



HEALTH & NUTRITION ASIA 2022

BANGKOK, THAILAND
7-9 SEPTEMBER

www.vivhealthandnutrition.nl

EXHIBITOR BROCHURE

Health & Nutrition Asia
is co-located with



TRADE SHOW & FORUMS ON
FEED, PHARMA & GENETICS
IN ANIMAL PROTEIN PRODUCTION



WWW.VIV.NET

VNU | ASIA PACIFIC

VNU | EUROPE

WELCOME TO THE EVENT VIV ASIA 2022

Health & Nutrition Asia in co-location with **VICTAM Asia**, a 3-days event presenting two shows under one roof at the IMPACT venue, in Bangkok - organized by VIV and VICTAM.

- VIV has the largest worldwide network in animal health and nutrition and is best-connected in Asia.
- VICTAM is the world's largest feed & grain event.

The co-location of their respective shows offers a unique platform to dive into the most relevant player in the field of feed, nutrition, pharma, genetics, health and veterinary technology, health monitoring and management.



SHOW IDENTITY CARD



Location:
Bangkok, Thailand

Frequency:
Every 2 years

Next date:
7-9 September 2022

Attendance:
9,000 +



VISITOR IDENTITY CARD



Visitor Features:

- High quality visitors is something you can count on at Health & Nutrition Asia
- Delegates of various trade missions from surrounding countries
- Profiles:
 - CEOs
 - Feed formulators
 - Mill managers
 - Nutritionists
 - Operations directors
 - Transportation managers
 - Veterinarians



EXHIBITOR IDENTITY CARD



Exhibitor Profiles:

- Ancillary equipment
- Automation
- Bio-energy & biomass pelleting technology
- Feed additives
- Feed Ingredients
- Feed production technology
- Formulation programs
- Genetics
- High-tech animal health technology
- Laboratory equipment
- Packaging
- Pharmaceutical ingredients
- Pharmaceutical products
- Quality control
- Veterinary and laboratory equipment & supplies
- Others

THE ANIMAL FEED AND HEALTH SUPPLY CHAIN

Join global and regional suppliers from all over the world

This event presents the latest technology, ingredients and additives to manufacture and process feed for livestock, pets and aquaculture combined with pharmaceuticals, genetics and high-tech animal health solutions.



The must-attend event for all professional players in the animal feed and health production and a prime access to the Asian market, the world's fastest growing market.



REASONS TO EXHIBIT!

Health & Nutrition Asia is the ideal platform in animal health, feed and genetics to meet and connect with new and existing client

Innovations develop very fast in the animal protein production, especially if we talk about feed, supplements, pharmaceuticals and genetics. The Health & Nutrition Asia event provides to sell and update the market yearly about your latest technology.

- An exclusive show entirely dedicated to Health & Nutrition in animal protein production.
- Increase your brand awareness and positioning in Asia and internationally
- Build loyalty with your current customers and meet new prospects
- Get access to world's fastest growing market



HEALTH & NUTRITION ASIA

The combination of
VIV & VICTAM attracts
top delegations:

take advantage of it.



IMPORTANT BUYERS

A prepared and professional audience, representing the best buyers in the field of animal Health & Nutrition.



9,000+
visitors

VISITORS PROFILES

CEO's

Feed formulators

Mill managers

Nutritionists

Operation directors

Transportation managers

Veterinarians

VISITOR'S JOB FUNCTION

CEO, Directors	45%
Nutritionist, Formulators	15%
Management	30%
Other	10%
Total	100%

Purchasing power

Final decision maker	30%
Co-decision maker	35%
Influencer	20%
Observers	15%

Geographical breakdown of visitor

North & South America	1,0%
East & West Europe	4,0%
Asia (excluding Thailand)	55%
Thailand (Host Country)	39%
Australia	1,0%

*forecast based on other shows' database



HEALTH & NUTRITION ASIA 2022, IN CO-LOCATION WITH VICTAM ASIA

A powerful partnership dedicate to explore and provide visibility to the dynamic and prominent upper part of the supply chain: the HEALTH & NUTRITION in animal protein production.

VICTAM AND VIV JOIN FORCES TO FUEL GROWTH IN THE ASIAN MARKET IN 2022

The international trade show organisers behind VIV and VICTAM, after a couple of postponement due to the pandemic, will finally stage the co-location of their respective shows **Health & Nutrition Asia** and **VICTAM Asia**, thus presenting in Bangkok at the IMPACT venue in September 2022 the much awaited Total Animal Feed and Health event for Asia.

“Presenting the shows as parallel platforms at the same time within the same venue is a great way to bring together two strong brands for the Asia market, in an integrated format so that the visitor experiences them as a single event,” says Sebas van den Ende, General Manager of VICTAM Corporation.

“The discussions leading up to the partnership agreement have shown clearly that both organisations share a firm belief in the growth prospects offered by the Asian market,” comments Heiko M. Stutzinger, Director VIV worldwide, COO of Royal Jaarbeurs I VNU Group and Member of the Board of Directors VNU Asia Pacific. “Our own activities in Asia have gained significantly in importance over the past few years and we view the partnership for the September 2022 Bangkok event as a major next step in better serving the region.”



INDUSTRY CHALLENGES

Livestock animals need a balanced diet containing all the necessary nutrients, fluids, minerals, and vitamins. Proper nutrition gives your animals the vigor to grow, develop, and reproduce while providing a strong immunity system to fight against diseases. All these advantages lead to more profitable and sustainable agriculture.

There are hundreds of nutrition-related illnesses that affect livestock animals. Most of these illnesses are caused by either malnutrition or minerals and vitamin deficiencies. Deficiencies and malnutrition severely impact animals' growth, development, and production; some extreme cases can lead to irreversible health conditions, disorders, or even fatalities. Also, numerous studies have found a direct correlation between nutrition and reproductive performance in animals.

The tropical environment represents a high-risk element for pathogen growth in livestock. At the same time, drug residue & bacteria resistance in animals are concerning issues that require attention.

Animal protein supply chains face significant challenges related to inflationary pressure, especially in four key areas – animal feed, labor, energy and freight.

EMBRACING INNOVATION



Nutritional
Innovation



Sustainability &
Energy Cost Reduction



Digital
Revolution



Pharmaceuticals
Innovation



Genetics



Stronger Immunity System
Against Animal Diseases





STAYING AHEAD OF INNOVATION CHALLENGES

- Showcase your leadership!
Be a trusted and up-to-date supplier for current and future customers.
- Expertise in action!
Display what your company is offering within the realms of feed, supplements, pharmaceuticals and genetics.

**HEALTH & NUTRITION
ASIA 2022!**

VALUE-ADDED SERVICES

Promote your participation at Health & Nutrition Asia with customized marketing solutions.



CUSTOMIZE MARKETING OPPORTUNITIES



On-site advertising



Digital marketing



Seminars & workshops

A proper promotion before, during, and after the show is extremely important to maximize your business and brand profile.

Make sure your current clients and new potential customers know that you will take part in Health & Nutrition 2022.

BENEFITS:

- Stand out from competition
- Trigger sales opportunities by creating multiple touch points with your future customers
- Great customization



BOOK YOUR BOOTH NOW!

Reserve your space at HEALTH & NUTRITION ASIA



GREAT VISIBILITY FOR NEW BUSINESS OPPORTUNITIES

A booth at Health & Nutrition Asia 2022 maximizes your company business opportunities in the Asian market.

As a relevant player in the field of feed, pharma and genetics in animal protein production, this is the must-attend event to include in your marketing strategy.

Our professional sales team is excited to receive your questions and help you reserve the best location for you on the show floor.

PREPARATION STEPS:



TO LEARN MORE ABOUT OUR OFFER – CONTACT US!

Health & Nutrition Asia team speaks your language. Check the contacts network and choose your preferred sales representative among team members or country agents at: www.vivhealthandnutrition.nl/contact/



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HEALTH & NUTRITION ASIA 2022

IMPACT, BANGKOK, THAILAND

7-9 SEPTEMBER

POWERED BY VIV

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**Book
now!**

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