



[Utrecht, 10 November 2017]

Press Release

## **VIV MEA comes back in 2018 with an enriched second edition!**

### ***More for visitors in Abu Dhabi as exhibition area expands***

*VIV MEA was launched in 2016 as a biennial hub dedicated to serving animal protein providers from the Middle East and Africa to Iran and the countries of the Indian sub-continent. In 2018 it returns to Abu Dhabi, the capital of the United Arab Emirates, between 5th-7th February.*

Abu Dhabi will be the location again when international feed-to-food trade show VIV MEA returns in February 2018. Visitors can expect an even richer experience at this second edition that expanded into an extra hall at the Abu Dhabi national exhibition centre (ADNEC) to accommodate more stands of more exhibitors.

### **Into an extra hall**

Looking back to that first edition, VIV MEA 2016 exceeded expectations by receiving an audited total of 6,243 visits by people from 109 countries to see the exhibits of 279 companies at the Abu Dhabi National Exhibition Centre. Where the show in 2016 occupied three ADNEC halls, VIV MEA 2018 has spread into a fourth hall to meet the high demand for stand-space.

A provisional exhibitor list compiled in October already has already contained the names of animal protein industry suppliers and organisations from no fewer than 42 countries. Notably, the global players in feed, equipment, genetics and animal health are joined this time by nearly 30 companies that have their headquarters in the Middle East, including six from the UAE. Provisionally, there will be about 40 exhibitors from The Netherlands and over 20 from Italy. Other places with high numbers include France, Spain and China, each contributing 17 exhibitors, while Turkey supplies 15 and both Belgium and India provide 12.

“Having Abu Dhabi as the location worked well with the first edition of VIV MEA” Ruwan Berculo, VIV worldwide manager comments. “The modern exhibition facilities at ADNEC are of a high class, with the added advantage of being only about 20 minutes by road from Abu Dhabi International Airport that receives flights from all the major international airlines.”

### **Enriched content and international scope**



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Also at ADNEC at show time in February 2018 there will be a full programme of conferences arranged by VIV worldwide in association with numerous industry organisations, covering all animal protein sectors except pork.

“We are determined that the 2018 edition of VIV MEA in Abu Dhabi will build on the great start achieved by the event in 2016 by again bringing a very international platform for business at ADNEC. Renate Wiendels, VIV MEA show manager, said.

“In fact we are forecasting an increase to 8,000 for the number of visits in February, which would mean 28% more than last time. With the purpose of bringing the top people in the industry to Abu Dhabi, at the heart of the Middle-East/North Africa (MENA) region, we as the organisers have been developing tailor-made programmes to welcome targeted delegations from key countries regionally such as Saudi Arabia, India, Indonesia, as well as Morocco, Iran and Egypt.”

### **Visit the website**

In preparation of this second edition of VIV MEA 2018, the show website has been refreshed in style and content; [www.vivmea.nl](http://www.vivmea.nl) has been made responsive on all mobile devices in addition to its accessibility through PC computers and laptops

Visitors can find on the website what is needed to plan the visit. “Now is the time to book the date of 5th-7th February 2018 for the next VIV MEA and reserve your flight and hotel. The website offers an easy way to contact our team for assistance with hotel booking and visa arrangements.” Ruwan Berculo concludes.

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### Note for the editor, not for publication

VIV worldwide Press contact: for further information and visuals, please contact VIV worldwide marketing manager Ms Elena Geremia at [elena.geremia@vnuexhibitions.com](mailto:elena.geremia@vnuexhibitions.com)

This press release is also available in **FRENCH, ARABIC** and **FARSI**. Do not hesitate to request it.

