



Press Release

[Utrecht – the Netherlands, November 23, 2021]

VIV EUROPE IS BACK IN MAY 2022 FOR A BIG INDUSTRY REUNION

As the first big live event in Europe in 2022, the World Expo from Feed to Food is set to throw the spotlight on the industry.

VIV Europe, the World Expo of animal protein business is coming back from May 31 to June 2, 2022, staging its 24th edition. The show is organized in Utrecht, the Netherlands every four years and brings together the global gathering of the Feed to Food industry for the production & processing of poultry meat, eggs, pork, beef, fish and dairy.

Approximately 600 exhibitors from 47 countries and around 25,000 visitors from 144 countries are expected to mark their presence next year. With Europe being one of the most developed markets in terms of food quality standards, new consumer trends and advanced production technology, VIV Europe is the perfect show to introduce innovations in animal production to a worldwide audience.

Alongside the exhibition, VIV Europe 2022 is inviting the animal husbandry experts from around the globe to share their knowledge and cutting-edge solutions during the show. New concepts, future directions and market trends will be discussed and boosted on a large scale at this global platform. More than 100 conference and technical seminar sessions will be delivered by high-level speakers in order to share inspiring ideas with professional attendees. Exhibitors will be invited to be part of this exciting program with their cutting-edge presentations and topics.

THE BIGGEST FEED INDUSTRY REUNION

As announced earlier this year, VIV Europe 2022 will be co-located with VICTAM International at the Jaarbeurs fairground in Utrecht. The combination of these 2 shows brings extra value to all participants in the feed production equipment, feed milling, feed handling and storage, compound feed, feed ingredients and feed additives sector. The Feed to Food concept of VIV Europe together with the strong network of VICTAM in feed technology and animal feed processing will deliver a complete platform to exhibitors and visitors.

MULTISPECIE EVENT & THE NUMBER 1 FOR THE POULTRY SECTOR

Most of the exhibitors showcasing at VIV Europe offer solutions for multiple animal species, with poultry and pork in the lead. While an important section is dedicated to Aquaculture and another one to Dairy production with strong support from key global partners, VIV Europe also represents

the #1 Poultry event in the world. It is here that the Poultry & Eggs industries like to gather and present the most inspiring and revolutionary solutions. The role of the Netherlands and of Europe in the Poultry sector development for higher production quality and efficiency standards is renown worldwide. Everyone in the poultry layers and broilers industries should save their calendar and make sure to attend VIV Europe 2022.

GLOBAL EXPERTISE | LOCAL PRACTICE

At every edition, VIV Europe presents a key subject reflecting one of the trending topics of the moment. This year the focus will be on the synergy between local food production and global supply chains. A special section will be dedicated to this theme in Hall 9 at VIV Europe with the purpose of accelerating the discussion on the required global expertise to boost local practices in a sustainable way. The market suggests how current and future trends in feed, breeding & hatching, farming, health & nutrition, slaughtering and egg handling & processing – may lead to develop a supply chain with fewer links. It emphasizes on the fact that interaction between consumers and farmers is equally important as the interaction within the supply chain.

Affirming the same, Renate Wiendels, Senior Project Manager, VIV worldwide says, “Global food systems make us vulnerable in the time of worldwide crisis. In addition, the call of consumers for sustainable food production becomes louder. The role of Local food production is essential next to the Global supply chains and through VIV Europe we aim to bring both into a suitable balance.”

SAFELY MEETING AGAIN FOR BUSINESS

After almost 2 years of travel limitations, this will be the first global event on animal husbandry to be attended by the industry professionals from around the world in Europe. The show will be held at the Jaarbeurs venue, where all safety measures are already in place to organize international trade shows. VIV worldwide along with its partners is determined to make it safe for all the stakeholders to once again facilitate in-person business networking.

LONG-LASTING PARTNERSHIPS

VIV Europe takes pride in its four-decade old history. The experience of around 40 years has led to the development of a valuable and trust-worthy network that makes the core of the show and encourages new interesting partnerships simultaneously. Names such as Global Dairy Farmers, NABC, Dutch Poultry Centre, the International Poultry Council, Hub Orange!, World’s Poultry Science Association are some of the many key partners of VIV Europe that lend their constant support to the show.

Booking reservation is proceeding fast. If you are interested in exhibiting at the show, get in contact with the organizers at www.viveurope.nl/contacts. On the other hand, the registration for visitors is opening in 2022. For more info, please visit the official show website www.viveurope.nl.

Save the date for VIV Europe 2022, May 31 – June 2.



VIV EUROPE

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About VIV worldwide | VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 40 years of experience and interactions with the industry, making it the leading platform for some of the most promising markets of the world. Visit WWW.VIV.NET.

About VNU Europe | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock and Feed to Food sector and specialized in the VIV worldwide portfolio. For more information, visit www.vnueurope.com