



# VIV Qingdao 2019

亚洲国际集约化畜牧展览会（青岛）

SEPTEMBER 19-21 | Qingdao Cosmopolitan Exposition, China



International trade show  
from Feed to Food for China

## VIV held in China on a yearly basis from 2019 onwards, starting with VIV Qingdao 2019

Since coming to China in 2000 for the first time, VIV has always maintained a high level in internationalization, branding and trade order achieving. Nowadays, it has become a global “Feed to Food” B2B platform, covering all sectors in the whole animal protein production chain. In response to the upgrading and transition of husbandry industry, VIV in China will also enter the next phase of reform and development. This change to a new annual series will open with VIV Qingdao, to be held on September 19<sup>th</sup> - 21<sup>st</sup> in Shandong province which is an important area for the animal protein production.



VIVworldwide

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

VNU | 万耀企龙

VNU exhibitions  
europe

# [ VIV Qingdao Upgrading with new content and bigger scale ]

**Gross exhibition area**  
50,000 m<sup>2</sup>

**Exhibitors**  
600+

**Visits**  
30,000+

**Global industry leaders**  
200+

**Global media partners**  
150+



Welcome to Qingdao, major area of Chinese animal protein industries !

Welcome to VIV Qingdao 2019, located in the largest and newest exhibition hall in Shangdong province.

# [ Focused on China market and serve the world for 19 years ]

- VIV has featured more than **4,500** exhibiting companies and **320,000** professional visits since **2000**.
- The 11<sup>th</sup> VIV in China has been successfully held in Nanjing in September 2018.  
 Exhibitors: **466**      Overseas Exhibitors: **24%**      Exhibitors' satisfaction rate: **88.48%**  
 Total Visits: **16,156**      From overseas: **2,047**      Overseas visits from Southeast Asia **42.6%**      Visitors' satisfaction rate: **96.79%**

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

**Big Herdsman | Jingfa Wang CEO**

We had some problems in the show preparation, but the organizer helped to solve them quickly. As the organizer, they are very enthusiasm and professional.

**Al Dahra Agriculture Consulting | Ms.Mou**

We have attended a series of VIV worldwide shows and we look forward to the future performance of VIV in China held by the new organizer VNU Exhibitions Asia.

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

Exhibiting at VIV for more than ten years, we have witnessed 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**

Little Giant has attended VIV shows in China several times. VIV China has provided us the right platform not only to learn about the market trends and advanced concept of technology development, but also to show our unique products and company image. And we have been well recognized by our clients from all over the world.

We are looking forward to having more cooperations with VIV in China in the future!

**Little Giant-Farming equipment | Wei Ning, General Manager**



# [ Concurrent events at VIV Qingdao 2019 focusing on innovation, network integration and hot industry topics ]

## 20+ Professional Conferences & Seminars

- 1. The Third China Swine Science Conference 2019 (CSSC 2019)**  
Organized by: Chinese Association of Animal Science and Veterinary Medicine (CAAV).  
Expected attendees: 3000+
- 2. The Third World Conference on Farm Animal Welfare**  
Organized by: China Association for the Promotion of International Agricultural Cooperation  
Expected attendees: 500+
- 3. The Second Farm and Food Integration Seminar**
- 4. Aquatic China 2019**  
Organized by: VIV worldwide, Aquafeed International
- 5. 2019 China International Conference on Waterfowl (CICW 2019)**

More professional seminars focusing on poultry, egg, dairy, biological safety, waste treatment, harmless treatment for sick and dead livestock and poultry, industry trends, policy interpretations and international trade access, etc. will be held at the show.

## 5 On-site Campaigns

- 1. Match-making**  
Explore and invite worldwide buyers through our buyer database to achieve accurate match making on site.
- 2. Industry Leader Recruitment**  
Experience sharing and trend forecast from international leading professors and entrepreneurs.
- 3. Local Enterprises Visiting**  
Visiting leading enterprises in Shandong province, a chance to sharing and learning.
- 4. Talents Plan**  
A platform to show brands and cultures, to recruit talents, to create more opportunities for research cooperation. Adding more value for the show.
- 5. Award Ceremony**  
Presenting awards to outstanding companies, innovation products and technologies and local advanced brands.



## 4 Boutique Display Areas

- 1. InnovAction Campaign**  
InnovAction is a comprehensive service for companies to present their latest products, technologies and solutions to the market, which can link visitors in a unique way.
- 2. Animal welfare concept display**  
Integrated with global trend on animal welfare, a boutique area for promotion and display. A unique way to draw audience.
- 3. Academic achievements showcase**  
An area for universities and academic institutions, to show and share their research results and local uniqueness, so as to facilitate the practical application of the latest academic achievements and innovative technology.
- 4. Onsite workshop**  
An interactive platform designed for exhibitors and visitors to exchange their ideas on their latest technologies and practical solutions.

## 1 Concurrent Exhibition

### Asia Agro-Food Expo 2019 (AAFEX)

AAFEX 2019, held at the same time and same venue with VIV Qingdao 2019, is designed to cover sectors including crops, agricultural products, agricultural product processing and innovative agriculture. VIV Qingdao and AAFEX will present in total more than 100,000 square metres of exhibition area and will truly realize the extension and integration of resources of the whole industry chain, from feed to food.

### Extensive and customized marketing promotion: online + offline

- Visitors in database **100,000**
- Global media partners **150+**
- Active followers on social media platforms **12,000**
- Telephone invitation to buyers **18,000**
- EDM invitations **87,000**
- SMS invitations **36,800**
- Offline events before show **20**
- Selected brand promotion before show **9**

## Exhibitors Profiles

- Feed and feed ingredients
- Feed additives
- Feed processing equipment
- Animal health (Vaccines, veterinary drugs and biological products)
- Breeding/Hatching
- Housing & Farm equipment
- (Meat/ Egg) Slaughtering/Processing/ Handling
- Logistics/ Refrigeration/ Packaging
- Quality livestock and poultry products
- Media/ Education/ Consultancy
- Laboratory/Testing equipment and service
- IT & Automation System
- Waste Treatment equipment & Bio-energy Technology
- Aquaculture
- Others

**Special discount**

**10% OFF before  
March 31st , 2019**

**Upgraded  
Standard shell scheme:12 m<sup>2</sup>**

Constructed by organizer

**Raw Space: from 12 m<sup>2</sup>**

Constructed by exhibitors at their own expenses

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## Contacts

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## VNU Exhibitions Asia

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