



[Utrecht, 4 February 2018]

VIV MEA 2018 Press Release (3)

VIV MEA 2018. Ready for your Abu Dhabi visit --- and full of value for regional animal protein providers

Tomorrow at 10am it will be time for the doors to open on VIV MEA 2018, the regional animal proteins business event in Abu Dhabi that takes place 5th-7th February. Registration is open for visitors during the show.

Conferences complement the trade show visit

VIV MEA 2018 offers a rich program. This starts with the show's line-up of international and regional suppliers serving animal protein businesses in an area extending from the Middle East and Africa to Iran and the countries of the Indian sub-continent. Added value comes in the form of a series of regionally-focused conferences and seminars. The programme has been assembled by working closely with top partners in the industry and is devised to relate specifically to the region's forward-thinking operators in poultry, dairy and aquaculture.

The conference programme shown online at www.vivmea.nl lists over 40 separate presentations in a daily agenda from Monday 5th February until Wednesday 7th February. To give just two or three examples, the choice of topics includes poultry disease issues in the Middle East, nutritional challenges in hot climates and the emergence of India's animal health industry.

All conferences are located in the same venue as the trade fair, within the Abu Dhabi National Exhibition Centre or ADNEC. Among associated special seminars also at ADNEC will be a full day on 5th February organised by Global Dairy Farmers and the Wisconsin Department of Agriculture under the title of DairyTech Middle East & Africa. It has wide-ranging sessions, such as speakers on building a better cow for the Middle East and effective cooling of dairy cattle in an arid climate.

Aquafeed Extrusion is a one-day short course on 5th February sponsored by International Aquafeed magazine and organised by Dr. Mian Riaz from Texas A&M University, U.S.A. Participants will hear about the current status of aquafeeds globally as well as the principles and practices of extrusion technology for this fast-growing sector. A further choice available to visitors between 5th-7th February is to take part in Dutch Poultry Centre seminars that will focus on innovations developed in The Netherlands for advancing production techniques in the poultry business internationally.

Exhibits to suit all sectors

Expanding into an extra hall at ADNEC for VIV MEA 2018 has added about 25% to its exhibition area, compared with the inaugural edition in 2016. On the latest count there will be 360 exhibitors and they originate from over 40 countries. An approximate breakdown of exhibit types by sector reveals almost 300 relating to poultry, about 210 referring to dairy in particular or cattle in general, with around 70 stand-holders offering products or services for aquaculture operations.

Most represented among the product types will be feed ingredients and additives, on nearly 80 stands. Animal health items will be presented by 40 exhibitors, closely matched by the numbers offering products and services either for farm production or for processing and handling. Other areas receiving considerable coverage are breeding/hatching and the manufacture of mixed feeds.

Quite apart from the business value of coming to VIV MEA 2018 itself, visitors have the opportunity to look round the GFIA show that is co-located in neighbouring halls at the ADNEC site. GFIA, signifying the Global Forum for Innovations in Agriculture, will take place 5th-6th February featuring innovative and sustainable technologies relating to food production. VIV MEA registered visitors can use their badge to enter the GFIA show free of charge.

Arrival information

In total, VIV MEA this year will cover more than 7,500 square metres in Halls 5, 6, 7 and 8 at ADNEC. The show layout is by sectors, with Halls 5 and 6 for farm production, breeding/hatching and processing/handling while Hall 7 as the largest individual hall for usage houses exhibits on feed manufacturing, ingredients and additives so that animal health is concentrated in Hall 8.

On their arrival, pre-registered visitors can collect their badges by coming either to the main entrance for the show (outside Hall 5) or from the entrance to Hall 7. People who need to register when they arrive will need to apply at the main entrance for this purpose.

Additionally, of course, everyone visiting VIV MEA can also enjoy the Abu Dhabi experience. This capital of the United Arab Emirates and regional centre is reached easily by air both locally and internationally through an airport that is only 20 minutes by road from the ADNEC exhibitions complex. Points of interest in the visually stunning modern city are outlined by www.vivmea.nl, which includes a reminder about the newly opened Louvre Abu Dhabi and its array of art treasures within architecture combining French design with Arabic heritage. For visitors interested in history, close to Abu Dhabi is the oasis of Al Ain, opened to the public in 2016 as the first World Heritage Site in the Emirates.

Tandem Badge

VIV offers for the first time a Tandem badge solution to its visitors. To facilitate Middle Eastern and African professionals' registrations to VIV Europe, the World Expo from Feed to Food taking place in the Netherlands on 20-22 June, all VIV MEA visitor badges will function as Tandem badges: all visitors walking VIV MEA show between 5-7 February, will be able to register to VIV Europe straight away from the venue in Abu Dhabi! It will simply take a second before leaving the show to scan VIV MEA badge and get the registration confirmation for VIV Europe.

VIV MEA Tandem badge doubles the business opportunities for MENA professionals of the Feed to Food supply chain to grow their business not only in the MENA region at VIV MEA, but also in the world at VIV Europe. *What better than a "2-wheel ride" to reach the country of the bike riders?*

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

For Previous press releases, please check <http://www.vivmea.nl/en/Bezoeker/Press.aspx>

Don't miss at VIV MEA 2018: International press conference - Launch of VIV Europe 2018

Dear Editor, Journalist, Media partner,



THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD



If you are attending VIV MEA 2018, don't miss the **International press conference for the launch of VIV Europe 2018.**

Date: Tuesday 6th February from 18:00 to 19:00. Press Registration starts at 17:30.

Location: Aloft Hotel, Relax@12 bar (12th floor), ADNEC - Abu Dhabi.

To confirm your attendance, please contact Elena Geremia at elena.geremia@vnuexhibitions.com

About VIV

VIV worldwide is the business network linking professionals from Feed to Food. The combination of VIV trade shows, VIV online 24/7 and VIV trade summits shapes a unique platform that offers boundless opportunities to the animal protein supply chain players. Started in the Netherlands, VIV developed with dedication a worldwide network through 40 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. VIV is multispecies: the network and its events include poultry broilers and layers, pig, cattle & calves and aquaculture.

VIV is organized by VNU Exhibitions Europe www.vnuexhibitions.com & www.viv.net

VIV worldwide Calendar:

VIV MEA 2018, Abu Dhabi, February 5-7

VIV Europe 2018, Jaarbeurs-Utrecht (30 minutes from Amsterdam), June 20-22

VIV China 2018, Nanjing, September 17-19

VIV Asia 2019, Bangkok, March 13-15

