



SHOW PREVIEW OF ILDEX VIETNAM 2022 – FOR IMMEDIATE RELEASE

ILDEX Vietnam 2022, The 8th edition of the International Livestock, Dairy, Meat Processing, and Aquaculture Exposition - Vietnam is ready to provide solutions for the livestock business from 250+ leading brands worldwide

July 2022, Ho Chi Minh City-Bangkok

Due to various challenges heavily affecting the food production, agriculture, and livestock industries, it is worth noting that the demand in the Vietnamese market is predicted to increase significantly in the upcoming years. Vietnam is the tenth largest food producer in the world, as its feed production has been growing by 13-15% annually. Commercial animal feed products are anticipated to grow at an estimated CAGR of 6.6% per year, and by 2028, pork consumption per capita in Vietnam is projected to reach nearly 33 kilograms per person annually.

The last ILDEX Vietnam was held in 2018, ILDEX Vietnam has been postponed numerous times due to the COVID-19 pandemic. However, now that the situation is improving to almost the post-COVID period, the demand from the Asian Pacific livestock market remains high, or even higher. So it is time for us to restart our business activities.

This year marks the eighth edition of the trade exhibition for the livestock and aquaculture industries in the Vietnam market, neighboring countries, and also the Asia region. ILDEX Vietnam is structured to be an international trade exhibition covering many sectors, including pigs, poultry, dairy, eggs, farm management, and meat processing. In addition, top domestic and international companies will be presenting their products to top buyers and industry professionals in Vietnam. Moreover, for over 20+ years, the organizer has promoted the Vietnamese market as a destination for international investors.

According to the records of ILDEX Vietnam 2018, the exhibition attracted 1,924 international participants from 40 countries during the 3 days of the exhibition, with more than 100 successful meeting requests. But then, ILDEX Vietnam 2022 will be held from 3-5 August 2022 at the Saigon Exhibition and Convention Center, Ho Chi Minh City, Vietnam. We are confident that the exhibition will serve the region's livestock and aquaculture industries' strong market thanks to the professional organizer, VNU Asia Pacific, along with the reliable local partner, Minh Vi Exhibition & Advertisement Services Co., Ltd – VEAS, supported by VIV worldwide, as well as industry partners, associations, and media partners internationally and locally.



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Show Highlights & Activities in 2022

ILDEX Vietnam is a biennial international exhibition focusing on livestock, dairy, meat processing, and aquaculture. The event has proven to be a great opportunity for local and international firms to not only introduce new products but also get updates on contemporary market trends, see new technology, and acquire new knowledge at the event's extensive seminar programs presented by renowned key speakers. In addition, this exhibition builds a marketplace for both local and international industry players and professionals to expand their business through a wide range of highlight activities, including International Pavilions, the B2B Matchmaking Program, the Hosted Buyer Program, and many more.

In the 2022 edition, the visitor will meet 250+ leading brands from 30+ countries and 6+ countries' pavilions from the United States of America, France, the Czech Republic, the United Kingdom, the Netherlands, and Italy on the fairground. ILDEX Vietnam 2022 will welcome more than 150 exhibiting companies from around 25 countries: Austria, Belgium, Canada, China, Czech Republic, Denmark, France, Germany, Italy, Japan, Korea, Netherlands, Thailand, United Kingdom, USA, and many more with many prominent brands such as EVONIK, HUALI, BEHN MEYER, PEJA, LUCTA, MIAVIT, and many more. In addition, there will be opportunities to connect with 8,000+ livestock industry professionals from 40+ countries under the same roof in over 5,000 sq. m. of the exhibition space.

During the next 3 show days, 20+ intensive conferences and technical sessions will be presented by government agencies, industry associations, and exhibitors on the most recent topics related to livestock industry development and trends. Besides, all content is exclusively and specially created by the organizer in collaboration with the industry association, academic institute, and global brands to provide knowledge, advice, business solutions, and strategies to help business growth and sustainable development.

There will be lots of exciting activities at ILDEX Vietnam: Face-to-face business meetings between visitors and exhibitors will be arranged by organizers to help both sides find their targeted prospects; the VIP Buyer Program will give exhibitors an excellent chance to reach top buyers and expand their business network; and many other valuable activities. Currently, 95% of the exhibition space for ILDEX Vietnam 2022 has been occupied, underlining enormous interest. For the onsite activities, the official opening event will be held on 3 August 2022, at Convention A, 2nd Floor of the Saigon Exhibition and Convention Center (SECC), from 10-11 AM. In the evening, the organizer also provides a networking night for all exhibitors to mingle with potential buyers such as C.P. Vietnam, Betagro, PT. Japfa Comfeed Indonesia, PT. Charoen Pokphand Indonesia, Hong Ha Feed, Star Food Group, Popa Feedmill, M'S Pig APMC(Cambodia) etc. and industry peers in a relaxed atmosphere with food and drink after hard work during the exhibition period.

Mr. Zhao Bo (Kevin), Project Manager of ILDEX Vietnam, said, "That face-to-face business is absolutely irreplaceable, and companies and their representatives were all waiting to showcase their innovations, meet again, share knowledge, network, and source new business opportunities. At ILDEX Vietnam 2022, over 75% of the total



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exhibitors are international brands, which is a strong part of our exhibition to bring the international brands to match with the local distributors-buyers and create business expansion across the countries. The exhibition hall will be divided into zones representing four main industrial sectors, Animal Health, Feed Ingredients/Additives, Farm Production and Meat Processing/Handling. A diverse mix of displays and categories will bring leading stakeholders, manufacturers, importers & exporters, and professionals under one roof.”

VIV CONNECT application by VIV worldwide, the first introduction

Starting from VIV Europe this May, the VIV Worldwide team has introduced a new application for livestock professionals worldwide under the VIV connection to download and use this new application – ‘VIV CONNECT’. As ILDEX exhibitions are also part of the VIV worldwide show portfolio, all participants of ILDEX Vietnam can enjoy the application benefits of automatically creating their own digital profile once they finish the registration. Thus, they can create their own login password, update their photo and brand information, request business matching in advance, and customize their business appointments before the exhibition. In addition, they can connect with people from around the world and start a personal chat with them without any charge. Participants can also easily explore the exhibitor floor plan and exhibition list and check the conference program on their mobile phones.

Save the date: ILDEX Vietnam 2022 opens its door from 3-5 August 2022 at SECC, Ho Chi Minh City, Vietnam

Avoid the onsite register and increase more business time by clicking here >>

https://www.online-register.org/ildex/physical_register.php?eh=ILD012

For more show information, please visits www.ildex-vietnam.com

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