



**WORLD EXPO
FROM FEED TO FOOD**



VIV EUROPE 2018

JAARBEURS, THE NETHERLANDS
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Show Preview: Poultry Focus

“VIV Europe 2018 will inspire your poultry business”

--- says Event manager RENATE WIENDELS

Inspiration and innovation have been lined up to join information and international insights when VIV Europe 2018 opens in The Netherlands in June! A core of its special features are guaranteed to have particular appeal for all leaders of businesses producing and processing poultry meat and eggs, wherever in the world they operate.

So says Renate Wiendels, manager at VIV Europe 2018, as the show prepares to return to its regular Jaarbeurs Utrecht venue for three days from Wednesday 20th June until Friday 22nd June.

Anniversary edition

Talking to Renate at her office opposite the showground in the centre of The Netherlands, she insists that the edition of VIV Europe in June 2018 will completely live up to the show's universal reputation as the World Expo from feed to food.

“VIV Europe in 2018 celebrates its 40th anniversary and this will be the best one yet,” she declares. “Over those four decades it has established itself as the premium business-to-business platform for the global poultry industry, in an ideal location and with the added benefit of having a highly professional organisation behind it. Now for the edition in June this year we have created a focus on poultry which will be the most informative and illuminating ever seen at a VIV event.

“In our view it is not enough to be simply a trade fair. We want to inspire, to provide the inspiration that helps our visitors determine their investments for the coming 5-7 years. To achieve that, this year we have organised many activities directed specifically at inspiring the world's poultry producers and processors by turning the spotlight on the complete supply chain.”

Data theme brings concepts to life

A central aspect of the 2018 VIV Europe show layout will be its Welcome Hall, she reveals, in which a specially arranged display will literally bring poultry concepts alive. The label for this initiative in fact gives the show its main theme: Sharing Data = Better Poultry.

“It is all about smart poultry production,” says Renate. “As soon as we announced this, the reaction we received from all over the world was extraordinary. People owning and running poultry businesses really want to know how the latest methods will help them to make their processes and products even better.”

The Welcome Hall display centres on the practical example of innovative Dutch chicken network Kip van Oranje, highlighting the farm systems of member producers and how they are helped to develop



THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD



by connecting people throughout the chain --- sharing knowledge and data while also spreading ideas and innovations. Within the same area there will also be an Innovations Gallery organised by VIV, enabling about 30 national and international exhibitors to signpost their solutions and visions around the Sharing Data = Better Poultry concept.

“These are key companies that will lead the industry into the future as they have already taken action to anticipate the impact of Big Data,” Renate reports. “But the range of activities does not end there. Still inside the Welcome Hall to greet visitors as they arrive at the show, we have planned a so-called Vitality Square. Kip van Oranje are organising it in co-operation with VIV, to present examples of new products from 20 Dutch suppliers that they consider contribute to a stronger and more vital poultry supply chain from feed to food.

“In the Vitality Square, therefore, visitors will find coverage of a series of practical issues for poultry producers, such as the adoption of early feeding of chicks, how to reduce the presence of fine dust particles in the air of the poultry house and what to do about controlling bird mites. The innovations being presented could potentially become part of a new food concept within Kip van Oranje as the group continues its development.

Top names as exhibitors

“All this plus a full programme of poultry conferences that our visitors can enter free of charge ---- and that is before mentioning the fantastic commercial exhibition side of our trade fair! Just looking at it from a poultry angle, the exhibitors include the top names in the supply of materials for every stage of production and processing.

“As examples, for breeding and hatching we have Aviagen, Cobb, HatchTech and Pas Reform. For animal health there are Ceva and Huvepharma, Dopharma and Intracare. In farm production equipment you will find Big Dutchman and Zucami, Farmer Automatic and Facco and Hellmann. The companies offering feed manufacturing systems include Bühler, Muyang, Zhengchang, Eurosilos and Triott. Among the many feed ingredient and additive suppliers will be Koudijs, Wafi, Al Dahra and Jujia Vitamins. In poultry processing and handling, you will find stands for Marel, for Sanovo, for Linco and Moba, for Meyn and Foodmate.

“Seeing where these companies have their head office gives you a good idea of how international our exhibitor line-up is going to be. We calculate that 43 countries will be represented by the primary stand-holders alone, before considering the wide array of other suppliers with products on a distributor’s stand. Altogether there will be around 600 exhibiting companies on a net display area of 24,500 square metres, about 200 square metres more than at the last edition of the show four years ago. As far as attendance is concerned, from early indications we expect to be visited by approximately 25,000 people from 120 countries.”

Renate looks out from her office to the Jaarbeurs venue opposite and describes it as “our home town”. The showground facilities are extremely comfortable for visitors and exhibitors alike, especially after recent renovations she remarks, by providing a compact layout in which everything is under one roof. Furthermore, it is all just 30 minutes from the heart of Amsterdam and the capital city’s international Schiphol airport.

Convenience and comfort combined with top suppliers, valuable networking opportunities and the latest know-how, she says, add up to a great recipe for inspiring the next round of investments in the future of the world’s poultry businesses!





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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](#).
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