



Press Release

[Utrecht – the Netherlands, October 11, 2021]

VIV MEA RETURNS TO ABU DHABI WITH AN IN-PERSON EVENT

A tremendous interest by the industry – the pleasure to meet safely again for business

VIV MEA, the international Feed to Food trade show, returns to Abu Dhabi National Exhibition Centre (ADNEC) on 23-25 November, 2021 for its third edition. After an unforeseen halt due to the global pandemic, the time has come to meet in person and do business face-to-face. The city of Abu Dhabi serves as a safe host for this biennial show dedicated to animal protein professionals from the Middle East and Africa. About 500 global exhibitors are ready to showcase the latest products. Visitor registration is up and running on www.vivmea.nl and the numbers are showing the upward trend!

The place to stay ahead of new technologies and market trends

Despite the global situation, about 500 confirmed companies ready to exhibit this November with 17,500 sqm gross space and 8,000 expected visitors are the figures making a mark already for the upcoming show.

Why visit? Bigger event and wider prospects

There are many reasons to visit the third edition of VIV MEA:

1. Animal feed and animal health are the vital factors driving the animal protein value chain and VIV MEA brings together not only that, but also the entire supply chain including feed production, farm production, breeding & hatching, meat and egg processing and more.
2. Exhibiting companies from 40+ countries. Here is a sneak pick: Al Dahra, Andritz, Biomin, Big Dutchman, Buhler, Cobb, Elanco, Jamesway Incubator, Moba, Salmat.
3. A wide range of sectors under one roof – dairy, fish, poultry, eggs, cattle, calves, goat and camels.
4. New products showcase, many of them for the first time since the pandemic.
5. 20+ content sessions, conferences and technical seminars available onsite, covering topics on animal health, farm production, marketing, animal feed, aquaculture, and more.

Partnerships to foster business in the MEA region

Maintaining steady relations with its partners since even earlier than its launch in 2016, VIV MEA 2021 brings on board many of the industry leaders who with their experience and innovations provide a substantial support to the show. Some of the global and regional partners include Abu Dhabi Agriculture and Food Safety Authority, Ministry of Climate Change & Environment, Dutch Poultry Centre, NABC, Global Dairy Farmers, Emirates Veterinary Association, Hub Orange, IEC, WPSA, and FAVA.

A Week of appointments: new and continued co-locations

VIV MEA, firmly focused on the animal husbandry Feed to Food supply chain, is honored to be part of the first edition of the Abu Dhabi Agriculture & Food Security Week 2021 launched by ADAFSA. The initiative provides extra networking and business opportunities to all stakeholders. GFIA, already co-located with VIV MEA in the past, will come back as well at ADNEC this November.

Abu Dhabi opened its doors for safe travel

VIV MEA participants can benefit from eased travel restrictions in Abu Dhabi. All the vaccinated travelers can visit the city and attend VIV MEA following all the protocols diligently. “We are very excited to welcome our exhibitors, visitors, industry leaders, partners and the press back to Abu Dhabi. Positive feedback is pouring in from all the corners and the numbers are also soaring with each passing day, all in all we see strong prospects for business and trade in the region. We have worked together with local partners to enable a safe and pleasant industry participation.” affirmed Renate Wiendels, Senior Project Manager, VIV worldwide.

A clear track-record: a quick review of the previous editions

Looking back at the first edition, VIV MEA 2016 exceeded expectations and the show has been growing ever since. While it occupied three ADNEC halls in 2016, VIV MEA had spread into a fourth hall for the first time in 2018 to meet the higher demand for stand space.

Indeed, the 3-day event had witnessed a total of 6,660 visits that represented a 6.7% increase compared with the first edition. A post-show survey found a satisfaction score of 7.3 out of 10 from exhibitors and an even higher rating of 8.3 from visitors.

Drawing from this brilliant track record in the industry, VIV MEA is ready to welcome the Feed to Food, livestock and animal production industry players for yet another 3-day exhibition and conference program at a safely equipped ADNEC venue in Abu Dhabi, U.A.E.

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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