



Press Release

[Utrecht – the Netherlands, November 8, 2021]

VIV MEA 2021: THE STAGE IS SET FOR AN ENRICHED SHOW WITH A FOCUS ON MENA REGION

Great opportunities for visitors with business-oriented conferences and around 500 global exhibitors

VIV MEA 2021 final preparations are going ahead full throttle. The third edition of the Feed-to-Food international trade show is waiting to welcome all its stakeholders in Abu Dhabi from 23-25 November 2021. After the temporary interruption last year, the response from the industry is overwhelming to finally meet each other in person and crack valuable business deals.

International Insights by Industry Experts

VIV together with its content Partners has planned a line-up of interesting trade-oriented conferences that makes the visitors' experience even more valuable.

Associations and organizations such as FAVA (Federation of Asian Veterinary Association), EVA (Emirates Veterinary Association) MEAP, WATT Global Media, WPSA, Global Dairy Farmers, NABC, HubOrange, and Aquafeed International, are just some of the names that will deliver insightful sessions.

The conference organized by FAVA will throw light on 'One Health approach on Antimicrobial Stewardship (AMS) in livestock production by ensuring feed and food safety' and will cover multiple species such as cattle, camel, aquaculture and poultry. On the other hand, PMRT[®] (Poultry Marketing Round Table) will focus on uncertainties that have affected the poultry industry and the possible scenario of crisis management. While Aquatic MEA will bring in experts to talk about Aquafeed Extrusion and Aquafeed Nutrition for both fish and shrimp production, the Dairy Seminar will elaborate on topics such as TMR feeding, setting up farms in semi-arid regions, infectious diseases in the dairy sector and much more.

The visitors will have 3 days full of enriching content and networking.

"At VIV MEA, we strive to bring delegations and industry leaders from all over the world to share their global perspective on a variety of topics. In fact, we are looking forward to welcoming approximately 8000 visitors from around the world, and especially from the GCC," affirmed Renate Wiendels, Senior Project Manager, VIV worldwide.

Saudi Arabia to be the Country of Honour

VIV MEA is at the heart of MENA region. Staying true to this regional spectrum, this year Saudi Arabia will be recognized as the 'Country of Honour'. Under its Vision 2030, the country's Ministry of Environment Water and Agriculture (MEWA) is looking at increasing broiler production self-sufficiency to 85% by 2030.

Interestingly, last year, Saudi Arabia produced 900k mt of chicken, which is roughly 60% of domestic consumption and is aiming at nearly 1.55m mt a year. The Ministry is undertaking various initiatives to achieve broiler production self-sufficiency – it is offering direct production-based subsidies to local chicken meat producers, encouraging foreign companies to invest in the Saudi market with a focus on poultry and offering 100% ownership to local producers among others. MEWA also aims to increase the production volume of aquaculture farms to 600K tons by 2030 (65% of the market).

While Saudi Arabia is VIV MEA Country of Honour for this 2021 edition, the show organizers are looking forward to welcoming all professional visitors from the GCC countries as well as from Africa and the rest of Asia to mark their presence for VIV MEA 2021 in Abu Dhabi.

Positive news for safe travel

Abu Dhabi has finally opened its borders for international travelers. All the vaccinated people can now visit the city without having the need to quarantine themselves after undertaking the necessary PCR tests. Travelers can register themselves on AlHosn, the UAE's official app for contact tracing and health status related to COVID-19. Even though the green status on this app will become your free travel pass to go anywhere in the city, entry to ADNEC is allowed only for vaccinated individuals. For more information please visit [VIV MEA website](#).

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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