



Press Release

[Abu Dhabi, U.A.E., November 22, 2021]

VIV MEA 2021 OPENS ITS 3RD EDITION IN ABU DHABI TOMORROW

The time has come to raise the curtain on VIV MEA 2021 at Abu Dhabi National Exhibition Centre (ADNEC) tomorrow at 10 am. The city of Abu Dhabi is ready to welcome VIV MEA visitors and exhibitors from all over the world from 23 – 25 November 2021. The enthusiasm to meet again and do business face-to-face is unparalleled.

A MOMENTOUS OPENING FOR THE FEED TO FOOD BUSINESS

The event dedicated to animal protein professionals will welcome the Interim Director General Agro of the Dutch Government for an exhibition visit during the morning of the very first day. He is accompanied by several UAE eminencies. Additionally, the pre-registrations both for the exhibition and the content-driven conference sessions are remarkable. Many of the seminars have already been marked 'full' with no seats left. "We approach the exhibition with great confidence and are sure that good business will result from this LIVE event," asserts Mrs Renate Wiendels, Senior Project Manager, VIV worldwide.

Visitors can still register during the show time for their preferred conferences based on the availability. Sustainable and profitable livestock farming, Advancement in Poultry Science, Topical issues of highly dangerous animal disease diagnosis and prevention – are some of the many topics that are going to take the center stage during the conference sessions. Most of these sessions will take place on the first floor, right above the exhibition floor.

51 Exhibiting Countries: the world of animal production live at VIV MEA

VIV MEA 2021 brings full value for the Middle East & Africa with exhibitors presenting their solutions, vision and products from 51 countries. Top exhibiting countries include China, France, the Netherlands, the USA, Italy, India, Germany, Turkey and the Republic of Korea. Even the sectors occupying majority of the stands reflect the current world situation – Animal Health takes a big portion of the exhibition space followed by Farm Production, Feed, Processing & Food Engineering, Breeding & Hatching and many more.

Eminent personalities for a leading B2B international event

Delegations and ambassadors from the Embassy of the Kingdom of the Netherlands, Embassy of the Republic of Turkey and the Embassy of the Republic of India are going to show their support to the industry with their presence at VIV MEA 2021.

Sheikh Hamed Bin Khadem Bin Butti Al Hamid from the Bin Butti Group is also going to attend the event. Many prominent names from the Abu Dhabi Agriculture & Food Safety Authority (ADAFSA) and Emirates Veterinary Association (EVA) will be part of the 300 VIV Industry Leaders who are going to share their insightful ideas on a wide range of topics.

ONSITE & ONLINE. MAKE THE MOST OUT OF THE SHOW.

For the year 2021, VIV MEA is going to cover 17,500 square meters in Halls 7, 8, 9 and 10 at ADNEC. The show layout is organized by sectors, where Halls 7 and 8 will be majorly covered by farm production and feed ingredients & additives. Halls 9 and 10 on the other hand will demonstrate a bigger part of animal health products, breeding & hatching, feed and crop-tech/feed-tech sectors.

Alongside the VIV MEA event, the Abu Dhabi Agriculture and Food Security Week (ADAFSW) is also taking place at ADNEC during the same days. Entry badge for VIV MEA will also grant access to the ADAFSW halls, and vice versa. ADAFSW is organized by the Abu Dhabi Agriculture and Food Security Authority.

A free event App to guide you through the show.

Next to the Show guide available onsite in print, all registered attendees can download and make use of the event App: **V-Connect MEA Edition**. By creating a free online profile, everyone can organize their onsite visit, navigate through halls, preview the exhibitor details and products, make a selection based on real interests and keep the event agenda on hands at all times. The App also allows participants to keep track of their pre-booked conference program by sending real-time notifications before the sessions start. Find more on www.vivmea.nl/v-connect-mea-edition

Not joining in Abu Dhabi? Attend the event online.

For anyone who couldn't make it to the in-person event in Abu Dhabi, **V-Connect MEA Edition** represents a great tool to connect with the exhibiting companies from anywhere and conduct online business talks from remote. Find how on www.v-connect.net/mea-edition

ARRIVAL INFORMATION

Pre-registered visitors for VIV MEA can collect their badges at the entrance and those who still have to register can do the same on the spot and then proceed for their badges. For the safety of all the stakeholders, diligent Covid protocols are to be observed – face mask, regular hand sanitizing, entrance allowed to only vaccinated individuals and PCR test requirements are the main measures to be followed for a smooth functioning of this live event that is going to open doors for many fruitful business collaborations tomorrow November 23rd.

Echoing similar views, Khalifa Al Qubaisi, Chief Commercial Officer for the Abu Dhabi National Exhibitions Company (ADNEC) said, "We are thrilled to host VIV MEA 2021 at ADNEC, where we will see industry experts, exhibitors and participants convene for one of MENA's largest feed-to-food trade shows. Hosting this event falls in line with our business strategy to host and organize diverse events, and augments our mission of enabling business with confidence. We are proud to be a long-standing partner of this tremendous event and are committed to identifying partnerships and collaborations for which we can continually bolster Abu Dhabi's standing as strategic hub for business tourism."

See you at the third edition of VIV MEA 2021, the International Trade Show for the Feed to Food Industry in the Middle East and Africa.

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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