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Official Press Conference in Yangon, Myanmar

The total solution for Animal Feed and Health is coming in March 2020

The launch of VICTAM and Animal Health and Nutrition Asia 2020 as a joint event combines under one roof the expertise of two show organizers, VICTAM and VIV, who made the summer headlines worldwide for a unique event in Asia.

Providing total solutions ranging from feed production, feed technology and processing, to feed ingredients, feed additives, animal health and pharmaceuticals in animal protein production, VICTAM and Animal Health and Nutrition Asia 2020 will open its doors on 24-26 March 2020 in Bangkok, Thailand, with around 400 exhibitors in a 17,800 square meter space at BITEC.

Exhibiting in one of the 3 show halls of VICTAM and Animal Health and Nutrition Asia gives exhibitors access to the world's fastest growing market - Asia, and to a targeted audience of around 9,000 professional visitors including CEOs, feed formulators, mill managers, nutritionists, operation directors, transportation managers, veterinarians, academics, and more.

"Via a joint promotion campaign and the industries' mobilization operated in synergy by VICTAM and VIV, exhibitors will benefit from a highly qualified network, which is also the most complete network in Asia for feed and animal health. A one-of-a-kind opportunity" said Ms. Panadda Kongma, Head of Agribusiness and Operations at VNU Exhibitions Asia Pacific.

As part of the ASEAN region, Myanmar is not only a focus market for the show for potential investors and top buyers, but also for suppliers. For the official VICTAM and Animal Health and Nutrition Asia 2020 Launch Press Conference and promotion event held today, December 5th, at the Myanmar Expo Hall in Yangon, VICTAM and VIV have invited expert speakers to discuss the importance of animal health and animal disease prevention: Dr. Mya Han, Chairman of the Myanmar Livestock Federation, Prof. Dr. Ye Htut Aung from the University of Veterinary Science Yezin, Nay Pyi Taw.

According to Dr. Mya Han, Chairman of Myanmar Livestock Federation who talked about the current situation of the livestock market and future trends, "while the whole agriculture sector plays an important role in Myanmar's economy, livestock production has become critically important for food security, especially to supply sufficient quality protein for people and to guarantee food safety. I do believe that VICTAM and Animal Health and Nutrition Asia 2020 will provide the right business platform for Myanmar stakeholders to share knowledge. It will also encourage the Myanmar livestock sector's productivity, profitability and sustainability" he said.

Prof. Dr. Ye Thut Aung, from the University of Veterinary Science Yezin, Myanmar discussed the importance of monitoring animal health and preventing animal disease outbreaks. “The recent trends and future prospects in livestock production in Myanmar are fueled by an increasing demand for livestock products, driven largely by human population growth, income growth, and urbanization, which will continue for the next three decades at least. Livestock plays very important economic and social-cultural roles in the wellbeing of rural households. Diseases are among the most significant limiting factors for livestock production. They diminish the capacity of the animal to achieve its inherent potential level of production, for any given feeding and management regimen. The impacts of animal disease can vary from reduced productivity and restricted market access to the elimination of entire flocks or herds, with the resultant loss of biodiversity and valuable genetic resources.” In conclusion, Dr. Ye Thut Aung identified four elements to be considered for a successful and healthy future for the animal husbandry industry: disease detection, prevention, improvement and the sustainable development of the livestock sector. “By protecting animals, we preserve our future”, he said. “VICTAM and Animal Health and Nutrition Asia 2020 will be the exhibition platform for Myanmar and other Asian markets to find the latest solutions on Animal Health.”

Mr. Sebas van den Ende, General Manager of the Victam Corporation adds that “VICTAM and Animal Health and Nutrition Asia is *the* platform for exhibiting companies to launch their new products or services in the fields of technology, ingredients and additives to manufacture feed for animals as well as the latest in pharmaceuticals, genetics and high-tech animal health solutions. This event is all about networking and learning the latest within these industries”.

The show also introduces a dedicated program for potential buyers, which is offered to Myanmar and other key markets. The so called “Industry Leaders Program” offers the opportunity to 150 top industry buyers to be special guests at the show and enjoy extra participation privileges.

VICTAM and Animal Health and Nutrition Asia 2020, by VICTAM and VIV is a 3-day trade show and conference program with more than 100 speakers. The organizers are looking forward to welcoming the feed and animal health industries from 24-26 March at BITEC, in Bangkok, Thailand. Online pre-registration is now available at the official show websites: <https://www.victamasia.com/> and <https://www.vivhealthandnutrition.nl/>

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