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## Health and Nutrition Asia 2024 brought the industry together and exceeded expectations

Health and Nutrition Asia 2024, held in co-location with VICTAM Asia, has drawn to a close, marking the second edition of the show taking place in the heart of Asia, in Bangkok, Thailand. The event witnessed unprecedented success, setting new benchmarks with 8722 professional visitors from 73 countries. 252 exhibitors representing the Animal Health and Nutrition industry, as well as the Feed Processing industry, from around the world, had the chance to network over three full business days with professionals seeking to reinforce their business operations in those fields.

The show experienced a remarkable surge in attendance, surpassing the previous edition by 42.5% with a notable increase both during the pre-registration period and on onsite visitor numbers from the last edition, indicating the growing interest and importance of the event in the sector.

The 2024 edition welcomed a professional group of over 200 buyers, manufacturing representatives, and farm owners from Thailand and international markets such as India and Korea, demonstrating the event's significance on a global scale. Additionally, the presence of more than 200 C-level executives and embassy dignitaries further highlighted the event's positioning as an important gathering for industry leaders. 141 speakers from 14 countries provided content for more than 45 sessions onsite on subjects ranging from fish-farming nutrition and technology, feed innovation and precision animal farming to challenges and opportunities in genetic improvement of species.

A highlight of the event was the Networking Night, attended by over 250 guests, providing a platform to celebrate the success of the show and honor the recipients of the prestigious 2nd Asian Animal Health Award. The award ceremony recognized outstanding contributions in veterinary academia and practice.

Another notable feature of this year's event was the inaugural H&N Start-up Pitching session, made possible through collaboration with Kasetsart University Veterinary Alumni Association and Kasetsart University, demonstrating a commitment to nurturing and supporting emerging talent in the field.

Health and Nutrition Asia 2024 also attracted significant media attention, with over 50 local and international media outlets exploring the latest technological advancements and innovations showcased by top brands.

EW Nutrition and Andritz seized the opportunity to unveil their latest products and innovations, further enriching the event with cutting-edge offerings, among other top industry players present.

In a historic move, UOB Bank joined a VIV Worldwide event for the first time, pointing to a new era of collaboration and opportunities within the livestock industry.



As part of the onsite events, the press conference launch of Horti Agri Next (HAN) Asia 2025, co-located with VIV Asia 2025, provided insights into agricultural and horticultural trends, attracting over 50 guests and media representatives that engaged in discussions and knowledge-sharing sessions led by industry experts.

The next edition of Health and Nutrition Asia is co-located with VICTAM Asia, scheduled from March 10-12, 2026, at BITEC in Bangkok, Thailand. Leading up to 2026, VIV Worldwide will also host several trade shows in various regions. For more information, please visit <https://www.viv.net>.

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### **About Health and Nutrition Asia**

Health and Nutrition Asia is a niche event by VIV worldwide, focusing on innovation in nutrition, pharmaceuticals, and high-tech animal health solutions. Co-located with VICTAM Asia, the event spans three days at the BITEC venue in Bangkok, offering a unique platform to explore the latest advancements in feed, nutrition, pharma, genetics, health, and veterinary technology. <https://vivhealthandnutrition.nl/>.

### **ABOUT VNU GROUP**

VNU Group is a globally operating exhibition company with offices in Utrecht and Bangkok, VNU Asia Pacific consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a JV with TCC Group and from its business hub located in Bangkok. Through our international offices in Utrecht and Bangkok, we create powerful marketplaces that accelerate industries, networks and innovation worldwide. We use our worldwide reach, industry insight and entrepreneurial approach to unlock global markets and enable business opportunities.

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