**PRESS RELEASE**

**ILDEX Vietnam to sell out 3 months ahead of the show**

***Bangkok/Ho Chi Minh - 14 December 2015 – ILDEX Vietnam 2016 attracts an all-time high of 180 exhibitors from 29 countries. All major players in the livestock industry are exhibiting, with some of them tripling in size. The 3-day business event is set to boost the Vietnamese livestock industry.***

The 6th edition of ILDEX Vietnam is geared up for a record-breaking year as a result of the strong support from the international livestock industry.

Mr. Robert Nichol, General Manager of EW Nutrition South East Asia-Pacific, expressed that “ILDEX has always been the best regional exhibition partner possible. ILDEX listens extensively to the requirements of our developing regional feed additive companies. They manage to bring together all key stakeholders.”

Returning to ILDEX in March 2016 are global brands, such as Biomin, Big Dutchman and De Heus. They will be alongside first-time exhibitors, such as Gartech Equipment from India and Yemmak Pellet Mills from Turkey, which complete the entire supply chain.

Mr. Akachai Ponsomboon, ILDEX Vietnam Project Manager, further revealed that “For the first time ever, we welcome a USA Pavilion, led by Amlan, U.S. Livestock Genetics Export, Big Chemical, and Ceresco Nutrition.” Moreover, Famsun (Muyang) tripled its size to join ILDEX as the leading farm climate control system and feed milling company.

Nutriad, a manufacturer of state-of-the-art feed additives, continues in sharing knowledge and experience with customers and partners alike who are aimed at continuous progression. Mr. Chew Boon Kee, Regional Director Asia Pacific, stated: “Vietnam is an important market for Nutriad. At ILDEX we meet leading national buyers, Asian partners, and international experts. It is a great marketplace for us to do business.”

Leading up to ILDEX Vietnam in March 2016, VNU Exhibitions Asia Pacific is also launcing a ‘Master Class Vietnam by VIV Asia’ bringing together the leading livestock experts focusing on “Pig Production and Processing.” The one-day master class takes place on Thursday, 14 January 2016, from 10am to 4pm at Hotel Majestic Saigon, Ho Chi Minh City.

Mrs. Panadda Atthakowit, VIV Asia Project Manager, explains that that “VNU is fully committed to the Vietnamese livestock market. The VIV Master Class offers professionals in the pig meat food chain practical know-how for real-life practices.”

Planning to host 200 Asian buyers, ILDEX Vietnam is committed in bringing together and growing the Vietnamese livestock industry. Together with the global VIV network, ILDEX Vietnam is expected to be the meeting place for the Asian livestock industry from 23 – 25 March 2016.

For more information about ILDEX Vietnam 2016, please visit [www.ILDEX-VIETNAM.com](http://www.ILDEX-VIETNAM.com).

**About ILDEX Vietnam 2016**

ILDEX Vietnam 2016 will take place from 23-25 March 2016 at the Saigon Exhibition and Convention Center (SECC), in Ho Chi Minh City. It is organized by VNU Exhibitions Asia Pacific Co., Ltd. and Minh Vi Exhibition and the event will feature hundreds of exhibiting companies. Trade visitors from many sectors of the industry, including poultry, cattle, dairy and aquaculture, are all expected to attend.

As the 6th event of the ILDEX Exhibition, ILDEX Vietnam continues to move forward and keeps promoting the event with the objective of "Livestock Industry Growth, Customized Service."

To obtain more information or schedule an interview with the spokesperson, please contact

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