



**WORLD EXPO
FROM FEED TO FOOD**



VIV EUROPE 2018

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

Press release [29.05.2018]

Show Preview

VIV Europe 2018: It's smart to register now for the June spectacular

VIV Europe will soon be back! With the deadline for applications fast approaching, the Dutch organizers are urging everyone to make sure they pre-register without delay in order to maximize the value of their attendance at the event hailed universally as the World Expo from feed to food.

Dates for VIV Europe 2018 are from Wednesday 20th June to Friday 22nd June 2018, at the show's usual home on the Jaarbeurs Utrecht exhibition grounds in the Netherlands. This latest edition both celebrates the 40th anniversary of VIV Europe animal agribusiness trade fairs at the venue and also comes right up to date by featuring a focus on smart poultry production under the theme of Sharing Data = Better Poultry.

Bigger trade fair

In its size and global reach, too, it is shaping up to be a major business-to-business occasion that every industry professional will want to attend, not least those involved in the production and processing of poultry meat and eggs.

Event manager Renate Wiendels says, "VIV Europe has confirmed its leading position by reaching the target we set for a net display area of 24,500 square metres. Approximately 200 square metres more than at the last edition four years ago, this will contain the display stands of around 600 exhibiting companies. About 55% of them are returning from the previous edition."

The head offices of the exhibitors are located in a total of 43 countries, extending from Europe, Asia and the Middle East to Africa and North America. And, on advance indications from the number of people who have registered to attend, it seems likely that VIV Europe 2018 will be visited by approximately 25,000 visits from 120 countries.

Three days of rich content

The three-day programme for the event offers a full menu to help all visitors in their business. Day One is devoted particularly to primary production through the data-sharing theme --- as presented by an ever-present Innovations Gallery of about 30 companies who have news of a poultry data initiative, alongside related conference sessions and exhibitor seminars. There will also be briefings on investment opportunities in countries such as Senegal, India, Poland and Mexico.

Other animal protein segments are strongly represented, too. For example, the conference line-up for the first day includes a European Dairy Congress arranged by the milk-producer organization Global Dairy Farmers. It will include a discussion of smart dairy farming while there will also be a Smart DairyTech showcase of displays.

The dairy offering is extended further on 21st and 22nd June, by adding a Dairy Learning Centre in which experts from knowledge institutions and commercial organizations will run practical and



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interactive sessions and panel discussions on reproduction, nutrition and animal health management in connection to cow welfare and productivity.

As with the Sharing Data = Better Poultry theme at VIV Europe, therefore, the dairy agenda fits neatly into the label of the International Week of Smart Food Production that is being applied to multiple parallel exhibitions occurring simultaneously at the Jaarbeurs Utrecht venue.

Focus on retail

In the wider VIV Europe programme, Day Two finds the focus switching to food/retail, underpinned by a major conference that is open to all registered visitors free of charge. This features a high-powered panel of speakers who are executives from internationally active supermarket, feed supply and poultry processing equipment companies.

Meanwhile the afternoon English-language conference linked to Sharing Data = Better Poultry on this second day of the show will take the practical example of Netherlands-based innovative chicken network Kip van Orange, before VIV Europe 2018 on its final day turns its attention to the fostering and encouragement of young talent.

The choices facing attendees do not end there. While at Jaarbeurs Utrecht they can elect also to visit the first-ever European Halal Expo, serving a halal food and drink market estimated to be worth over one billion Euros annually. Nearby will be the fair called GFIA Europe and its promotion of innovations to improve the sustainability of all aspects of farm agriculture. All show days of VIV Europe additionally will offer a series of future farming conferences that further reinforce the smart-production emphasis of the week.

“Our watchwords are that we intend VIV Europe 2018 to be good for the business of every visitor and also good for their comfort and convenience,” Renate Wiendels declares. “Jaarbeurs Utrecht has great benefits in this respect. The showground is just a short walking distance from Utrecht City train station. By rail or by road it is only about 30 minutes from Amsterdam and its layout provides everything within a compact layout under one roof.

“We are especially happy that it allows all our visitors to enter the show through what we call our Welcome Hall. The name says it all --- it is the perfect place for everyone to start what we believe will be the great experience of visiting VIV Europe 2018.”



- 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

