



VIV MEA 2025

ADNEC - ABU DHABI, UAE
25-27 NOVEMBER

PRESS RELEASE

Abu Dhabi, UAE | 02 June 2025

Visitor Registration is Now Open for VIV MEA 2025: the Region's Premier Animal Protein Industry Event

Register now to attend the region's most influential meeting point for stakeholders operating across the animal protein value chain

VIV MEA, the premier international trade show for the animal husbandry and agribusiness industry in the Middle East and Africa, is officially opening visitor registration for its highly anticipated 2025 edition. The event will take place from 25–27 November 2025 at the Abu Dhabi National Exhibition Centre (ADNEC) in the heart of the UAE capital.

VIV MEA has firmly established itself as the region's go-to platform for professionals involved from feed to food, covering all sectors of the animal protein supply chain. This dynamic edition will once again bring together industry leaders, innovators, and stakeholders from around the world for three packed days of business networking, cutting-edge technology showcases, and knowledge exchange.

A World-Class Showcase for Animal Husbandry & Agribusiness Professionals

From poultry, dairy, and fish to eggs, cattle, calves, goats, and camels, VIV MEA 2025 will explore a comprehensive spectrum of animal husbandry. With a packed conference program, attendees can expect forward-thinking sessions that cover the latest trends, challenges, and opportunities in sustainable farming, animal health, biosecurity, production efficiency, and more.

The exhibition floor will feature 500+ global and regional exhibitors, offering immersive product displays and live demonstrations of state-of-the-art solutions in feed production, veterinary services, processing equipment, and agri-tech innovation. With 10,000 expected visitors onsite and a packed conference program, VIV MEA is the perfect opportunity for industry professionals to discover new suppliers, products, and partnerships—all in one place. It is also worth-noting that for the first time ever, VIV MEA will feature a dedicated space highlighting aquaculture through the Aquatic Pavilion. Attendees can also make the most out of the key sessions in place such as the Aquatic Conference (happening one day before the show), AgriBITs (during the show), and the 4th edition of the Poultry Marketing Roundtable (PMRT) scheduled on November 26.

Abu Dhabi: A Strategic Hub for Regional Agribusiness

Set against the backdrop of Abu Dhabi, the event offers not only a vibrant business atmosphere but also a chance to experience one of the world's most captivating destinations. With its blend of modern infrastructure, cultural heritage, and warm hospitality, Abu Dhabi provides an ideal setting for international networking and leisure. From stunning beaches and museums to global cuisine and luxury shopping, the city has something for every visitor.

Why Register Now?

Avoid the hassle and skip the long queues on-site by registering early. By securing your spot now, you'll get exclusive access to event updates and the opportunity to connect with exhibitors and



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speakers before the show. Early registration ensures you're well-positioned to capitalise on every opportunity the event has to offer.

Don't Miss Out

For businesses and professionals in the global animal husbandry and agribusiness industry, VIV MEA 2025 is the event to attend. With its strong regional focus and international reach, the show serves as a vital meeting point to forge partnerships, discover innovations, and shape the future of food production in the Middle East and Africa.

 Register now via the website www.vivmea.nl or through [this link](#) and begin planning your visit.

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For media inquiries and further information, please contact:

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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, becoming today the leading platform in and 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 involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV and Horti Agri Next. For more information, visit www.vnueurope.com