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International exhibition positioned as premiere business platform as AEC stimulates Vietnam's growing livestock market

Ho Chi Minh City, Vietnam, 23rd March 2016 - ILDEX Vietnam 2016, the 6th International Livestock, Dairy, Meat Processing, and Aquaculture Exposition, opened this morning with strong attendance and promising business opportunities. Livestock experts and exhibitors confirm that this is the best international business platform for the Vietnamese market.

Vietnam is one of the fastest growing economies in the world. Population growth, changing dietary habits, and rising income have resulted in a dramatic increase in meat consumption in Vietnam. The Vietnamese government has set up long-term plans and given its full support toward improving production and increasing agricultural and livestock exports. Experts forecast that 2016 will be an important year for the international economics of Vietnam thanks to the opening of the ASEAN Economic Community (AEC). ASEAN economies are estimated to see a 5.3% increase in their real income thanks to their participation in the AEC. Economic expert stress that proactive participation in the AEC will bring great opportunities to Vietnam including faster economic growth, better job generation, and an increase in foreign direct investment (FDI). For the aquaculture industry in particular, Vietnamese fish farms will have an excellent opportunity as China's expanding population will demand nearly all of the world's aquaculture production.

ILDEX Vietnam is ready to drive the Vietnamese livestock industry by stimulating more investment and new business opportunities while continuing to support existing players. Growing from its previous edition in 2014, ILDEX Vietnam 2016 provides a platform where international expertise meets local demand.

As part of the Opening Ceremony, the Representative of Ministry of Agriculture and Rural Development of Vietnam (MARD), the Ministry of Trade and Industry of Vietnam, and VIP guests from the United States, France, South Korea gave opening speeches and officially opened the show together with management from VNU Exhibitions Asia Pacific, the show's organizer.

"For the first day we welcome more than 2,700 trade visitors and we expect that trade buyers will be 80% Vietnamese and 20% international. We have 205 top exhibitors and more than 30 companies that join ILDEX Vietnam 2016 as their first time entering the Vietnamese market. The highlight of this year is 3 major country pavilions from the United States, France, and South Korea, which bring new-to-market exhibitors from their countries. This event presents a great opportunity for livestock professionals to learn about new technologies presented by international experts in each country pavilion. We also have strong support from MARD and Nong Lam University. The exhibition covers the sectors of feed additives, equipment, animal health, genetic breeding, and meat processing. We have also invited key buyers from CLMV (Cambodia, Laos, Myanmar and Vietnam) to attend ILDEX Vietnam 2016," explained Mr. Chinakit Viphavakit, Senior Project Manager of VNU Exhibitions Asia Pacific.

The 6th edition of ILDEX Vietnam presents a compelling seminar program for all delegates with in-depth coverage of the current livestock industry and what's to come, highlighting the latest developments in technology and specific areas of growth. The program includes the *VIV Master Class Interactive Essay Program* by VIV Asia with the theme of "Today's inspiration for tomorrow's





implementation,” updates on fish diseases and innovative technologies for the improvement of the fish industry with the *Aquatic Symposium* by FAVA,

Comprehensive Approach to Immune Modulation in Poultry & Swine Nutrition by ICC Brazil, *Seminar on Animal Science and Veterinary Medicine* by Nong Lam University, *Global Milling Conference* by Perendale, and *Dairy Connect Vietnam* forum by leading companies and related associations on how to integrate the Vietnamese dairy industry into ASEAN and TPP. Over 1,000 livestock professionals have registered for the seminar programs.

The next edition of the show, ILDEX Vietnam 2018, will occur from **14-16 March 2018 at Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City.**

To reserve a space and receive the special rate, please contact ILDEX@vnuexhibitionsap.com.

Media Contact

Mrs.Saengtip Techapatipandee, PR & Communication of VNU Exhibitions Asia Pacific

Tel+ 6626700900 ext. 122

Email: saengtip.won@vnuexhibitionsap.com

