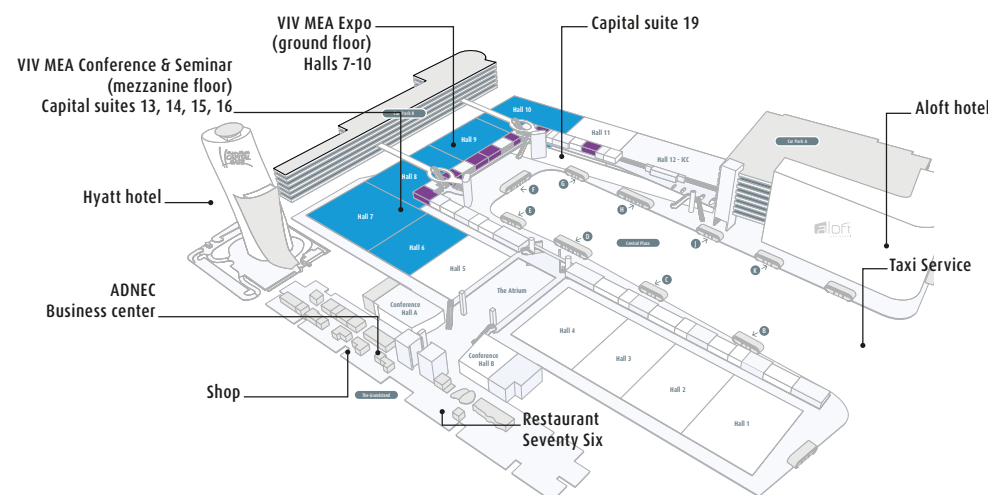




INTERNATIONAL TRADE SHOW FROM FEED TO FOOD FOR THE MIDDLE EAST AND AFRICA

VIV MEA 2025
ABU DHABI, U.A.E.
25-27 NOVEMBER
www.vivmea.nl

**5TH
ANNIVERSARY**



Segments

- FEED & CROPTech-FEEDTECH
- FEED INGREDIENTS & ADDITIVES
- ANIMAL HEALTH
- BREEDING & HATCHING
- FARM PRODUCTION
- PROCESSING & HANDLING / FOOD ENGINEERING
- AQUATIC PAVILION
- DAIRY PAVILION



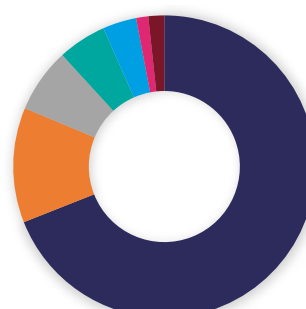
VISITORS



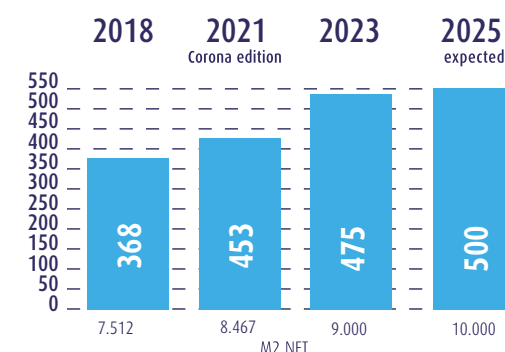
VISITORS BY REGION 2023

Middle East
↳ U.A.E.
Asia
Western Europe
Africa
Eastern Europe
The Americas
Others

69,0%
31,0%
12,3%
6,9%
5,2%
3,6%
1,3%
1,7%



EXHIBITORS



SHOW RATING 2023

Exhibitor
Satisfaction

8.0 out of 10

Visitor
Satisfaction

8.7 out of 10



VIV MEA 2023
ABU DHABI, UAE
20 - 22 NOVEMBER

Co-located with



HORTI AGRI NEXT



SHOW REVIEW

THE COMPLETE FEED TO FOOD
GLOBAL TRADE SHOW

WWW.VIVMEA.NL



Organized by:
vnu EUROPE

Powered by:
 **WORLDWIDE**

INTRODUCTION

SUCCESSFUL CONCLUSION TO VIV AND HAN MEA 2023

SHOWCASING THE FUTURE OF THE SEED TO FOOD INDUSTRY IN ABU DHABI

The 4th edition of VIV MEA, held from November 20th to 22nd in Abu Dhabi, in co-location with Horti Agri Next MEA, delivered a dynamic event, marking a positive continuation in the region for the global animal husbandry and agribusiness industry.

VIV and HAN MEA 2023 demonstrated a strong foundation in B2B international business in the Middle East and North Africa region. Over three days, the show encouraged face-to-face meetings, networking, information exchange, and a bustling marketplace in Abu Dhabi, UAE. With 10,080 visitors from 113 countries, the event maintained its consistent attendance and even exceeded the previous edition by 51,1%.

The co-located events featured 500 exhibitors from 50 countries, showcasing the latest developments of the agrifood industry in the five halls at Abu Dhabi's prestigious venue ADNEC, in a collective of more than 17,500 sqm of gross exhibiting space. One third of the visitors came from the UAE, with countries like Egypt, Iraq, Iran, Pakistan and Saudi Arabia ranking on top right after. 67% of the total visitors onsite indicated interest in both events.

Inspirational Speaker Line-up

Over 80 renowned industry experts, and visionaries took center stage as part of the event's comprehensive speaker line-up. More than 37 sessions, presentations and panel discussions delved into recent industry trends, challenges, and opportunities, providing invaluable insights for all attendees, in both the animal livestock production and the arable and controlled environment agriculture industry.

A series of sessions, including the AgritectureXchange panel discussions led by Agritecture CEO, Henry Gordon-Smith, as well as speed dating with roundtables session on the first day, and a special program organized by the Abu Dhabi Agriculture Food and Safety Authority (ADAFSA) covered a wide spectrum of topics crucial to the future of Agriculture in the region. HubOrange, the Dutch Poultry Center, Dutch Green House Delta, and many other industry partners also contributed with vibrant sessions throughout the three days.

Aquafeed Extrusion & Nutrition Conference: On the 19th of November, a one-day conference organized by Perendale Publishers, sponsored by aquaculture leaders like Skretting and Blue Aqua, focused on the topics of the production and extrusion of aquatic feed along with the nutrition and farming for fish and shrimps.

Poultry Marketing Round Table (PMRT): For its 3rd edition, MEAP, WATT Global Media and VIV gathered academics, technicians, poultry producers, governors, and end consumers in a Round table to discuss and come up with solutions and clarifications to anticipate to future uncertainties.

A long-awaited co-location during the Abu Dhabi Food and Security Week

The co-location of VIV MEA and HAN MEA 2023 provided an opportunity to explore the entire agribusiness industry, proving the importance of connection among animal production, precision farming, rural cultivation, and innovative horticultural techniques. By holding these two events at the same time, at the same venue, during the Abu Dhabi Food and Security Week, the organizer managed to highlight that integrating the entire industry's value chain is key to resilient and sustainable agricultural eco-systems.

With a closing statement the organizers expressed their gratitude to all the participants and key players who shaped this edition: "As we wrap up three incredible days of VIV and HAN MEA 2023, we are thrilled for the journey we've embarked upon to shape the future of the agrifood industry, together with everyone who played a role in this; from our international exhibitors, the amazing speakers, the enthusiastic attendees to our long-term partners, the Abu Dhabi Agriculture Food and Safety Authority and the Netherlands Embassy among others. The journey does not end here. We look forward to building on the momentum generated by these events here, to our upcoming events around the world," said Birgit Horn, Managing Director of the Agrifood Portfolio at VNU Europe.

FACTS & FIGURES

+51,1% increase compared to previous edition



10.080 professional visitors. 51,3 % of visitors re-visit on multiple days. 120 Industry leaders



113 countries
31% visitors from U.A.E. (host country)
69% from the rest of the world



500 global manufacturers and suppliers representing over 50 countries



31 conference sessions and **80+** speakers

Exhibitor Satisfaction

8.0 out of 10

Visitor Satisfaction

8.7 out of 10

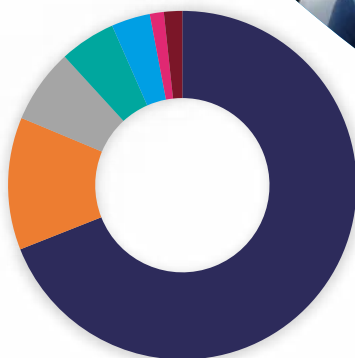


VISITOR PROFILE



VISITORS BY REGION

Middle East	69,0%
Asia	12,3%
Western Europe	6,9%
Africa	5,2%
Eastern Europe	3,6%
The Americas	1,3%
Others	1,7%



Total number of visitors: 10.080

TOP VISITING COUNTRIES

1. U.A.E.
2. Egypt
3. Iraq
4. Iran
5. Pakistan
6. Saudi Arabia
7. India
8. Turkey
9. Oman
10. Jordan

Total number of visiting countries: 114

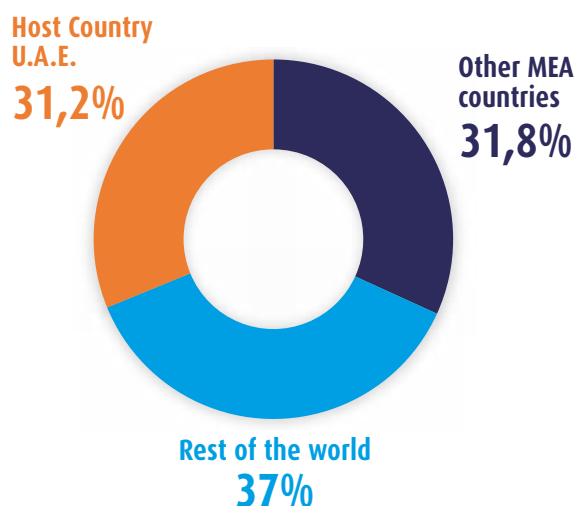
VISITOR FEEDBACK

87% intends to visit the next edition

82% was satisfied with the conference program

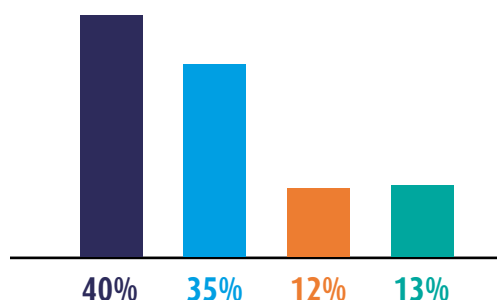
87% was satisfied quality of exhibitors

VIV MEA: REGIONAL HUB



DECISION MAKING VISITORS

Final decision makers
Co-decision makers
Influencers
Not involved



VISITOR PROFILE

HIGH PERCENTAGE OF DECISION MAKERS AT VIV MEA

Final decision makers	40%
Co-decision makers	35%
Influencers	12%
None	13%
Total	100%

VISITING COMPANIES Y-O-Y TURNOVER

USD \$ 0 - 100.000	9%
USD \$ 100.000 - 500.000	12%
USD \$ 500.000 - 1 million	10%
USD \$ 1 million - 10 million	18%
USD \$ 10 million - 50 million	10%
USD \$ 50 million - 100 million	5%
USD \$ 100 million - 500 million	4%
More than USD \$ 500 million	4%
Not specified	28%
Total	100%

VISITORS JOB FUNCTION

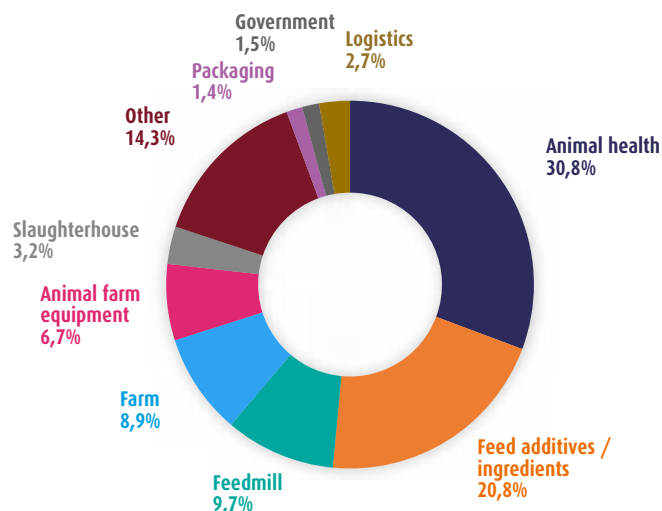
Chairman/CEO/President/MD/CFO	27,9%
Technical manager/Engineer/Technician	7,7%
Marketing/Sales manager/Representative	17,9%
Farm manager	3,2%
Veterinarian	10,9%
Nutritionist/Formulator	1,7%
Researcher	2,0%
Consultant	3,2%
Producer/Processor	1,4%
Distributor/Dealer	3,8%
Retailer	0,8%
Government official/Institutions	1,9%
Other (please specify)	12,6%
Buyer/Purchase/Procurement manager	2,7%
Press	0,3%
Academic/Professor	0,9%
Regulatory manager	0,8%
Grower	0,1%
Investor	0,2%
Total	100%



VISITOR PROFILE

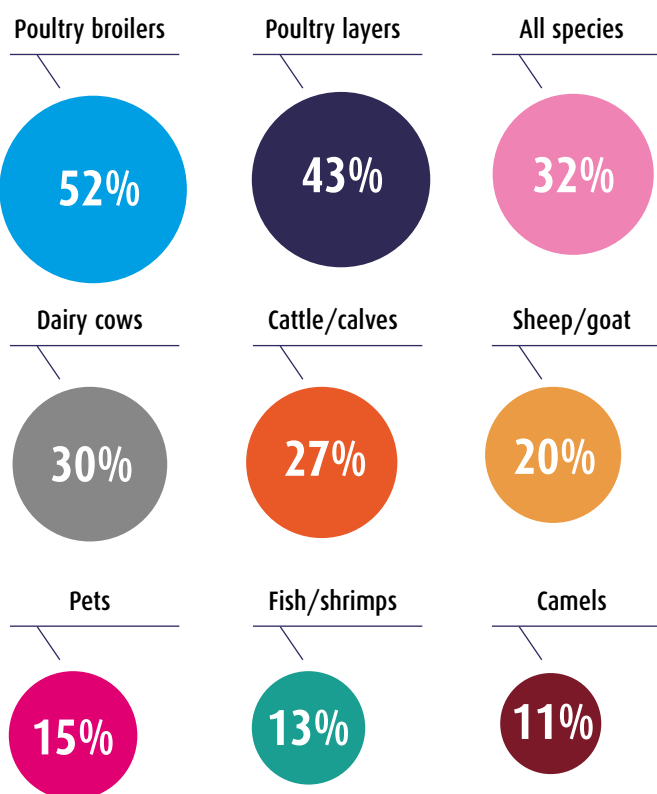
VISITORS BY SECTOR

What is the nature of your business?



VISITORS BY SPECIES

To which specie is your company mainly related?



VISITOR QUOTES FROM SURVEY:

• A great expo that collects professionals from all over the world.

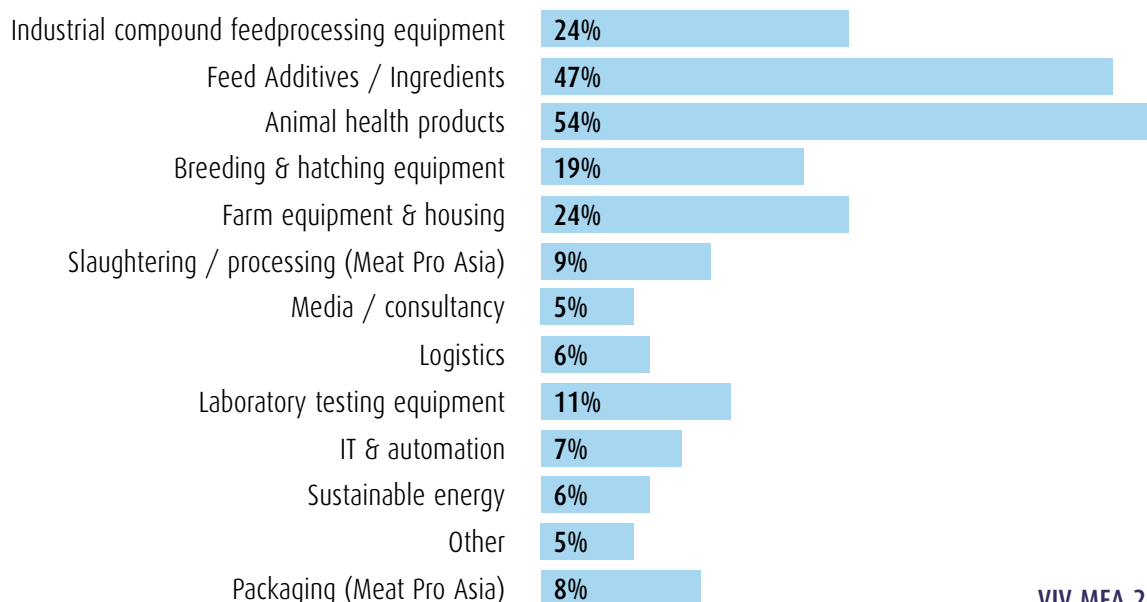
• Good place to meet business partners all in one place.

• Attending this event will add a lot of knowledge for you and will help you to see the offered products and trade opportunities from many international exhibitors to the MEA region.

• 90% of the market is attending to VIV MEA. It is so amazing that you could the the whole market in one place. Much more easier to connect and develop the market.

VISITORS MAIN INTERESTS

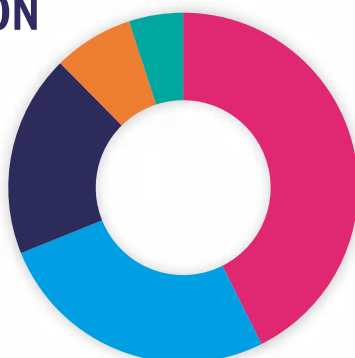
Which of the following sectors have your interest?



EXHIBITOR PROFILE

EXHIBITORS BY REGION

Western Europe	42,6%
Asia	26,3%
Middle East	18,7%
The Americas	7,4%
Eastern Europe	5,0%

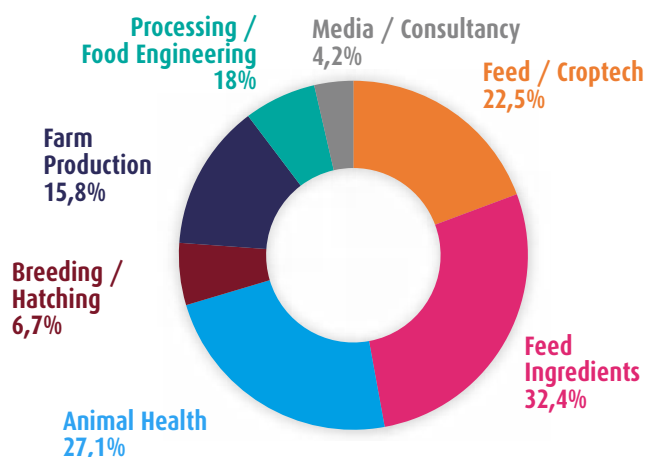


EXHIBITOR QUOTES FROM SURVEY:



It is the biggest exhibition in the area - easy access from surrounding countries.

EXHIBITORS BY SECTOR



Prime location to network with Gulf State Stakeholders.

Very good organizing from starting before the exhibition time until the exhibition finished.

Very important market for poultry.

COUNTRY PAVILIONS



France



USA



USA



South Korea

Good opportunity to meet A class customers.



FACTS & FIGURES



HORTI AGRI NEXT

co-located with VIV MEA 2023

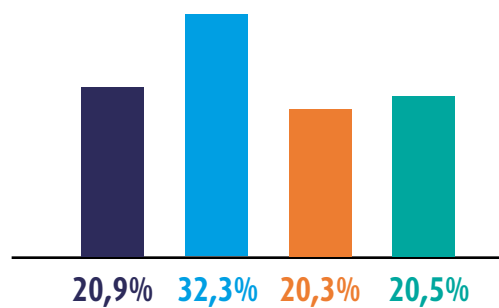


63% of the visitors had an interest in HAN

10.080 professional visitors.

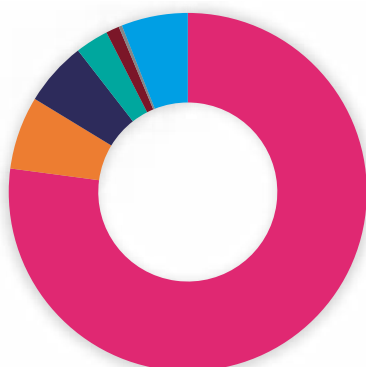
DECISION MAKING VISITORS

Final decision makers Influencers
Co-decision makers Not involved



VISITORS BY REGION

Region	Percentage
Middle East	83,1%
of which U.A.E.	70,0%
Africa	8,7%
Asia	5,8%
Western Europe	3,0%
North America	1,2%
Eastern Europe	0,3%





CONFERENCE HIGHLIGHTS

AgritectureXchange

Two days of panel discussions led by Agritecture CEO, Henry Gordon-Smith, as well as speed dating with roundtables session on the first day, and a special program organized by the Abu Dhabi Agriculture Food and Safety Authority (ADAFSA) covered a wide spectrum of topics crucial to the future of Agriculture in the region.

Discussed topics:

- Tech for Farming in Arid Climates: Today.
- Agritourism as a Catalyst for Sustainable Food Systems Development.
- The Future of Protein Production in the GCC.
- Tech for Farming in Arid Climates: Tomorrow.

Dutch Greenhouse Delta sessions

Horti Agri Next MEA offered a platform for two engaging conference sessions presented by the Dutch Greenhouse Delta and the Netherlands Embassy. The first session explored international collaboration in crafting a sustainable food security system for the United Arab Emirates, with speakers addressing critical questions ranging from implementation and scalability to securing financing and nurturing horticultural talent. The second session, titled „Greenhouses versus Vertical Farming,“ featured a panel of experts discussing sustainable local and regional food production, the application of high-tech horticulture solutions, and the journey of scaling up from mid to low-tech and mid to high-tech systems. These sessions provided invaluable insights into the evolving landscape of agriculture and its sustainable future.



CONFERENCES

CONFERENCE HIGHLIGHTS

VIV MEA 2023 presented an interesting line-up of seminars. During these sessions, high-level industry speakers shared their business know-how and innovations with a global audience. More than 31 sessions, presentations and panel discussions delved into recent industry trends, challenges, and opportunities, providing invaluable insights for all attendees, in both the animal livestock production and the arable and controlled environment agriculture industry.

HIGHLIGHTS

HubOrange

During VIV MEA 2023, multiple sessions were organized by co-creation network HubOrange. A delegation of innovative Dutch entrepreneurs spoke about producing circular feed with insects, short supply chains and circular floating farm systems.

Aquafeed extrusion & Nutrition conference

A one-day conference before the start of VIV MEA 2023 focusing on the topics of the production and extrusion of aquatic feed along with the nutrition and farming for fish and shrimps.

Poultry Marketing Round Table

For this 3rd edition, MEAP, WATT Global Media and VIV have decided to gather academics, technicians, poultry producers, governors, and end consumers around a Round table to discuss and end up with solutions and clarifications to anticipate to FUTURE uncertainties.



SHOW PARTNERS



Kingdom of the Netherlands



abu dhabi
Convention & Exhibition Bureau

HubOrange!



His Excellency Saeed Al Bahri Al Ameri (Director General of ADAFSA) and Mr Khalifa Al Qubaisi (CCO of ADNEC).

MEDIA PARTNERS



ALL ABOUT FEED

POULTRY WORLD

FUTURE FARMING

DAIRY GLOBAL



2023 IMPRESSIONS

Add some green



RECAP DAY 1



RECAP DAY 2



RECAP DAY 3





VIV MEA 2025

ABU DHABI, U.A.E.
25-27 NOVEMBER

SEE YOU
THERE!



**INTERNATIONAL TRADE SHOW
FROM FEED TO FOOD
FOR THE MIDDLE EAST AND AFRICA**
WWW.VIVMEA.NL



HORTI AGRI NEXT MEA 2025

ABU DHABI, U.A.E.
25-27 NOVEMBER



**INTERNATIONAL TRADE SHOW
FROM SEED TO FOOD
FOR THE MIDDLE EAST AND AFRICA**
WWW.HORTIAGRINEXT.COM

VNU AGRIFOOD CALENDAR 2024 AND BEYOND

THE BUSINESS NETWORK
LINKING PROFESSIONALS
FROM SEED TO FOOD



VIV AFRICA 2024
OCTOBER 2-3, 2024 • KIGALI, RWANDA



VIV ASIA 2025 meat pro ASIA
MARCH 12-14, 2025 • BANGKOK, THAILAND



VIV MEA 2025
NOVEMBER 25-27, 2025 • ABU DHABI, UAE



HORTI AGRI NEXT MEA 2025
NOVEMBER 25-27, 2025 • ABU DHABI, UAE



VIV EUROPE 2026
JUNE, 2026 • UTRECHT, THE NETHERLANDS



HEALTH & NUTRITION ASIA 2024
MARCH 12-14, 2024 • BANGKOK, THAILAND VICTAM



ILDEX VIETNAM 2024
MAY 29-31, 2024 • HO CHI MINH CITY, VIETNAM



HAN SELECT VIETNAM 2024
MAY 29-31, 2024 • HO CHI MINH CITY, VIETNAM



ILDEX PHILIPPINES 2024
AUGUST 28-30, 2024 • MANILA, PHILIPPINES



AGRIBITS 2024
SEPTEMBER 5-6, 2024 • UTRECHT, THE NETHERLANDS



VIV SELECT CHINA 2024
SEPTEMBER 5-7, 2024 • NANJING, CHINA



VIV SELECT TÜRKIYE 2025
APRIL 24-26, 2025 • ISTANBUL, TURKEY



ILDEX INDONESIA 2025
SEPTEMBER 17-19, 2025 • JAKARTA, INDONESIA



HAN SELECT INDONESIA 2025
SEPTEMBER 17-19, 2025 • JAKARTA, INDONESIA

WWW.VIV.NET



SEE YOU IN 2025!

25-27 November, Abu Dhabi, U.A.E.

Organized by:
VNU EUROPE

Powered by:
vib WORLDWIDE