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VIV worldwide and Victam Corporation continue their partnership in 2022

Last year the Victam Corporation and VIV worldwide announced their partnership in Asia for the VICTAM and Animal Health and Nutrition Asia 2020 exhibition in Bangkok, Thailand.

Today it was announced that the two exhibition brands will further continue their partnership by organizing VICTAM International and VIV Europe together at the Jaarbeurs exhibition grounds in Utrecht in 2022 from May 31st – June 2nd.

“This means that the VICTAM International exhibition will move back from Cologne, Germany to its home country, the Netherlands, and where it all started in 1965, the Jaarbeurs in Utrecht. The set-up of the exhibition is different from the set-up in Asia as VIV Europe and VICTAM International will be co-located but with each exhibition in their own halls,” says Mr. Sebas van den Ende, General Manager of the Victam Corporation.

“We are enthusiastic about the synergy and good cooperation that VICTAM and VIV have established. This partnership continues with a different program in Europe, which will bring to the animal husbandry industry an even wider and richer platform in 2022. We look at the co-location of VIV Europe and VICTAM International as an important achievement after nearly 4 decades of independent growth and development of the respective events in Europe and in the world,” says Mr. Heiko M. Stutzinger, Director of VIV worldwide, and Managing Director of VNU Asia Pacific.

“Today, the strong network of VICTAM in feed technology and animal feed processing, together with the Feed to Food concept that VIV Europe is famous for, are ready to deliver a very complete and professional platform to exhibitors and visitors.” concludes Mr. Stutzinger.

The organizers are looking forward to welcoming the feed and animal health industries from May 31st – June 2nd, 2022 at Jaarbeurs in Utrecht, The Netherlands.

Stand sales will start in the fall of 2020. For more information, please visit www.viveurope.nl or www.victaminternational.com.

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