



VIV MEA 2025

ADNEC - ABU DHABI, UAE
25-27 NOVEMBER

PRESS RELEASE

Abu Dhabi, UAE | 27 November 2025

VIV MEA 2025 Concludes Successfully: A Global Gateway Driving Food Security and Innovation in the MENA Region

The 5th edition of the feed-to-food trade show for the Middle East and Africa wraps up with strong participation and impactful outcomes

VIV MEA 2025 reaffirmed its position as the premier B2B platform for the feed-to-food industry in the Middle East and Africa, welcoming 10,830 professional visitors and 144 industry leaders from over 110 countries. Held from November 25–27, 2025 at ADNEC, Abu Dhabi, the event featured 505 exhibitors from 49 countries, showcasing cutting-edge solutions and technologies for animal protein production, animal health, breeding and hatching, croptech-feedtech, food engineering, feed ingredients and additives, aquaculture, and related sectors.

Over three days, VIV MEA delivered a vibrant marketplace for knowledge exchange, networking, and business development. Industry leaders, innovators, and decision-makers gathered to explore trends, forge partnerships, and discover solutions shaping the future of livestock, poultry, dairy, aquaculture, and related industries. The show's strategic partnership with the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA) reinforced its commitment to advancing the region's feed-to-food industry, focusing on food safety and sustainable agricultural development.

Eng. Majed Musabah Almemari, Hay Supply and Storage Section Head at ADAFSA, shares "Supporting VIV MEA 2025 gave ADAFSA valuable opportunities to strengthen its role across the feed-to-food value chain. The event enabled our teams to engage directly with international experts, learn about the latest technologies, and exchange knowledge on food safety, animal health, and sustainable farming."

He adds, "It also enhanced collaboration with global and regional industry partners, opening doors for joint initiatives and innovation projects. Overall, participating in VIV MEA helped us benchmark our practices, adopt new ideas, and reinforce Abu Dhabi's leadership in applying advanced and sustainable agricultural solutions."

A World-Class Hub for Regional Food Security

VIV MEA 2025 provided an essential marketplace showcasing the complete spectrum of animal husbandry, including poultry, dairy, fish, shrimp, eggs, cattle, calves, goats, and camels. A significant highlight was the increasing international participation, featuring prominent global players and international pavilions from countries including the United States, France (which hosted the largest national pavilion), and Korea. The exhibition floor was officially sold out, underscoring the event's importance as a vital meeting ground for decision-makers across the MENA region.

"The French Pavilion at VIV MEA 2025 embodies France's strategic ambition to strengthen economic ties and foster trade partnerships across the MENA region. By showcasing the excellence of French agrifood companies, we aim to create synergies that accelerate growth, open new markets, and deliver sustainable solutions for global food security. This event is a cornerstone for building long-



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term collaborations that reinforce France's leadership in animal production and innovation worldwide," says Anne-Marie Brault, Business France - French pavilion for agriculture.

Tessa Remers, Project Manager of VIV MEA, reflects on the event's impact, "The energy and collaboration we witnessed at VIV MEA 2025 were truly exceptional. Not only did we successfully host over 500 exhibitors and connect them with qualified buyers, but we also solidified our role as the crucial hub for future-proofing the region's food supply. The industry is actively embracing advanced technology and sustainable practices. We are incredibly proud of this edition and look forward to building on this momentum."

A Platform for Innovation and Industry Advancement

As a hub for cutting-edge developments, VIV MEA 2025 spotlighted advancements in agri-tech, biosecurity, and processing equipment. Attendees engaged in a comprehensive program featuring over 30 conference sessions with 130 speakers which were mostly free-to-attend.

The exhibition floor featured several important initiatives and specialized areas. For the first time, VIV MEA featured a dedicated Aquatic Pavilion, expanding the event into the aquaculture sector with the specialized 2nd edition of the Aquatic MEA conference program addressing sustainable seafood production essential to the region's protein needs. A key focus was also placed on digital transformation in the agrifood sector through the AgriBITs seminar, featuring sessions on AI, IoT, and smart technology to accelerate the development of robust, regional food systems. Furthermore, the Cities Leading Food Production Roundtables brought together international delegates to discuss critical topics spanning governance, technology innovations, water management, and regenerative agriculture; while the Poultry Marketing Round Table (PMRT) tackled intelligent water management in poultry farming.

A Successful Conclusion and Vision for the Future

VIV MEA 2025 marked another significant milestone in the VIV worldwide portfolio, showcasing the industry's resilience and commitment to continuous growth and development in the Middle East and Africa.

Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs and VNU Group, shares his great optimism towards VIV MEA and its future. "VIV MEA is a vital engine driving the conversation around global food security. The immense participation this year, together with the focus on sustainable solutions and smart technology, clearly demonstrates the commitment of the region to overcome challenges. We are proud to be an enabling platform for a resilient, self-sufficient, and technologically advanced food system for the next generation. The UAE's strategic vision and investment in food security innovation make it an indispensable partner in shaping the future of agriculture across the region and beyond. The energy from this edition carries us forward with great optimism towards our next gathering."

The VIV worldwide team and its partners extend their gratitude to the exhibitors, attendees, and supporters who contributed to making VIV MEA 2025 a massive success.



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VIV MEA is a part of the VIV Worldwide portfolio and is organized by VNU Europe, the international division of Royal Dutch Jaarbeurs. The next edition of VIV MEA will take place from November 23-25, 2027 at ADNEC, Abu Dhabi, UAE.

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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