



**WORLD EXPO
FROM FEED TO FOOD**



VIV EUROPE 2018

JAARBEURS, THE NETHERLANDS
Amsterdam 9 30 min JUNE 20-22

Press release [05.06.2018]

VIV Europe is a World Cup winner!

Important news for football fans who will be visiting VIV Europe 2018 in The Netherlands in June: you do not need to miss out on a single moment of World Cup action during your visit!

VIV Europe 2018 takes place 20th-22nd June. It returns to its regular venue at the Jaarbeurs-Utrecht exhibitions complex, only about 30 minutes by direct train or road from Amsterdam and the Dutch capital's international airport.

With this convenient location as its home, many top global suppliers among its exhibitors and a highly professional organizing team, the event is the acknowledged business-to-business World Expo for the leaders of animal protein industries from feed to food, where the multi-species coverage rotates around a particular focus on poultry.

Goals galore

"Soccer is all about goals and two important goals of our own have been important in our planning," comments VIV Europe manager Renate Wiendels. "Our primary goal is to provide the platform for good business for people from the animal protein industries globally. But from the moment the show kicks off in June, we want it to be a relaxed and comfortable experience for our guests as well as being business-like.

"So I am delighted to announce that we have made special arrangements to allow our guests to watch the latest live matches from the 2018 FIFA World Cup football tournament in Russia, on big screens in our Welcome Hall (Hall 9). Both VIV Europe and the FIFA World Cup are global events held every four years. In 2018 the World Cup takes place for the 21st time. VIV Europe this year celebrates its 40th anniversary.

"We will be screening three live matches on every day of the show. On our first day, Wednesday 20th June, our visitors will be able to watch group-stage World Cup games such as between Portugal and Morocco. Among the matches scheduled for Thursday 21st June are France-Peru and Argentina against Croatia. Then on the final day of VIV Europe 2018, which is Friday 22nd June, another three games are available including Brazil-Costa Rica and Serbia versus Switzerland.

"It is extraordinary to realise that VIV Europe expects visitors from all of those countries and more. Based on the many registrations we have received from people planning to attend, we think that our electronic entry system could record as many as 25,000 visits over the three days of the show and that these people could come from more than 120 countries."

Organized delegations

In addition to the thousands of pre-registrations, she reveals, there will be at least 10 organized delegations, involving groups of industry leaders from Asia, Africa and Europe. The groups already confirmed will comprise around 210 selected high-end delegates, to join a special programme offering the targeted audience a valuable combination of onsite visits, field tours and knowledge conferences during VIV Europe. Among delegations assembled with the support of trade departments and industry associations will be almost 60 top guests and buyers from China and



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about 50 representing the broiler and layer segments in Cameroon, Ghana, Ivory Coast, Kenya, Morocco, Nigeria, Rwanda, Senegal, Sudan and Uganda.

Big-name exhibitors

At VIV Europe, Renate continues, the world of poultry in particular comes together as the major players of the industry meet suppliers to the complete supply chain. The big names in healthcare products and farm production equipment, in breeding and hatching and feed ingredients and poultry processing, will be among the 600 or more exhibitors. The exhibiting companies themselves originate from 43 countries, extending from Europe and Asia to the Middle East, Africa and North America.

“Truly, VIV Europe will live up to its great reputation,” she remarks. “Its big attractions in June will include an Innovations Gallery and related conferences around the theme of Sharing Data = Better Poultry. This theme ties in with the International Week of Smart Food Production, in which VIV Europe 2018 is joined by two other exhibitions at the same venue of Jaarbeurs Utrecht.

“There will so much to see and hear by attending VIV Europe 2018, so many people to meet, so many opportunities for networking and business --- all this, and the chance to watch international football matches too!”



- End of Press release -

Note for the editor, not for publication

- VIV worldwide press contact: for further information and visuals, please contact Elena Geremia at elena.geremia@vnuexhibitions.com
- Press can register to the **official VNU Exhibitions Press Room** and receive the latest news on VIV shows as soon as published. Register [HERE](#).
- **Press badge for VIV Europe 2018** can be applied for [HERE](#).

More info at www.viveurope.nl

About VIV

VIV worldwide is the business network linking professionals from Feed to Food. The combination of VIV trade shows, VIV online 24/7 and VIV trade summits shapes a unique platform that offers boundless opportunities to the animal protein supply chain players. Started in the Netherlands, VIV developed with dedication a worldwide 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. VIV is multispecies: the network and its events include poultry broilers and layers, pigs, cattle and calves and aquaculture.

VIV is organized by VNU Exhibitions Europe www.vnuexhibitions.com and www.viv.net

VIV worldwide calendar:

VIV Europe 2018, Jaarbeurs-Utrecht (30 min. from Amsterdam), June 20-22

VIV China 2018, Nanjing, September 17-19

VIV Asia 2019, Bangkok, March 13-15

VIV Russia 2019, Moscow, May 28-30

VIV MEA 2020, Abu Dhabi, March 9-11



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