



VIV Europe 2014  
May 20 - 22, 2014



Utrecht,  
Netherlands

# VIV Europe 2014

## World Expo for Animal Husbandry & Processing

Jaarbeurs Utrecht, The Netherlands

May 20-22



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**COMPACT – COMPLETE – B2B-ONLY**

**Europe's best international  
trade-show**



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## COMPACT – COMPLETE – B2B-ONLY

- Compact            25,000 sq.m. net space (2010-edition: 25,000)
- Complete            600 exhibitors worldwide, from Feed to Meat (2010-edition: 500)
- B2B-only            20,000 professional visitors, 80% international from 120 countries

*=> more exhibitors = more added value*

a trade show of 20,000-25,000 visitors is in balance  
with a net stand surface of 25,000 sq.m.



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# Distinctive Network Opportunities



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## **DISTINCTIVE NETWORK OPPORTUNITIES**

A full week filled with a unique range of different business opportunities

1. The Exhibition
2. Special activities in and around Jaarbeurs Utrecht
3. Dutch Excellence Field Visits (NEW)



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## 1. THE EXHIBITION – MULTI-SPECIE

Species →	Poultry	Pigs	Calves
<b>Segments ↓</b>			
Industrial Feed Processing Equipment	X	X	X
Feed ingredients & additives	X	X	X
Animal health	X	X	X
Breeding	X	X	
Housing & Farm equipment	X		
Egg Processing & Handling	X	n.a.	n.a.
Meat Slaughtering	X		
Further meat processing	X		



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## 2. SPECIAL ACTIVITIES IN AND AROUND JAARBEURS UTRECHT I/II

Small and medium-sized networking opportunities *during exhibition hours*

- **Poultry Masterclass (NEW)**  
best practices and work shops presented by exhibitors in an interactive setting
- **CropTech-FeedTech Conference & MeatTech Conference**  
focusing trends and solutions, presented by associations, institutions and private parties
- **VIV Animal Health Summit (NEW)**  
CEO-level networking event discussing consumer trends requiring improvements in animal health
- **VIV Europe 2014 Seminar program**  
Commercial 1-hour presentations, presented by the exhibitors



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## 2. SPECIAL ACTIVITIES IN AND AROUND JAARBEURS UTRECHT II/II

Small and medium-sized networking opportunities *outside exhibition hours*

- **VIV Europe 2014 Opening Gala (NEW)**  
CEO-level networking event on Monday evening May 19
- **VIV Europe Technical Lecture Series**  
Hosting open full-day or half-day lectures for producers, developed by publishers, universities and associations.
- **Association meetings**  
Hosting closed invitation-only annual meetings of Dutch and international associations.
- **Meet the press (NEW)**  
Pre-show meeting between Exhibitors and international journalists on Monday afternoon May 19.



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### **3. DUTCH EXCELLENCE FIELD VISITS**

Selected delegations visiting Dutch best practices

*between SUN MAY 18 – FRI MAY 23:*

- Feed mills
- Housing systems
- Hatchery plants
- Slaughtering & Processing plants
- Test centers
- Egg handling/processing plants



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# VIV Worldwide Key Delegate Program



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## VIV WORLDWIDE KEY DELEGATE PROGRAM

Bringing 300 VIP's to Utrecht from all major animal protein markets worldwide

- **VIV & ILDEX countries & regions**

Russia, South East Asia, China, South Asia (India & surrounding countries), Mexico, Turkey, Europe

- **Special activities to promote VIV Europe 2014 in promising animal protein countries**

- Japan, South Korea,
- Ghana, Nigeria,
- South Africa
- Egypt, Libya, Tunisia, Saudi-Arabia, Iran



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# Special Themes Selection



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## SPECIAL THEMES SELECTION

### 2 Special themes enforcing the Feed-to-Meat concept

- **CropTech-FeedTech**

Pavilion & Conference Program uniting the international Feed manufacturing business.

- **MeatTech**

Pavilion & Conference focusing trends, technologies and best practices in slaughtering & processing for the sectors Poultry, Pigs and Calves.

### 1 Special theme putting regional and global Animal Health issues in the spotlight

- **VIV Animal Health Summit**

Commercial Seminars by exhibitors + a non-commercial CEO-level Conference.



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# Travel & Stay Arrangements



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## TRAVEL & STAY ARRANGEMENTS

### Hotel & hospitality arrangements taking well care of you

- AMSTERDAM RAI Hotel & Travel Service, partnering with VIV to ensure best rates and sufficient capacities in hotels in the Utrecht and Amsterdam areas.

**AMSTERDAM RAI**  
Hotel & Travel Service

- Air France – KLM, official carrier of VIV Europe 2014.  
Discounted air fares for all attendees





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## EASY-ACCESS INTO UTRECHT

### Jaarbeurs Utrecht, **better accessible**

- A 30-minute train ride from Amsterdam Schiphol Airport and Amsterdam Centraal (departure every 10 minutes)
- A 5-minute walk from The Netherland's railway hub "Utrecht Centraal"
- Substantial capacity extensions of all 4 highways crossing Utrecht



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**See you at VIV Europe 2014**

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