



VIV MEA 2023

ABU DHABI, UAE

20-22 NOVEMBER

WWW.VIVMEA.NL

4TH
EDITION

الاصدار الرابع

SHOW PREVIEW

INTERNATIONAL TRADE SHOW FROM FEED TO FOOD

FOR THE MIDDLE EAST AND AFRICA

Co-located with: _____



MEA 2023

WWW.HORTIAGRINEXT.COM



Organized by:

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هيئة أبوظبي للزراعة والسلامة الغذائية
ABU DHABI AGRICULTURE AND FOOD
SAFETY AUTHORITY



أسبوع أبوظبي للزراعة والأمن الغذائي
Abu Dhabi Agriculture & Food
Security Week



GREETINGS FROM THE NETHERLANDS – ON THE WAY TO ABU DHABI!

Already 2 years past since our previous edition of VIV MEA. What a joy that we can meet without any Covid restrictions in Abu Dhabi for VIV MEA 2023 from 20-22 November.

From the Exhibitor & Visitor registration I clearly note that the AgriFood Industry in the GCC region has moved on to the next level in order to increase their selfsufficiency in their (local) food production. Good investments are being made and they drive this exciting development.

Not only the topic of producing more food is important, but there is also the desire to produce healthy food in a sustainable way.

I look forward to uniting the Feed to Food Producers & Buyers as to discuss the related trends & topics to further shape the animal & plant protein future of the Middle Eastern region.

See you soon!



Renate Wiendels
Senior Project Manager VIV MEA

STEP INTO THE WORLD OF HORTI AGRI NEXT (HAN)!

The newly-launched Horti Agri Next MEA 2023 - a pivotal event in the agricultural landscape in a region marked by diverse climates and unique challenges, is setting the ground to become a hub for innovations and sustainable practices that are reshaping both arable and indoor agriculture. As the first of the HAN global event series, Horti Agri Next MEA, combines a high-profile conference program with an exhibition area and aims to introduce a complete seed and feed to food value chain next to VIV MEA.

A key highlight is the FoodTech Transition Square's conference program. This central stage introduces a systems approach for greenfield development towards food self-sufficiency in the UAE and neighboring countries. Key speakers include ADAFSA, sharing Abu Dhabi's food strategy, the Dutch Inspiration Seminar series focusing on circularity and mineral loop closure and the 'AgritectureXchange' panel discussions featuring high-level industry speakers from the GCC, sharing business know-how and innovations with our global audience.

Welcome to the first chapter of a promising HAN future!

Roel Schoenmaker
Business Development Manager
HAN MEA



VIV MEA IS BACK!



WELCOME TO ABU DHABI!

After a successful third edition, this international event comes back for the fourth time with an enriched conference program covering the latest trends in dairy, fish, poultry, eggs, cattle, calves, goat, and camels. Strongly driven by business, VIV MEA will offer more products and trade opportunities to the MENA region professionals.

VIV MEA is the leading animal husbandry show in the Middle East. Prepare to explore VIV MEA 2023, with an impressive gathering of 500 exhibitors from 50+ countries, displaying a diverse array of cutting-edge products and solutions.

VIV MEA focusses on bringing together supplier and buyers from Feed to Food under one roof. Suppliers and buyers from all the segments of the Feed to food chain are represented. Unlock all that potential by registering now for your free entry ticket.

LET'S MEET IN ABU DHABI

Abu Dhabi serves as the gateway to the wider Middle East and African region. With its well-developed infrastructure, political and social stability, and consistent openness to foreign investment, it has been a magnet for overseas companies looking for a strategic location to set up or expand business.

CO-LOCATED WITH HAN MEA

VIV MEA is co-located with Horti Agri Next MEA, in order to offer a comprehensive platform for the agriculture and livestock production chain. This integration provides a one-stop-shop for professionals, with unparalleled opportunities for networking, knowledge sharing, and collaboration.

UNVEILING EXPERT INSIGHTS

VIV MEA features an extensive speaker and expert programs. Industry thought leaders, researchers, and pioneers will share insights through seminars, workshops, and panel discussions.

KEY SHOW PARTNERS



SHOW OVERVIEW



GET READY FOR VIV AND HAN MEA 2023

Discover the complete Seed to Food Chain at VIV MEA and Horti Agri Next MEA 2023 in Abu Dhabi. VIV MEA 2023 serves as a platform for agricultural innovation, with a specific focus on the animal livestock value chain. This event highlights cutting-edge technologies and solutions, ranging from automated processes that streamline production to sustainable practices that contribute to a healthier and more sustainable future. HAN MEA 2023, on the other hand focuses on innovations and best practices around arable and indoor agriculture.



Over 500 exhibitors

Check out the [exhibitor list](#)



Many expert speakers

in the [conference program](#)



More than 40 sessions

mostly free to attend



Finding your way & network
with the VIV Connect app



Multi-species exhibition: covering dairy, fish, poultry, eggs, cattle, calves, goat, and camels on special pavilions and in dedicated sessions.



HAN MEA exhibition: showcasing the latest products, innovations, and advancements in horticultural food production, landscaping, controlled environment practices, environmental conservation, and agriculture.

WWW.VIV.NET OR DOWNLOAD THE MOBILE APP

**CHECK OUT THE COMBINED
EXHIBITOR LIST & PROGRAM
VIA VIV CONNECT**



ABU DHABI AGRICULTURE & FOOD SECURITY WEEK

From November 20 - 22 this year, the second edition of the Abu Dhabi Agriculture & Food Security Week is set to take place. Supported by ADAFSA and the Abu Dhabi Ministry of Food Security, this event is the biggest of its kind in the APAC and MENA region and serves as a hub for sustainable agriculture and food security discussions. The ADAFSW covers 3 events under the roof of the ADNEC venue, being Horti Agri Next MEA, VIV MEA and the Microbial Summit.

The Abu Dhabi Agriculture & Food Security week is expecting international visitors and exhibitors, all specialists in the fields of horticulture, agriculture and animal production.



HORTI AGRI NEXT MEA

Horti Agri Next MEA 2023 is a groundbreaking event that brings together the key players in the agriculture industry from around the world with visitors from the Middle East and North Africa. Innovation, knowledge sharing, and collaboration to shape the future of agriculture, are key notions.

The co-location of VIV shows and Horti Agri Next creates an integrated business platform that offers extensive educational and informative content to industry professionals, suppliers, and buyers in the agriculture and livestock production chain.

Horti Agri Next focuses on the latest products, innovations, and advancements in the fields of horticultural food production, landscaping, controlled environment practices, environmental conservation, arable land planting, harvesting, and processing of crops, as well as land and water resources management and new enhancing technologies. **Registration for VIV MEA includes access to HAN MEA.**

HAN HIGHLIGHT: AGRITECTUREXCHANGE

20th & 21st November 2023, 15:30-17:30 hrs, Foodtech Transition Square, ADNEC



During this special 2-day event, Agritecture will lead a program on the present and future of AgTech. Set on the afternoons of November 20 and 21, this program will focus on People – Planet – Profit, Agritourism, Skilled Labor, regional policies, and game-changing technologies in Agriculture and Horticulture for the Middle East and North Africa. Join this for interactive panels and open exchanges on the present state of AgTech in the region on Day 1 and the exciting future of the sector on Day 2.

Agritecture is an advisory services and technology firm focused on climate-smart agriculture, particularly urban and controlled environment agriculture (CEA). Henry Gordon-Smith, Founder of Agritecture, will moderate the sessions over the two days. The first day of AgritectureXchange is all about Analyzing Today, the second day is about Envisioning Tomorrow.

CONFERENCES



LOTS OF SESSIONS STACKED WITH KNOWLEDGE

With a focus on cutting edge know-how, VIV MEA's conference program will offer attendees a unique opportunity to gain insights into the latest innovations and technologies, as well as best practices from leading industry and research experts. High-level speakers will be joining from all over the world, presenting at mostly free to attend sessions during the shows.

These sessions are initiated by the organizers, exhibitors, leading research institutes, knowledge partners and industry associations. Attendees will have the chance to hear from experts on a wide range of topics from animal health to food security and sustainable solutions for animal production. Some of the conferences require an entry fee, but the majority of the program is free to visit. View some of the highlights below, and [visit the website for the full overview](#).

HIGHLIGHTS - NOVEMBER 19 & 20



Aquafeed Extrusion and Nutrition Conference

AQUACULTURE DEVELOPMENT AND INVESTMENT

Aquafeed Extrusion and Nutrition Conference is a one-day conference, centred on the topics of the production and extrusion of aquatic feed along with the nutrition and farming for fish and shrimps. Covering a variety of topics within aquafeed, this conference will provide knowledge, solutions, and research for everyone in the aquaculture.

SUN 19 November, 09:00-16:30 hrs
Room Capital Suite 13, ADNEC



IBVARSV2/FADVS - By VetBio Concepts FZ-LLC

Stéphanie Lesceu, Avian Product Manager at IDVET talks about:

- BVARSV2: A new serological tool to improve monitoring of IB vaccines and variants.
- FADVS: A new ELISA for the specific detection of IBH.

MON 20 November, 11:00-12:00 hrs
Capital Suite 15, ADNEC

Improving Survival and Performance - By Berg+Schmidt Asia

Functional lipids as antibacterial and antiviral treatment in aquaculture.

MON 20 November, 12:30-13:30 hrs
Capital Suite 15, ADNEC

Improving H9N2 control- By CEVA

Implementation of a new H9N2 vaccine solution, presented by François Roulleau and New Dimensions on H9 control, presented by Mustafa Seckin Sandikli
MON 20 November, 12:30-15:00 hrs
Capital Suite 13, ADNEC

Short supply chains / Glocal Farming By HubOrange!

Short supply chain and food security, Block Chain, Future circular Food Systems and Maximizing profit with smart poultry solution.

MON 20 November, 14:00-15:30 hrs
Foodtech Transition Square, ADNEC

Feed ingredients as gut health promoter in cattle and poultry - By ProVita Supplements

An overview about how specific feed ingredients can improve gut health along the feed value chain.

MON 20 November, 15:30-17:30 hrs
Capital Suite 15, ADNEC

CONFERENCES

HIGHLIGHTS - NOVEMBER 20 & 21



هيئة أبوظبي للزراعة والسلامة الغذائية
ABU DHABI AGRICULTURE AND FOOD
SAFETY AUTHORITY

UAE Food Production by ADAFSA

- » Together blessings last: ADAFSA's efforts in reducing food loss and food waste by Muna Lardhi, ADAFSA.
- » Efficient Water use for achieving food security by Dr. Mohamed A. Dawoud, Environment Agency - Abu Dhabi

MON 20 November, 11:00 - 12:30 hrs
Foodtech Transition Square, ADNEC

Agritech Speed Networking Xchange

This session will be a great opportunity to meet many event attendees, speakers, and experts in a short time. Join us for a rapid Xchange of contacts, ideas, and pitches that will invigorate you and expand your contact list!

MON 20 November, 17:00 hrs
Foodtech Transition Square, ADNEC



3rd Edition | MEA

POULTRY MARKETING ROUND TABLE

21 November 2023
Abu Dhabi, UAE | 14:00 - 17:30



What comes next ...

Anticipating uncertainty through smart marketing

POULTRY MARKETING ROUND TABLE

By MEAP, WATT Global Media and VIV Worldwide

For this 3rd edition, MEAP, WATT Global Media and VIV have decided to gather academics, technicians, poultry producers, governors, and end consumers around a Round table to discuss and end up with solutions and clarifications to anticipate to FUTURE uncertainties.

The future is not yet here, and nobody knows what is hidden. However, based on the present information, it is expected that smart cities, smart marketing, smart farming, and as a result also "smart" problems are on the near future road.

TUE 21 November, 14:00 - 17:30 hrs
Room Capital Suite 13, ADNEC

UAE Best Farming Practices by ADAFSA

- » Camel Middle East Network CAMENET by H.E Rashid Almansoori, Ms. Asma Abdi & Noura Alzarooni, ADAFSA
- » ZADNA Rating to evaluate food establishments in the Emirate of Abu Dhabi by Aysha Al Kaabi ADAFSA
- » Wastewater Irrigation: A Promising Way for Future Sustainable Agriculture and Food Security in the United Arab Emirates by Dr. Fatima Hasan Abdulla Alhamedi, Senior Research Specialist Abu Dhabi Sustainable water Solutions Company

TUE 20 November, 9:00 - 12:00 hrs
Foodtech Transition Square, ADNEC



CONFERENCES

HIGHLIGHTS - NOVEMBER 21 & 22



UAE Session by ADAFSA

- » Livestock Aflatoxin Control Strategies by Dr. Shamma Alnaqbi, ADAFSA
- » Sustainable Laboratory Approaches in Diagnoses Animal Diseases by Noura Alzarooni, ADAFSA
- » Ensuring food safety and quality in Agriculture Production by Amna Salem Alamri, ADAFSA

WED 22 November, 10:00 - 12:15 hrs
Foodtech Transition Square, ADNEC

Climate resilient interventions in animal health and production by DairyLac - By Dur – E Nayab, Animal Nutrition Scientist

Focussing on climate changes and their impact on animal health and ecosystem, along with contribution of livestock sector in emission of green house gases which is contributing towards climate change. How green house gasses can be reduced by introducing certain biotechnological interventions in animal health and production i.e by introducing postbiotic metabolites which also helps in fulfilling the United Nation's sustainable development goals.

TUE 21 November, 11:00 - 12:00 hrs
Capital Suite 16, ADNEC

Multi-tier breeder housing for producing high quality day old chicks - By Vencomatics

In this session they will introduce their solutions for multi-tier breeder housing. What are the difference compared to traditional cages and how they use this system for Broiler Breeders, for Layer Breeder as well for vaccin egg production.

TUE 21 November, 12:30 - 13:30 hrs
Capital Suite 16, ADNEC

Circular floating farm systems - By HubOrange!

Discussed topics: Floating Farm Systems, Circular hortiprotein culture, insects to realize food security, Viscon and World's first fully automated barn clean system.

TUE 21 November - 14.00 - 15.30 hrs
Foodtech Transition Square, ADNEC

Vaksimune IBD MHV: Protection from Day One - By Vaksindo Satwa Nusantara

VAKSIMUNE® IBD MHV is a hatchery IBD vaccine, which has the ability to navigates MDA challenges by tailoring its response to MDA levels, ensuring rapid colonization for optimal immunity onset.

TUE 21 November, 14:00 - 15:00 hrs
Capital Suite 14, ADNEC

Ceva Smart Innovation in Poultry Vaccination - By Ceva Santé Animale

Ceva Smart Solutions represent a major commitment to the industry and to our customers. Innovation, passion, and top professionalism, we are leading the hatchery technology towards next dimension. We will discuss Ceva smart solutions that will optimize and digitize vaccination in the modern poultry hatcheries.

TUE 21 November, 14:00 - 15:00 hrs
Capital Suite 15, ADNEC

Producing circular feed with insects - By HubOrange!

Discussed topics:

- NIK (Ms. Petra van den Hengel)
- Winsect (Mr. Eelco Haaring)
- Insectengineers (Mr. Bob Holtermans)
- Glocal Farming (Mr. Noud Janssen)

WED 22 November, 14:00 - 15:30 hrs
Foodtech Transition Square, ADNEC

VIEW THE FULL CONFERENCE PROGRAM WITH ALL SESSIONS HERE.



HIGHLIGHTED EXHIBITOR



MAKE MONEY FROM MANURE WITH KOHSHIN, JAPAN

Kohshin Engineering is a leading innovator in composting technology. Our cutting-edge equipment has been specifically designed to assist farmers in efficiently converting large quantities of manure and bio-waste into high-quality organic fertilizer.

When we mention the word “manure,” what immediately comes to mind? Problems? Smell? But what if we told you that manure can actually mean GOLD and HEALTHY SOIL! It may sound unbelievable, but it’s true. And at Kohshin Engineering, we have developed special equipment to support your every step of the way in transforming smelly waste into safe and nutritious fertilizer.

Let’s start from the beginning. What are the benefits of composting for countries with hot and dry climates? [Read the entire article here.](#)

Kohshin Engineering , Booth: 08.G040

MEET THE EXHIBITORS

In the upcoming VIV MEA 2023, attendees can anticipate a comprehensive range of suppliers catering to the production of diverse animal proteins, including dairy, fish, poultry & eggs, cattle & calves, goats, and camels. These exhibitors will encompass various sectors, from feed production and its ingredients & additives to the vital areas of animal health and breeding & hatching. Additionally, expect specialists in farm production, food engineering, media & consultancy, and even IT & automation services.

For those interested in post-production phases, there will be companies proficient in logistics & refrigeration and laboratory testing equipment and services. On the other hand, HAN MEA 2023, short for Horti Agri Next, promises to be a cornucopia of the latest advancements in horticultural food production, landscaping, and controlled environment practices. Enthusiasts will be exposed to innovations in environmental conservation, arable land planting, harvesting, processing of crops, and essential land and water resources management. Not to mention, the event will spotlight new enhancing technologies pivotal to the industry. To get a detailed view of the companies participating, readers are encouraged to check the [online exhibitor list](#).





THE ROAD TO ADNEC

The Abu Dhabi National Exhibition Center (ADNEC) is a world class venue for conferences and exhibitions. It has a strong reputation and is one of the most accessible venues across the world. The ADNEC exhibition grounds are just 15 minutes away from the Abu Dhabi International Airport.

By Bus

ADNEC is serviced by bus number 040, seven days a week.

By Taxi

Abu Dhabi's taxi network is operated by TransAD. To book a taxi through TransAD call 600 53 53 53.

With Careem

Enjoy a convenient ride to ADNEC with Careem. Visitors and exhibitors can now benefit from a 20% discount on their rides to and from ADNEC with Careem. To avail the offer, simply download the Careem app and use promo code ADNEC before booking your ride.



Private transfers/ Meet and greet

Capital Experience is always available to organise your private transfers as well as meet and greet services both from the airport and across the city. They can help make all your transfers smooth and easy.

Phone: +971 55 863 3984 / +971 56 446 2472

Email: service@capitalexperience.ae



REMOTE CHECK-IN AND BAGGAGE DROP-OFF

ADNEC does not provide cloakroom facilities. There is however a remote check-in and bag drop-off facility available for passengers who are travelling from Abu Dhabi Airport. Please see further details below:

- Open from 09:00 to 21:00hrs all week
- Check-in possible from 24 hours until 4 hours of your scheduled flight departure
- Boarding pass and baggage tag handed over to you
- Bags are secured and transferred to the airport
- Participating airlines: AirArabia, Etihad Airways, EgyptAir, Wizz
- 35 AED per person. Payment via credit/debit cards only. Visa/Master/American Express accepted

See you there!

ARE YOU GOING TO FERRARI WORLD?

Win a voucher and visit Ferrari World Abu Dhabi

If you register or have registered for VIV MEA 2023, you automatically have a chance to win a gift voucher for Ferrari World Abu Dhabi. We select a new winner every week! So registering online can speed up your visit to Abu Dhabi twice: by skipping the line at the registration during the show and with a visit to Ferrari World.

Winners will be contacted by the organisation and the voucher can be collected on site during VIV MEA 2023.

[REGISTER NOW](#)

FROM FEED TO SPEED

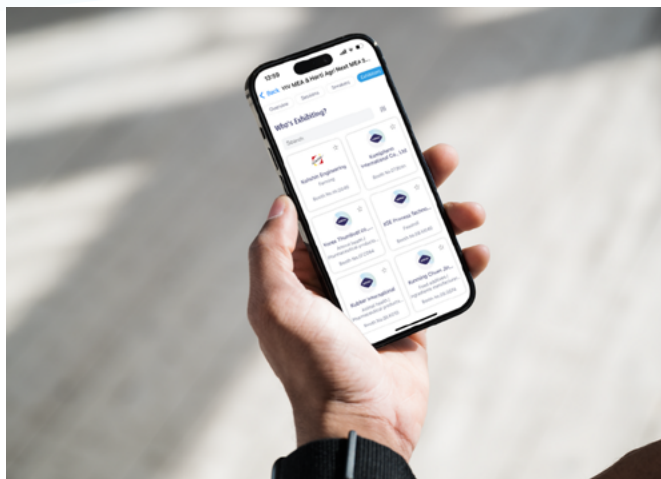
WIN A VOUCHER FOR FERRARI WORLD ABU DHABI

Register your visit now!

ME A

Ferrari World
Yas Island
أبو ظبي

20-22 NOVEMBER, 2023 | ADNEC, ABU DHABI, U.A.E.



VIV CONNECT: SHOW INFO ON YOUR SMARTPHONE

With the VIV Connect mobile app you always have the latest exhibitor list at hand, you can bookmark your favourite companies, find interesting sessions in the conference program and network & meet with exhibitors at the shows. The VIV Connect mobile app is available for iOS and Android and can be downloaded in the Apple App Store and Google Play store.

[Download VIV Connect for iOS](#)
[Download VIV Connect for Android](#)

WWW.VIV.NET OR DOWNLOAD THE MOBILE APP

CHECK OUT THE COMBINED EXHIBITOR LIST & PROGRAM VIA VIV CONNECT

VIV MEA & Horti Agri Next MEA 2023

Who's exhibiting?

Search for companies or industries

Sectors	Species	Regions
Kahbin Engineering Farming 04.0300	Alphatech Information S. 10.0300	A.W.P. SRL Animal Health L. 10.0300
AB Kauno Grūdai Animal Health L. 10.0300	AB Vista (UK) 08.0300	ABC Global Resources LLC Feed to Farm 10.0300
ABU DHABI AGRICULTURE AN... Horti Agri Next	ABU DHABI AGRICULTURE AN... Horti Agri Next	Adisso Feed additives L.

Event organizer

VNU AGRIFOOD CALENDAR 2024 AND BEYOND

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM SEED TO FOOD



VIV AFRICA 2024
OCTOBER 2-3, 2024 • KIGALI, RWANDA



VIV ASIA 2025 meat pro ASIA
MARCH 12-14, 2025 • BANGKOK, THAILAND



VIV MEA 2025
NOVEMBER 25-27, 2025 • ABU DHABI, UAE



HORTI AGRI NEXT MEA 2025
NOVEMBER 25-27, 2025 • ABU DHABI, UAE



VIV EUROPE 2026
JUNE, 2026 • UTRECHT, THE NETHERLANDS



HEALTH & NUTRITION ASIA 2024
MARCH 12-14, 2024 • BANGKOK, THAILAND



ILDEX VIETNAM 2024
MAY 29-31, 2024 • HO CHI MINH CITY, VIETNAM



HAN SELECT VIETNAM 2024
MAY 29-31, 2024 • HO CHI MINH CITY, VIETNAM



ILDEX PHILIPPINES 2024
AUGUST 28-30, 2024 • MANILA, PHILIPPINES



AGRIBITS 2024
SEPTEMBER 5-6, 2024 • UTRECHT, THE NETHERLANDS



VIV NANJING 2024
SEPTEMBER 5-7, 2024 • NANJING, CHINA



ILDEX INDONESIA 2024
SEPTEMBER 17-19, 2024 • JAKARTA, INDONESIA



HAN SELECT INDONESIA 2024
SEPTEMBER 17-19, 2024 • JAKARTA, INDONESIA



VIV SELECT TÜRKIYE 2025
MAY 14-16, 2025 • ISTANBUL, TURKEY