



VIV EUROPE 2022
UTRECHT, THE NETHERLANDS
MAY 31 – 2 JUNE

Co-located with **VICTAM**
Internacional

Press Release

[Utrecht – the Netherlands, February 24, 2022]

VIV EUROPE IS COMING BACK FULL-POWER. VISITORS REGISTRATION NOW OPEN!

The road is heading towards the leading feed to food event in 2022, May 31 – June 2.

VIV Europe will be the first animal husbandry event to take place LIVE in Europe after the pandemic compromised trade activities. The industry is thrilled to meet face-to-face and finally resume global business in Europe. Organized every four years at the Jaarbeurs Utrecht venue, this is the premium gathering of the animal protein sector for the production & processing of poultry, eggs, meat, fish and dairy. Utrecht, the city hosting the event, is just 30 minutes from Amsterdam.

HOLLAND IS OPENING UP & REGISTRATIONS HAVE STARTED

In a big boost to the business, the Netherlands, as recently announced by the Dutch government, is removing many covid-related restrictions by the end of February. From February 25, international travelers are no longer required to quarantine. Moreover, all the vaccinated travelers are even exempted from the requirement of taking a PCR Test before departure.

This means that VIV Europe can take place in May/June at its full capacity and host leading exhibitors in the sector from the globe, providing visitors with a complete show at Jaarbeurs venue, Halls 7 to 12.

All the interested stakeholders can already register to visit the event. This year around 600 exhibitors and 25,000 visitors are expected to mark their presence at VIV Europe 2022. [Go to the Registrations.](#)

CLEAR FOCUS ON FEED THANKS TO AN UNPARALLELED NETWORK

A clear focus is dedicated to the feed industry at this 2022 edition of VIV Europe. This is also evident from its co-location with VICTAM International. The VIV Europe Feed to Food concept together with the strong network of VICTAM in feed technology and animal feed processing will deliver a complete platform to all its visitors. Additionally, VIV Europe carries a legacy of almost 4 decades. The first VIV Europe was organized in the Netherlands over 40 years ago. Since then the organizers have developed a very well-connected network of industry professionals from around the world. Invitations to global stakeholders are being send out.

With the support of this ever-growing network, leading up to the show, VIV Europe organizes various webinars under the title **VIV Europe Feed Series**. These webinars serve as a platform to gather key knowledge for your business. VIV worldwide has already started with its first in the series webinar last week along with its partner Orange Pig. It had eminent industry leaders sharing their technical knowledge

and making room for an interactive session. Next in line are another three webinars in the months of March and April. The sessions cover topics about future food production for Poultry, Dairy, Swine and Aquaculture. These webinars allow visitors, in advance, to gauge the quality of industry leaders and the richness of content, that will be further elaborated and come live at the show floor from May 31 - June 2, 2022.

As a matter of fact, the **2022 European Live Feed Congress, *Strategies to Future-Proof Food Production***, is scheduled to take place onsite on May 30, 2022 just a day before the exhibition opening. This high-level conference examines how science-based measures and new technologies used throughout the feed supply chain reduce and improve animal agriculture's environmental footprint while delivering value to the consumer. Feed industry stakeholders attend this forum to glean leading-edge insights, best practices and proven feed additive solutions to address critical sustainability issues while maintaining productivity and profitability in poultry and livestock production.

Much more will be disclosed in the coming press releases about VIV Europe offer and the program details. Keep an eye on the official show website and book your ticket via the [Registration page](#).

See you from May 31 – 2 June at VIV Europe 2022, World Expo From Feed to Food.

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Notes for the editors

Press contacts

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Media Gallery

For VIV Europe 2022 show logos and visuals, please access the [Media Gallery](#).

Download here the show [FULL ADVERTISEMENT PAGE](#) for print.

Did you miss the previous VIV Europe Press release?

You can find it at this link [PRESS RELEASE NOVEMBER 2021](#).

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