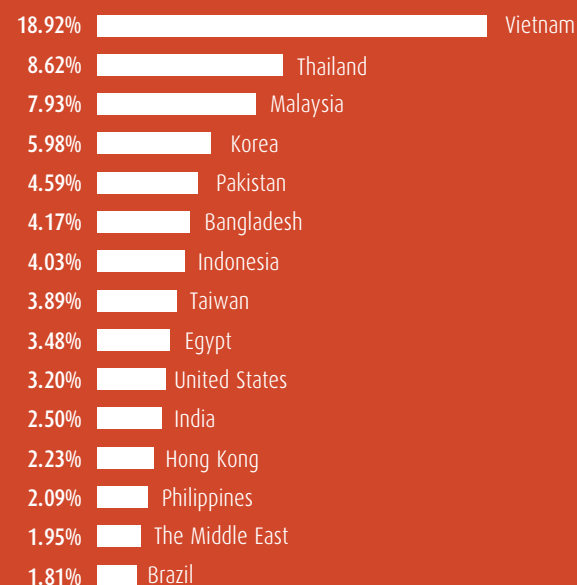
**380**  
Industry Leaders

**4,305**  
International Visits

**38**  
Countries and Regions

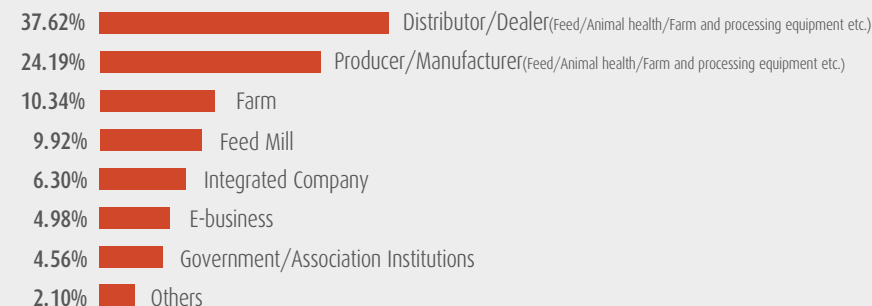
**46**  
International Procurement Delegations

### Main Countries & Regions of Purchasers (Top 15)

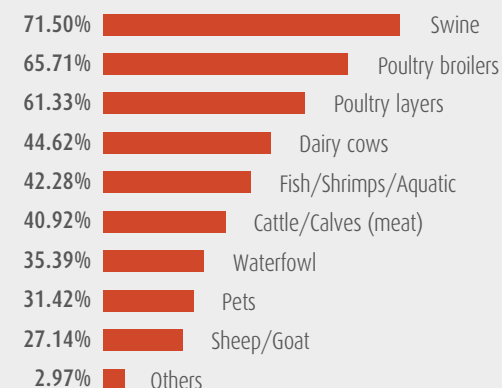


\* Note: Not including mainland China

### Main Types of Purchasers



### Interested Livestock



### Top 10 Interested Products





# From “Feed to Food” Full Industry Chain Integration Clustering of High-Tech Solutions and Products

## MAIN BUSINESS

Note: Due to limited space, only partial exhibitors' information is listed.



At VIV Nanjing 2023, various enterprises gathered together, including leading enterprises and new representatives in the field of animal husbandry. Their products covered feedstuffs, feed additives, feed products, feed processing equipment, veterinary drugs, animal health, medical equipment, livestock and poultry, breeding and incubation equipment, breeding equipment, slaughtering and processing equipment, dung disposal equipment, and high-quality livestock and poultry products.

At the exhibition, numerous high-tech enterprises showcased extensive applications and future prospects of new technologies such as AI, and big data in the livestock industry, attracting many on-site attendees, especially buyers from Southeast Asia, Central Asia, and Africa.

## SPECIAL EXHIBITION AREAS

The livestock industry, spanning the entire supply chain from feed to food, is a crucial sector that directly impacts a nation's economy and the well-being of its citizens. It serves as the foundation for ensuring food safety. VIV in China focuses on the entire industrial chain “from feed to food” and “from farm to dining table”, guaranteeing food safety and nutrition from the source.



### [Source of Feed]China's Antibiotic-free Program: Exhibition Area for Chinese Veterinary Medicine and Natural Plant-Based Feed Ingredients Achievements

In 2023, VIV Nanjing reached a strategic cooperation with Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCM., mixing Chinese medicinal materials and natural plant extracts into feed products and forming a scheme of green and healthy breeding with Chinese characteristics. Many leading domestic enterprises in this field joined forces for a collaborative exhibition and provided dedicated recommendations for over 40 companies.

### [Food Terminal]Shanghai Poultry Industry Development Achievements Exhibition Area

Bringing the industry chain closer to the food terminal, a distinctive exhibition area showcasing the “Shanghai Poultry Industry Development Achievements” was co-created in partnership with the Shanghai Poultry Industry Association. Over ten companies, including Shanghai Zhengyang Poultry, Shanghai Poultry Breeding Co., Ltd., Shanghai Dahe Egg Products, and CP Group etc., jointly participated in this exhibition. In the future, there will be further collaboration around the poultry industry, the VIV projects in China, and other VIV Worldwide initiatives.



# International Exchange Gradually Returning to Normal Welcoming Overseas Buyers In

In the pre-show international promotion, the VIV China exhibition has continuously launched overseas-themed activities such as "Welcome back to China" and "Make your trip in China more valuable", offering visa assistance, dining, accommodation, and other support for visiting attendees. Through meticulous preparations and targeted invitations, these efforts have received positive responses from overseas buyers, resulting in the formation of 46 international visitor delegations. The quality of goods purchased during this visit is exceptionally high, with over 80% of attendees having specific purchasing demands. To better align with their procurement requirements and enhance on-site trade success for exhibiting companies, the organizers conducted multiple rounds of mutual reminders in the lead-up to the event.



93.2%

Visitors Satisfaction

## 24/7 Annual Business & Trade Supporting System

VIV in China team will continue to provide business cooperation and coordination service for all participating enterprises and buyers after the show, and will organize more precise business match-making activities in the future.

## INVITED PROFESSIONAL BUYERS

Note: Due to limited space, only partial buyers' information is listed.

A2M Egypt Co.  
AFA IMPORT AND EXPORT JOINT STOCK COMPANY  
Age D'or Sdn. Bhd.  
Agriprom pakistan  
AGRO SAMMIX LLC  
Anitriton Biotech Inc.  
Ankar-imek Ltd  
Apollo Feeds Pvt. Ltd  
Aqua Feeding Supply Co., Ltd.  
Asia Poultry Feeds (Pvt) Ltd  
Aumpan Farm  
AXIOM  
Behn Meyer Chemicals (T) Co., Ltd.  
BETA BANGLADESH LTD  
Bimco Animal Health Ltd  
Blue Trading Joint Stock Company  
Busso Group SpA  
C.P Vietnam Corporation  
Cefetra Feed Service BV  
CIC FEEDS (PVT) LTD  
CJ Myanmar Co., Ltd.  
CJ VINA AGRI CO LTD  
Công ty TNHH V- Group Việt Nam  
CTCBIO Viet Nam  
DAE YONG VIET NAM

Dai Long Nutrition Co., Ltd  
DBSN Farms Agriventures Corp.  
De Heus Premix B.V.  
Dubai Fishermen cooperative association  
Eastern Veterinary Services  
Ekramul Haque Agro Ind. Ltd.  
Elixir Feed Additives doo  
Falken Trade Polska Sp. z o.o.  
FANO GROUP LIMITED  
Felipe's Importadores Limited  
Gold Green Farm  
Golden Jade Foods Incorporated  
Greennutrition Viet Nam JSC  
Hitech Pharmaceuticals Pvt Ltd  
Hoa lam viet nam  
Hoa Phat Feed Company  
Hoang Minh Agricultural and Production JSC  
INDIAN TRADING BUREAU PVT. LTD.  
Intracin Pharma Pvt.Ltd  
ISKY Chemicals Co., Ltd.  
Jalal Din Chicks & Farms  
Janakpur Agro  
Kantipur Vet Distributors Pvt. Ltd.  
KARTAL KIMYA SAN VE TIC AS  
Kemimet International OU

k-greentech.co.,ltd  
Kisakye Farm House Limited  
Knack Kohlan Co.,Ltd  
KTY CHEMICALS SDN. BHD.  
LVA VIETNAM COMPANY LIMITED  
M/s Betaga Traders  
Mehar agriculture Dairy farm  
Mumtaz Feeds &Allied ind  
MYANMAR C.P. LIVESTOCKS CO.,LTD  
New Sensation Veterinary Medicine co.,Ltd  
OOO PK Korma  
Poultry farm Smetanino  
PT.INDOVETRACO MAKMUR ABADI  
Quality Feed Limited  
Saintlane Industry Co Limited  
Salva Feeds Mills PVT LTD  
Taala farms inc  
Tahir Riaz Poultry & Company  
TRF FEED MILL CO.,LTD.  
U TEAM FOOD MACHINERY (M) SDN BHD  
UNIQUE FEEDS  
V-GROUP VIETNAM CO.,LTD  
VHRUSHI INDIA PVT. LTD.  
VINA FEED  
Vitaland nutrition Inc

Yenher Agro-Products Sdn Bhd  
Yenher Biotech Sdn Bhd  
Zubair feeds pvt limited  
ООО "К о П И Т А Н И Я"  
United Arab Emirates Huaxia Trading Co., Ltd.  
Anhui Fengyuan Pharmaceutical Import and Export Co., Ltd.  
Anhui Zhengdayuan Feed Group Co., Ltd.  
Beijing Huadu Yukou Poultry Industry Co., Ltd.  
Dacheng Food (Asia) Co., Ltd.  
Fengji Food Group Co., Ltd.  
Fujian Shengnong Development Co., Ltd.  
Fufeng Group Import and Export Corporation  
Bright Food Group - Shanghai Haifeng Dafeng Poultry Industry Company  
Guangdong Nutriera Group Co., Ltd.  
Guangxing Meat Processing Factory  
Guoquan (Shanghai) Import and Export Trading Co., Ltd.  
Sinopharm Group  
Hebei Fama Import and Export Trading Co., Ltd.  
Hebei Fangcaodi Animal Husbandry Co., Ltd.  
Nutrifeed B.V.  
Huacheng Poultry Industry Co., Ltd.  
East China Animal Husbandry Co., Ltd.  
Huamei Food Group  
Zhumadian Huazhong Chia Tai Co., Ltd.  
Jiangsu Jinghai Poultry Industry Group Co., Ltd.  
Jiangsu Lihua Animal Husbandry Stock Co., Ltd.

Jiangsu Grain Machinery Co., Ltd  
Jiangsu Nongbang Poultry Industry Co., Ltd.  
Jiangsu Jinjiyuan Poultry Industry Co., Ltd.  
Jiangsu Grain, Oil and Food Import and Export Group Co., Ltd.  
Greenland Poultry Breeding Farm  
MSD Animal Health Products (Shanghai) Co., Ltd.  
Muyuan Foods Co., Ltd.  
Nanjing Bafang Feed Co., Ltd.  
Nanjing Heye Import and Export Trading Co., Ltd.  
Nanjing Pukou Farm  
Nantong Haixu Poultry Industry Co., Ltd.  
Nantong Zhonghe Livestock and Poultry Breeding Co., Ltd.  
Youran Dairy  
Ningxia Xiaoming Agriculture & Animal Husbandry Co., Ltd.  
Ningxia Eppen Biotech Co., Ltd.  
Suzhou Ovodan Foods Co., Ltd.  
Qingdao Jingdong Electronics Co., Ltd.  
Rongda Poultry Industry Co., Ltd.  
Rudong Yashan Livestock and Poultry Farm  
Nedap Agri B.V.  
Sanxing Xiliang (Jiangsu) Ecological Agriculture Development Co., Ltd.  
Shandong Anchi Group  
Shandong Fengxiang Co., Ltd.  
Shandong Hongda Group  
Shandong Huanshan Group  
Shandong Mingyue Food Co., Ltd.

Shandong Qiou Supply Chain Co., Ltd.  
Shandong Xiangchi Grain and Oil Co., Ltd.  
Shandong Yisheng Livestock & Poultry Breeding Co.,Ltd.  
Shanxi Jinlong Breeding Co.,Ltd.  
Shanghai Chongbao Pig Farm  
Shanghai Poultry Breeding Co., Ltd.  
Shanghai Jun'an Special Layer Farm  
Twin Breeding Group Co., Ltd.  
Sichuan Chuanwazi Food Co., Ltd.  
Sichuan International Supply Chain Management Co., Ltd.  
SunDaily  
Sun Valley Foods Limited  
Taizhou Dajiang Poultry Industry Co., Ltd.  
Tangrenshen Group Co., Ltd.  
Tequ Group  
Tech-Bank Food Co., Ltd.  
Nanjing Weigang Dairy Co., Ltd.  
Wens Foodstuff Group Co., Ltd.  
New Hope Liuhe Co., Ltd.  
Zhejiang Chemicals Import & Export Corporation  
Zhejiang Pharmaceutical Co., Ltd.  
Zhengda Poultry (Henan) Co., Ltd.  
China Jiangsu International Economic and Technological-Cooperation Group Co., Ltd.

# Internal Introduction, External Communication, and Persistence in Integrity and Innovation High Quality Conferences Highlighted

Conferences and forums have always been a crucial part of VIV Nanjing. In recent years, the mode of “main forum” along with “strategic cooperation forums” has been adopted. This approach integrates multiple high-quality forums, ensuring complementary themes and cross-sector interaction.

In 2023, the topics of conferences and forums placed a greater emphasis on two major sectors: poultry and feed. Industry professionals and leading enterprises gathered together to provide insights and strategies for industrial development, making the forums highly attended and beneficial for all participants.

## MAIN FORUM IN 2023

VIV International Summit co-organized by VIV Nanjing and AgriPost.CN set the theme of “Internal Introduction, External Communication, and Persistence in Integrity and Innovation”. The forum further analyzed the new development pattern of animal husbandry at home and abroad, discussing the hot issues of poultry breeding and feedstuffs, and seeking solutions and new development ideas from the source. The Summit featured 3 main forums and 2 parallel forums all crowded with attendees, totaling over 3,200 participants

- ◆ September 6<sup>th</sup>: Opening Ceremony & Overall Trend Analysis
- ◆ September 6<sup>th</sup>: Poultry Breeding Session
- ◆ September 7<sup>th</sup>: Feedstuff and Raw Materials Session
- ◆ Parallel Forum: Technology of Feed Nutrition and Safety Seminar
- ◆ Parallel Forum: Higher Profit, Lower Cost -- The Sustainable Farm Development Summit by Wellhope Foods Co., Ltd.



👍 96%  
Partners Satisfaction

## STRATEGIC COOPERATION FORUMS



Digital and Intellectual Development of Poultry Farming Forum



The Natural Plant Feed and Animal Health Forum 2023

## Honored Guests and Speakers:

- Wang Junxun  
Former Deputy Director, Animal Husbandry and Veterinary Bureau of the Ministry of Agriculture and Rural Affairs
- Du Wei  
Director of Feed Evaluation Department, National Animal Husbandry Services, Ministry of Agriculture and Rural Affairs
- Jadon Marianetti  
Agricultural Attaché, Office of Agricultural Affairs, U.S. Embassy Beijing
- Jiang Jiahua  
Secretary-General of Feed Industry Association of Jiangsu Province
- Zhu Wenqi  
Secretary-General of Shanghai Poultry Trade Association  
Deputy Secretary-General of Yellow Feathered Chicken Branch of China Animal Agriculture Association
- Wang Guangsheng  
President of China Yellow Broiler Industry Association of China Poultry Industry Association  
Vice President of Beijing Wode Chenlong Biotechnology Co., Ltd.
- Liu Xubin  
Secretary-General, Animal Agriculture Association of Shanxi Province
- Yuan Changding  
Secretary-General of Chongqing Animal Agriculture Association
- Ina Enting  
Asian Director, Netherlands Agro & Food Technology Centre (NAFTC); CEO of DMFC
- Manuel Sanchez  
Country Director, U.S. Grains Council Beijing Office
- Professor Liu Fenghua  
Secretary-General, Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM
- Zhu Zengyong  
Chief Analyzer, Animal Institute, Chinese Academy of Agricultural Sciences
- Zheng Maqing  
Professor and Master Tutor, Institute of Animal Husbandry and Veterinary Medicine, Chinese Academy of Agricultural Sciences
- Shi Shourong  
Researcher, Deputy Director, Jiangsu Institute of Poultry Science
- Xiao Fan  
Vice President, Chief Scientist of Breeding, Shengnong Research Institute
- Zhang Xiaolin  
Director, Animal Nutrition Center, Nutrition and Health Research Institute, COFCO Corporation
- Yan Xinghui  
General Manager, Yihai Kerry (Taizhou) Biotechnology Co., Ltd.
- Edison Liu  
Marketing Director of Big Dutchman China
- Zheng Hongfei  
President of Cargill Animal Nutrition North Asia
- Zhu Zekun  
Senior Analyst at SCI99
- Richard Herzfelder  
Senior Consultant, Gira Consulting & Research
- Duan Jiniao  
Professor, Former Vice President of Nanjing University of Chinese Medicine
- Yan Xianglin  
Vice President of Nanjing Agricultural University
- Mao Shengyong  
Professor, Dean of the School of Animal Science and Technology, Nanjing Agricultural University
- Dou Daolong  
Professor, Dean of Academy for Advanced Interdisciplinary Studies, Nanjing Agricultural University
- Xu Jianqin  
Professor, Chairman of Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM
- Dai Xiaofeng  
Researcher, Chairman of Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM
- Zeng Jianguo  
Professor, Hunan Agricultural University
- Wang Gaixin  
Director of New Resource Development Research Institute, Anyou Group Research Institute
- He Jun  
Professor, Director of Animal Nutrition Institute, Sichuan Agricultural University
- Zhang Binkun  
Professor, College of Animal Science and Technology, China Agricultural University
- Xu Yi  
Chief Scientist, Jiangsu YiKe Food Group Co., Ltd.
- Si Wei  
Researcher, Institute of Animal Husbandry and Veterinary Medicine, Chinese Academy of Agricultural Sciences
- Wang Haibin  
Professor, Nanjing Agricultural University
- Wang Deyun  
Professor, Nanjing Agricultural University
- Zhong Xiang  
Professor, Nanjing Agricultural University



## VIV INNOVATION AWARDS CEREMONY

VIV has always been dedicated to encouraging innovation to accelerate the market application of new technologies and products. VIV salutes unwavering craftsmanship, showcasing innovation, and harnessing the power of an exemplary role model. On the second day of the exhibition, VIV InnovAction Awards Ceremony was grandly held, focusing on the main theme of "Persistence in Integrity and Innovation".

This award is an important tradition of VIV in China. In 2023, four awards were set, covering antimicrobial-free feed additives, feed production efficiency, animal health and nutrition, and intelligent poultry breeding respectively. A total of 78 enterprises and institutions won the awards. A special exhibition area for the award-winning enterprises was also set at the exhibition hall.



## GLOBAL MEDIA INTERVIEWS



All together 20+ local mass medias were specially invited to VIV NANJING 2023, including the Xinhua News Agency, China News Service, JSChina.com.cn, Nanjing Broadcasting System, Nanjing TV Station, the Nanjing Daily, Jiangsu Broadcasting Corporation and CRI Online, etc. And 50+ local and international vertical media in the livestock industry were also came to the exhibition for interviews of exhibitors and speakers, and published multi-dimensional in-depth reports on the show.

## EXPLORE VIV NANJING

👁 86778

云游VIV  
- Explore VIV NANJING -

During the exhibition, the photo live streaming platform was launched, with nearly 90,000 views. The camera team took exquisite photos for exhibitors and visitors, leaving a beautiful memory of VIV Nanjing 2023.



Scan to Review

## The Guiding Unit: Shanghai Poultry Trade Association

In September 2023, the cooperation between Shanghai Poultry Trade Association and VIV turned out to be a complete success. The exhibitors of the association were fully displayed at VIV Nanjing 2023, receiving wide attention. Some enterprises gained new customers and orders through the golden opportunity of mutual empowerment and cooperation! Based on the advantages and characteristics of the Shanghai poultry industry, we will actively link the Yangtze River Delta to promote consumption and production, brands and bases, deepening the integration and development of the industrial chain, embracing the global high-quality resources, and carrying out more cooperation with the VIV projects in China and overseas projects.

## Strategic Partner: Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM

A summit forum on natural plant feed and healthy breeding was hosted by Nanjing Agricultural University and VIV in China, and undertaken by VIV Nanjing, so as to promote the market popularization, scientific and technological innovation, and industrialization of “7.6 Natural Plant Feedstuff Standards”. The VIV team provided excellent services for the successful convening of this summit forum in terms of venue, funds, and personnel reception and coordination. We felt very satisfied with this cooperation. In 2024, we’re looking forward to another cooperation in Nanjing so as to promote the global production of anti-antibiotics, antibiotics alternatives, and green animals on the VIV platform and provide a Chinese solution to the healthy development of the animal breeding industry.

## Strategic Partner: China Poultry Media (Jiangsu) Co., Ltd.

The Seminar on Digital Intelligence Development of Poultry Breeding 2023 co-sponsored by China Poultry Media (Jiangsu) Co., Ltd. and VIV was held successfully. As a fruitful conference, it was well acclaimed by the attendees, who have conducted in-depth discussions and exchanges on their concerns and achieved a series of important results. We’re looking forward to maintaining efficient cooperation, exploring new opportunities, and achieving greater success.

## Strategic Partner: Big Dutchman

The main reason why we chose to participate is that VIV trades show in China serves as a professional platform for the animal husbandry industry. The exhibition is located in Nanjing, with a rich historical background and well-developed transportation, which can cover more customers in the East China region. Looking at the reputation of past exhibition visitors, agents, and even friends from overseas, we have decided to participate. This is our first time participating in the exhibition, and my biggest and deepest impression is that the exhibition fully covers the upstream and downstream of the animal husbandry industry chain, and the platform has a very wide coverage for exhibitors. Secondly, the exhibition covers a wide range of fields and product types, including leading enterprises and emerging enterprises in the fields of feed raw materials, feed additives, feed processing, animal medicine animal protection, intelligent breeding, slaughter processing, and high-quality livestock and poultry products. The customer categories are also very comprehensive, and information resources are more concentrated.

The exhibition has received good feedback from our users and market, so for LightOn, it provides us with more opportunities to meet more users and partners. At the same time, it is also a great showcase for our brand, providing a great platform for the release of new products, the embodiment of new technologies, and the interaction and communication with users.

In the future, we wish VIV a higher quality animal husbandry exhibition in China, and we also hope that on this platform, more equipment and service suppliers can provide new equipment to more customers and users.

## Strategic Partner: AgriPost.CN

The more strategically focused VIV Nanjing highlights its unique features and advantages as an international platform. In today's world marked by ongoing geopolitical conflicts, international exchanges and cooperation within the industry are especially valuable and necessary. In a market with severe overcapacity in the industry, the high-quality development of various links in the industrial chain will become a trend. These principles also reflect the service philosophy upheld by AgriPost as an industry communication platform. We’re looking forward to deeper and broader cooperation in the future.

## Strategic Partner: Wellhope Foods Co., Ltd.

The exhibition has provided a good opportunity for industrial exchanges, in which the rumination brand of Wellhope has been widely publicized. The maintenance of old customer relationships and the experience and stickiness of new customers have been further strengthened. Their intention of follow-up cooperation will be even greater. In addition, the abilities of Wellhope's internal rumination team to organize large-scale activities have been practiced. Thanks to the meticulous design and reasonable booth layout by the VIV sponsor, we have learned from and exchanged with industrial peers. We hope that in the future, this high standard can be maintained and more industrial experts can be invited.

## Exhibitor: Brazilian Renderers- ABRA

We attended VIV Nanjing in 2018 and this is the second time we came to Nanjing. We have great confidence in successfully promoting Brazilian bone meal and oil products in China. Currently, the Chinese and Brazilian governments are in talks on free trade of import and export between two countries. All together 62 member enterprises of our association are ready to export products to China.

## Exhibitor: Phagelux (China) Bio-tech Co., Ltd.

VIV Nanjing 2023 has gathered outstanding enterprises at home and abroad. Phagelux will continue to attend VIV Nanjing 2024. We hope that the exhibition next year will be even more popular than this year's!

## Exhibitor: Yangzhou Kerunde Machinery Co., Ltd.

The overall effects were satisfactory, with the number of international visitors beyond expectations. Look forward to expanding the scale in VIV Nanjing 2024 to attract more and more exhibitors and visitors both at home and abroad.

## Exhibitor: Shandong Longchang Animal Health Products Co., Ltd.

It is our great honor to have enabled our old and new friends from around the world to get together. We have gained a deeper understanding of each other, believing that our cooperation with customers will be more stable and diverse.

## Exhibitor: Shandong Luxi Animal Medicine Share Co., Ltd.

The leaders from various industries gathered in China's important animal husbandry base. The domestic and foreign trade departments of our company were also present at the exhibition, receiving fruitful results. On the whole, customers were quite satisfied with our products, packaging design and quality. We hope that VIV will be better and stronger year by year.



# VIV SELECT CHINA 2024

SELECT



CHINA

Nanjing International Expo Center 

## 09.05-07

### See you again in Nanjing

September | **Nanjing**, China!

International Trade Show from Feed to Food



Booth Booking

[www.vivchina.nl](http://www.vivchina.nl)  
[www.vivworldwide.cn](http://www.vivworldwide.cn)



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