



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

Co-located with **VICTAM**  
International

## **Press Release – VIV Europe REVIEW**

[Utrecht – the Netherlands, June 15<sup>th</sup> 2022]

# **VIV EUROPE BROUGHT THE INDUSTRY BACK TOGETHER AND EXCEEDED EXPECTATIONS**

*The animal husbandry sector, with a focus on poultry and egg, gathered two weeks ago for a 3 days of international business and a deep dive into innovations.*

*H.E. Mr Henk Staghouwer Minister of Agriculture, Nature and Food Quality of the Kingdom of the Netherlands honored the show with an important visit on the second day.*

### **Strong platform for B2B international business**

VIV Europe successfully closed its 2022 edition after 3 days of networking, face-to-face business, knowledge sharing and a buzzing floor ground at Jaarbeurs Utrecht. The show proved to be the preferred meeting point for global suppliers and buyers with smiling faces walking the floor ground with confidence.

19,024 visitors from 142 countries marked their presence this year. With this stable amount of visitors, VIV Europe even managed to slightly increase its numbers of the previous edition. Western Europe counted for the 68% of the show audience, followed by Middle East and Africa with 14%, Eastern Europe 10%, Asia 4% and rest of the world with another 4%. Despite the lower attendance from the Asian country, with travels from China and other Southeast Asian countries still affected by covid quarantine restrictions, the overall international appeal of this World Expo from Feed to Food confirmed its relevance once again. Another milestone in the VIV worldwide series of event around the globe.

The Exhibitors who participated at the show were 435 from 44 countries. Five continents presenting the latest in the respective sectors in halls 7-12. Additionally, the co-location with VICTAM International brought around 150 exhibitors in halls 1 and 2. Together, VIV and VICTAM showcased the Feed to Food industry under one roof. The animal protein sector responded to such a powerful platform with a high attendance, despite the current economic situation which is particularly challenging the feed sector in Europe.

### **Sustainability and circular concepts. Innovations for future-proof animal production**

VIV Europe affirmed its renown position as the premium showcase for new technologies and remarkable innovations in the production system with a clear attention to better farming.

For the first time, The Minister of Agriculture, Nature and Food Quality of the Netherlands also honored VIV Europe with an important visit on the second day. H.E. Mr Henk Staghouwer explored with interest the new concepts displayed at the Welcome hall. Inspired by the new ways of production presented by several

entrepreneurs, the Minister expressed his enthusiasm and said: "VIV Europe is a showroom for leading technology for the livestock sector. [...] In this Inspiration Hall, HubOrange demonstrates how Dutch businesses are involved in innovation, focused on sustainability, climate and short chains. I can only be impressed by that. With my background in business, I was fascinated to see how companies tap into new creativity. What appears rather alternative and local today, may well be part of the global mainstream in a few years' time."

VIV Europe is by definition the place where sector leaders launch their latest developments. Some of the innovations presented covered safe and effective in-ovo vaccination and nutrition, disease control programs and effective broilers house cleaning and disinfection, circular chain concept making egg production a co-creation project that brings sustainability to the tables, climate control systems for all weather conditions with minimal energy use and superior air quality, new farming approaches to drastically reduce the need for antibiotics while increasing animal health and sustainability.

Among the knowledge programs, a remarkable Feed Congress that took place the day before the show brought key speakers that explored how European animal feed industry and its additive suppliers strengthen Europe's global competitiveness through high-quality production. Another big highlight was the full conference room that presented the opportunities of using insects for feed as a real trend in Europe. Not only poultry, the Dairy farmers also gathered on second show day to celebrate the World Milk Day, while the aquaculture world attended a technical program on feed-extrusion technology. Last but not least, the second Poultry Marketing Round Table was successfully held at VIV Europe with four groups of discussion exploring the after-crisis management and perspectives.

Looking back to this show edition, the Senior Project Manager Renate Wiendels comments: "In a world which is vulnerable, the entire Feed to Food Industry has shown resilience by gathering for the first time LIVE in Europe. It is not only a true pleasure to reunite buyers & suppliers again in our home town Utrecht, but is also crucial to have conversations about the many topics that the animal husbandry industry needs to tackle to have a secure future.

Crisis like the pandemic, have reshaped industries and our event industry is no exception. We are pleased that we can continue to support Exhibitors with our onsite & new online platforms which ensure professional & profitable business in a pleasant atmosphere."

The show organizing team, its partners, including around 50 industry media titles and the exhibitors, are grateful to everyone who visited this event in the Netherlands. The full show report will be available by end of the month on the [official website](#).

----- End of Press Release -----

*Notes for the editors*

#### **Press contacts**

Ms. Elena Geremia, Senior Marcom Manager at VIV worldwide, [elena@vnueurope.com](mailto:elena@vnueurope.com)

#### **Media Gallery**

For VIV Europe 2022 show impressions, please visit the [Media Gallery](#).

**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/events](http://www.viv.net/events).

**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](http://www.vnueurope.com)