



Registration to visit VIV Select China 2024 05-07 September is open

VIV Select China, the premier livestock trade show in China, will be held at the Nanjing International Expo Center from 5th to 7th September 2024. VIV Select China showcases innovations and new business opportunities from all sectors of the livestock industry.

Professional industry attendees can now get free access to the 16th edition of the show by registering at <https://pages.vivworldwide.cn/p/44d86a>

VIV Select China will feature over 500 companies across 48,000 square meters of exhibition space, covering the entire industry chain from feed to food. This includes sectors such as swine and poultry, feed ingredients, additives, farming equipment, bio-products, breeding technology, animal health, pharmaceutical machinery, and egg processing. The show will connect overseas buyers with outstanding suppliers in China, and will allow regional buyers and dealers to meet with international exhibiting companies.

Leading companies in the industry such as ZHENGCHANG, FAMSUN, KERUNDE, MYANDE GROUP, SPEED, YUDA MACHINERY, HUAMU, Wellhope, Ruisheng Group, Bestzyme, Golden Corn, TIGER, LONGCHANG, ADDEASY, FEEDIG, YAHE, YPC, GPC, ANIMIC, AOCTER, Big Dutchman, Big Herdsman, GUANGZHOU GUANGXING, Yuyun Sanhe, GOLDENEST, Qingzhou Hongming, QINGDAO MUFENG, DEBA BROTHERS, QILU ANIMAL HEALTH, Jinnuo Biotech, MELAN GROUP, New-line, KANGRUI APPARATUS, have already confirmed their participation at the 2024 edition.

Wellhope, an exhibitor, said that “the show has provided a good opportunity for industrial exchanges. The maintenance of regular customer relationships and the experience and loyalty of new customers have been further strengthened. We are very confident that we can successfully promote Brazilian bone meal and bone oil products in China.”

Phagelux (China) Biotechnology, also stated that “the 2023 edition has gathered outstanding domestic and foreign companies. Phagelux continues to attend VIV Select China 2024. We expect that the show will be even more popular!”



Citizens from France, Germany, Italy, the Netherlands, Spain, Malaysia, Switzerland, Ireland, Hungary, Austria, Belgium, Luxembourg, Australia, Poland, and New Zealand can now visit China with a visa-free policy. Nanjing International Airport, among other major airports in the country, also implements a 144-hour visa-free policy, which is available to citizens of 54 countries. This will help emphasise China's wish to strengthen its outwardly facing policy in world trade relations, and as a result of this visa free policy the show is expected to welcome an increased number of international visitors and exhibitors.

The organizers are also emphasizing the hosted buyer programs, to ensure the VIV Select China platform is doing its best to enhance trade relations in the livestock industry between China, Asia and the world. International buyers and multiple buyer delegations from different countries will be hosted in 2024. The selected buyers will enjoy free accommodation, match-making activities, access to a VIL lounge, free access to all on-site conferences and events as well as city tours, and more.

Among the various conferences and events held during the show, the VIV International Summit, taking place for the sixth consecutive year, will focus on linking global agricultural and livestock resources to serve the development of the industry in China, while other summit content sessions will focus on the high-quality development of the regional livestock industry. The Industry Forum is based on the theme "Green, Healthy, Sustainable" as well as animal waste treatment. Meanwhile, the VIV Innovation Awards Ceremony, dedicated to identifying industry innovation, will reveal the winning companies on site.

Wellhope, Big Dutchman, Big Herdsman, Beijing Feed Industry Association, Netherlands Agri & Food Technology Centre (NAFTC), Nanjing Agricultural University, Zhongguancun Innovative Strategic Alliance for Industrial Technologies of TCVM, China Poultry Media (Jiangsu) Co., Ltd., Global Food Partners, Agri-intelligence are all strategic partners of VIV Select China 2024.

For more information about the show visit <https://www.vivchina.nl/>



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Note for the editors:

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, AgriBITs and Horti Agri Next. For more information, visit www.vnueurope.com

About Globus Events | GLOBUS Events (formerly known as VNU Exhibitions Asia) is one of the first exhibition organizers to establish its presence in China and has been a leader in the industry for over three decades. Through the commitment of a team of 150 professional employees, it organizes over 20 local and international leading exhibitions and conferences each year, in a total exhibiting space of over 1,000,000 sqm. Headquartered in Shanghai, it has operations in different cities across China and abroad, such as Bangkok, Beijing, Guangzhou, Shenzhen, etc. The company is a member of the Global Association of the Exhibition Industry (UFI) and "Level A Qualification Unit" of the Shanghai Convention & Exhibition Industries Association (SCEIA). In February 2024, GLOBUS Events became part of Advent International portfolio, one of the world's largest private equity investors. For more information, visit www.globusevents.com

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