



DigitalReview

VIV Europe 2010

Europe

Facts & Figures VIV Europe 2010

Attendance VIV Europe 2010	Tuesday	Wednesday	Thursday	Total
Total number of visitors	3,406	4,386	2,663	10,455
Total number of exhibitors	2,315	2,373	2,206	6,894

In which segments of VIV Europe 2010 are you interested?	Totals	Poultry	Pigs	Cattle/Calves	Fish	Dairy
Roughage/forage: harvesting/storage/handling	29.64%	21.50%	8.25%	5.63%	2.66%	5.27%
Industrial feed processing equipment and supplies	30.73%	23.07%	10.96%	7.18%	4.26%	6.81%
Feed ingredients, additives, raw materials	35.20%	26.38%	17.26%	13.47%	7.88%	12.97%
Animal health	37.31%	28.17%	15.92%	11.55%	5.66%	10.98%
Feed	36.21%	26.76%	15.97%	11.83%	6.22%	11.25%
Animal breeding	28.38%	20.64%	8.35%	4.32%	1.95%	4.51%
Farm equipment	40.86%	31.77%	11.67%	6.12%	2.74%	6.27%
Slaughter equipment/egg handling/milking equipment	21.91%	17.76%	4.71%	3.90%	2.18%	3.34%
Processing/packaging/handling	22.12%	18.28%	4.26%	3.53%	2.51%	3.38%
Ingredients	14.83%	11.59%	3.21%	2.57%	1.71%	2.57%
Products	15.57%	12.23%	3.24%	2.48%	1.74%	2.44%
Subjects which cover all parts of the above mentioned Meat Supply Chain	18.45%	14.43%	6.27%	5.23%	3.65%	4.85%
Totals		79.05%	40.87%	31.02%	17.84%	27.88%

What is your job function?	Percentage
General manager	27.75%
Technical manager/Engineer/Technician	15.42%
Marketing/ Sales manager/representative	20.80%
Farm owner	5.61%
Farmer	4.55%
Researcher	2.47%
Veterinarian	2.18%
Nutritionist	1.71%
Consultant	4.71%
Other	14.80%

Top 20 countries	Number of visitors	Percentage
Netherlands	4,733	45.27%
Germany	1,275	12.19%
Belgium	804	7.69%
France	333	3.19%
Poland	309	2.96%
United Kingdom	228	2.18%
Denmark	199	1.90%
Czech Republic	170	1.63%
Italy	161	1.54%
Israel	154	1.47%
Hungary	135	1.29%
Spain	123	1.18%
Russian Federation	117	1.12%
Austria	112	1.07%
Portugal	87	0.83%
Switzerland	82	0.78%
Belarus	81	0.77%
Serbia	73	0.70%
Romania	71	0.68%
Lithuania	69	0.66%
Rest of the world	1,139	10.90%

visitors from 96 different countries

Which sector do you belong to? What is the main activity of your company?	Percentage
Feed mills	15.10%
Poultry farms	36.88%
Pig farms	11.82%
Dairy farms	5.59%
Cattle/Calves meat farms	4.42%
Fish farms	2.32%
Agricultural farms	7.38%
Meat slaughtering companies	7.02%
Meat (further) processing companies	5.32%
Feed ingredients, additives and animal health companies	16.31%
Farm/industry equipment suppliers/distributors	13.22%
Distribution/Wholesale/Retail/Trade of Meat (products)	4.53%
Other Distribution/trade agencies	5.98%
Veterinarians	7.86%
Research/consultancy	6.85%
Large scale integrated company	2.22%
National, local authorities	1.94%
Other	15.49%

