



Show press release
13th January 2020

VIV MEA presents more than 400 brands at its third edition

Making an impact on the livestock production in the Middle East and Africa since 2016

VIV MEA started in 2016 as a biennial B2B international trade show, bringing the Feed to Food concept to an audience of over 6,000 professionally audited visitors from the poultry, aquaculture, and dairy industries in the Middle East, Africa, India and Central Asia. After a second edition in 2018 that attracted nearly 7,000 confirmed attendees and solidified VIV MEA's grasp in the region, the show returns in 2020 with over **400 exhibitors** ready to showcase at the ADNEC in Abu Dhabi from Monday, March 9th to Wednesday, March 11th.

VIV MEA is the 3rd international hub within the VIV worldwide series of exhibitions and conferences. The event is truly an inter-regional platform, with visitors from the host country comprising 30% of the audience, and 70% visiting from key markets such as Iran, Pakistan, Egypt, Saudi Arabia, India, Jordan, Iraq, Oman, and Sudan (top audited visiting countries in 2018). This year, the show is expected to welcome **8,000 visitors**, decision-makers, and buyers over 3 days.

The *OECD and FAO Agricultural Outlook 2019-2028* predicts that food demand in regions with high population growth, such as Sub-Saharan Africa, India, the Middle East, and North Africa, will significantly increase in the coming decade. The livestock and poultry sectors in the Middle East are also expected to expand substantially. VIV MEA, a business-oriented event, aims to support the development of poultry, dairy, and aqua productions by bringing together international and local suppliers of the VIV network, their expertise, and solutions to provide affordable animal proteins in the region. VIV MEA 2020 will address biosecurity and sustainable development regarding the shift from heavy importation to regional production. Experts such as government officials and top supply companies will provide insight into the opportunities rising in both the Middle East and Africa.

The show is honored to be supported by regional institutions and associations such as the Abu Dhabi Agriculture and Food Safety Authority (ADFSA), the U.A.E. branch of WPSA, regional chambers of commerce and trade institutions such as the Saudi Arabia Chamber of Commerce, and the NABC, a longtime partner of VIV MEA in Africa. The show is also proud to have the support of over 30 regional and international media partners and agencies working to reach a larger number of qualified industry profiles. This year, VIV MEA is pleased to once again be co-located with the Global Forum for Innovation in Agriculture (GFIA), driving additional attendance and potential business to the event.

VIV MEA 2020 will connect visitors with over 400 companies from Europe, the Middle East, Asia, and America. Topics to be covered in the 4 halls reserved for VIV MEA 2020 at ADNEC include feed, feed ingredients and additives, compound feed milling equipment, feed milling, animal health, pharmaceutical products and ingredients, breeding and hatching, genetics, farm management systems, farm production, slaughtering, processing and handling (food engineering).

Companies represented on the show grounds include: Al Dahra, Aviagen, Big Dutchman International GmbH, Biomin GmbH, Boehringer Ingelheim, CEVA Sante Animale S.A., Cobb Europe, Hubbard S.A.S., Imas Integrated

Machinery Systems, Jamesway Incubator Company Inc., Famsun - Muyang Holdings Co., Ltd., Kubbar International, Kutlusan ic ve dis ticaret a.s., LINCO Food Systems A/S, Marel Poultry, Meyn Food Processing Technology B.V., Pas Reform Hatchery Technologies, Petersime N.V., Poultec N.V., Roots Animal Farming Services, Van Aarsen International BV. For the complete list of exhibitors, visit www.vivmea.nl/exhibitor-list.

The 2020 show returns to ADNEC, a modern exhibition complex with 2 main hotels attached. A complete list of additional accommodations at special rates is provided at www.vivmea.nl/visit/hotels. Advanced booking is recommended. The ADNEC exhibition grounds are just 15 minutes away from the Abu Dhabi International Airport. After the show time and in the evenings, Abu Dhabi offers a variety of entertaining activities. Cultural visits include the recently opened Louvre Abu Dhabi with its intriguing architecture enriched by unique games of light and the beautiful Sheikh Zayed Grand Mosque with its stunning central square.

Online registration is available on www.vivmea.nl. Early registration provides timely updates, exhibitor information, and registration for the top level conferences and seminars.

See you on March 9-11 at VIV MEA 2020 at the ADNEC in Abu Dhabi, United Arab Emirates.



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Note for the editor, not for publication

For further information: please contact Ms. Elena Geremia at elena.geremia@vnuexhibitions.com
For visuals: please visit the website media gallery www.vivmea.nl/press/media-gallery and download high-resolution files.

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 forums shapes a unique platform that offers 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, becoming today the leading platform in and for some of the most promising markets of the world. Visit WWW.VIV.NET