

The image features a large, abstract graphic on the left side composed of overlapping red and orange geometric shapes, including triangles and polygons. Some of these shapes have a fine, diagonal line pattern. The right side of the image shows a cityscape at dusk or dawn, with a river in the foreground, a park with trees, and a dense skyline of skyscrapers in the background. The sky is a mix of blue and pinkish-purple.

VNU | ASIA PACIFIC

**CONNECTING PEOPLE,
BRANDS AND MARKETS**
THROUGH POWERFUL
PLATFORMS

www.vnuasiapacific.com

About VNU Asia Pacific

VNU Asia Pacific is part of the VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai and Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In South East Asia, Jaarbeurs has formed a Joint Venture with TCC Assets (Thailand), a leading corporate conglomerate in the fast-growing region. From its business hub in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries.

Royal Jaarbeurs belongs to the top 20 exhibition organizers by revenue worldwide and operates a 100.000 square meter exhibition center in the city of Utrecht, in the Netherlands. The Thai counterpart, TCC Assets (Thailand), is one of South East Asia's most recognized corporations. The portfolio of TCC Assets (Thailand) includes real estate development, hospitality services, as well as engineering and lifestyle services.



The VNU office located at THE PARQ in Bangkok

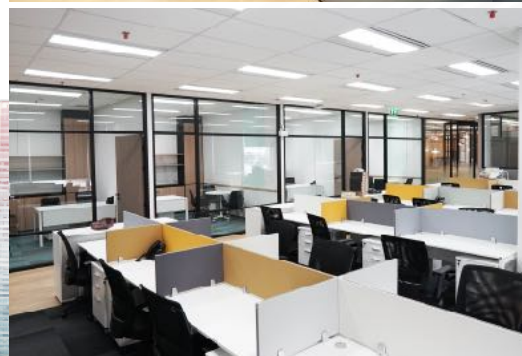
Welcome to VNU!

Economic power is shifting from west to east. Today, South East Asia is one of the most important growth drivers of the global economy. The region's markets provide attractive sales, sourcing and investment opportunities in various industries to companies all over the world. As a result, the exhibition and conference industry in South East Asia is enjoying one of the highest regional growth rates worldwide. VNU Asia Pacific is located right at the center of this global power shift. From our regional hub in Thailand, we organize exhibition and conference platforms across various industries in all key markets in South East Asia.

Sà-wàt-dee and Welcome to Bangkok,



Heiko M. Stutzinger
Managing Director



Why partner with VNU Asia Pacific?

Stronger together. We believe in long-term partnerships and win-win joint ventures. With strong local networks, global sales reach and a state-of-the-art MICE venue within the corporate structure, VNU Asia Pacific is the perfect local and regional partner for international exhibition organizers who want to capitalize on their business opportunities in the high-growth region of South East Asia.

SOUTH EAST ASIA – A GLOBAL GROWTH DRIVER

A young population, strong economic growth, a fast-emerging middle class, numerous Free Trade Agreements and a unique geo-strategic location: South East Asia is a region on the rise.

655
million

people are living in South East Asia, 46% of them in urban areas. These are 140 million more consumers than in the European Union

80%

of companies in ASEAN are projecting growth. This makes ASEAN the most optimistic trade bloc globally

50
million

new consumers will join the ranks of the middle class in South East Asia by 2022

6%

is the regional GDP growth rate of South East Asia, the second highest in the world after the Commonwealth of Independent States

30.2

years is the median age in South East Asia with 3 out of 5 people below the age of 35

\$440
billion

is the market value that the MICE industry in Asia Pacific is forecasted to reach by 2025. The current Compound Annual Growth Rate is 8.6%

VNU ASIA PACIFIC AT A GLANCE



Diverse portfolio of exhibitions and conferences across industries

The constantly evolving show portfolio in South East Asia includes exhibition and conference brands in the AgriTech, Animal Husbandry, Animal Companion, Food, Lifescience and Biotechnology industries.



A new era of MICE

Queen Sirikit National Convention Center is recognized as a world-class convention and exhibition venue, managed by N.C.C. Management & Development Co., Ltd., a subsidiary of TCC Assets (Thailand). The new venue will be the largest and most cutting-edge convention center in the city center of Bangkok with approximately 280,000 square meters gross.

Regional business hub in the heart of Bangkok

The PARQ, Thailand's first mixed-use development targeting both WELL and LEED Gold Certification, within walking distance of the Queen Sirikit National Convention Center (QSNCC) in the heart of Bangkok.



Global networks and strong regional linkage

With global reach and strong regional linkage, our sales network covers 45 countries. We know how to sell exhibitions and conferences on a local, regional and global scale.



A strong team of international and local MICE experts

Passionate. Professional. Driven. VNU's team in Bangkok consists of MICE enthusiasts from Thailand, China, the Philippines, the Netherlands and Germany.



A widely diversified shareholder

Networks are key, especially in Asia. VNU Asia Pacific's Thai shareholder TCC Assets (Thailand) belongs to one of South East Asia's leading conglomerates, TCC Group. The corporate portfolio includes real estate development, hospitality services, as well as engineering and lifestyle services.



Our International Shareholder – Royal Dutch Jaarbeurs

The Royal Dutch Jaarbeurs was founded in Utrecht in the Netherlands in 1916 with the goal to stimulate trade and industry and improve prosperity. Over one hundred years later, this ideal still lies at the foundation of the company: Jaarbeurs connects people, brands, and markets and sets trade in motion. Jaarbeurs belongs to the top 20 exhibition management companies by revenue worldwide. In 2019, the company announced a 300 million Euro investment into a new state-of-the-art exhibition and convention center, which will meet the highest technology and sustainability standards of the 21st century.

CORPORATE STRUCTURE



In English, Jaarbeurs means “yearly fair”. The first Jaarbeurs was in Utrecht back in 1917. Today, Jaarbeurs is one of the Netherlands most successful global corporations, serving customers throughout Europe and via Jaarbeurs International VNU Group, the rest of the world.

VNU | GROUP

The VNU Group consolidates the international exhibition business of Jaarbeurs. The group is divided into three separate and distinctive companies, which closely cooperate across borders.

VNU | EUROPE



The VNU Europe office is located in Utrecht within the extensive Jaarbeurs complex. The international team is wholly focused on the livestock sector, and specializes in organizing the worldwide VIV portfolio.

VNU | ASIA PACIFIC



VNU Asia Pacific is located at THE PARQ, an ultramodern office and lifestyle complex in the heart of Bangkok. VNU Asia Pacific is a strategic joint venture between Jaarbeurs and Southeast Asia's leading corporate conglomerate TCC Assets (Thailand).

VNU | ASIA



VNU Asia is based in the heart of Shanghai at the famous Nanjing Road. The company is a strategic joint venture between Jaarbeurs and Keylong Exhibitions. The company organizes exhibitions in all major economic centers of China.



Our Thai Shareholder – TCC Assets (Thailand)

TCC Assets (Thailand) is an investment holding and real estate company. The company is one of the largest diversified property developer in Thailand. The company's investment themes focus on enhancing asset value through insightful development of products and services. The corporate portfolio includes real estate development, hospitality services, as well as engineering and lifestyle services.

TCC ASSETS (Thailand) CORE BUSINESS

Real Estate Investment & Development

ONE BANGKOK



THE STREET
SIP. WALK. TALK. SHARE.



Hospitality



VNU ASIA PACIFIC



DID YOU KNOW...

...that VNU Asia Pacific's sister company N.C.C IMAGE is also committed to provide excellent and one-stop service for Thailand's exhibition industry?

The service portfolio includes standard and special booth design, backdrop construction, carpeting services, furniture rental, electrical equipment provision, and installation services.

Turning exhibitor concepts into design realities with speed, service excellence and the famous Thai smile, the company forms - since its foundation in 1995 - a key pillar of Thailand's success as a worldwide leading MICE destination.

More information can be found on www.nccimage.com





Why partner with VNU Asia Pacific?

Stronger together. We believe in long-term partnerships and win-win joint ventures. With strong local networks, global sales reach and a state-of-the-art MICE venue within the corporate structure, VNU Asia Pacific is the perfect local and regional partner for international exhibition organizers who want to capitalize on their business opportunities in the high-growth region of South East Asia.



45,200 m²

Exhibition Space

9,100 m²

Convention / Meeting Space

50

Breakout Rooms

13,600 m²

Restaurant / Retail Space



VNU Asia Pacific Portfolio



AGRIFUTURE CONFERENCE & EXHIBITION



Bangkok, Thailand

Organized by: VNU Asia Pacific, DLG International | Venue: True Digital Park | www.agritechnica-asia.com/agrifuture-conference

Agrifuture Conference & Exhibition is an exclusive event held in Bangkok aimed at farming experts with advanced technical solutions for the Asian region. From a novel sensor start-up solution to health and nutrition advice, along with vertical farming know-how, the event offers a highly technical and international platform with more than 350 attendees from 21 countries.

NEW



AGRITECHNICA ASIA - Digital Connect



Bangkok, Thailand

Organized by: VNU Asia Pacific, DLG International | Frequency: October 14, 2020 and every month on the 3rd week (1st Edition) | www.agritechnica-asia.com

AGRITECHNICA ASIA Digital Connect – the series of monthly online sessions and product pitches starting from 14th of October. Manufacturers, buyers and agricultural experts will be invited to experience and get connected with industry leaders via this brand new interactive online platform.



AGRITECHNICA ASIA



Bangkok, Thailand

Organized by: VNU Asia Pacific, DLG International | Frequency: Every 2 years (1st Edition in 2017)

Venue: Bangkok International Trade and Exhibition Centre (BITEC) | www.agritechnica-asia.com

AGRITECHNICA ASIA is Southeast Asia's largest trade fair for agricultural machinery and equipment. The exhibition specializes on Asia's medium and large-scale farmers. AGRITECHNICA ASIA emphasizes on agricultural engineering solutions that are both relevant and important to the development of agriculture in the Asian markets.



Aquatica ASIA



Jakarta, Indonesia

Organized by: VNU Asia Pacific & PT Global Permata Perkasa (GPP) | Frequency: Every 2 years co-located with ILDEX Indonesia

Venue: Hall 3A, Indonesia Convention Exhibition (ICE) | www.aquaticaasia.com

Aquatica ASIA, an international exhibition focus on the aquaculture industry and to aiming to improve fisheries production. Over the past years aquaculture profile is already presented in the comprehensive livestock event "ILDEX Indonesia", however, as one of the world's largest consuming market, organizers see the opportunities to further boost the aquaculture segment and create a designated event in this profile.

NEW



Bio Asia Pacific



NEW

Bangkok, Thailand

Organized by: VNU Asia Pacific, Thailand Center of Excellence for Life Sciences (TCELS) | Frequency: Every year (previously Bio Investment Asia since 2014) | Venue: Bangkok International Trade and Exhibition Centre (BITEC) | www.bioasiapacific.com
Bio Asia Pacific 2020 is the leading conference and exhibition for Biotechnology, Life Sciences and Smart Health in Asia. Bio Asia Pacific is a revamp edition of 'Bio Investment Asia' focusing on Life Sciences, Health and Technology. Bio Asia Pacific co-locates with Thailand LAB INTERNATIONAL 2020.



FREE FROM FOOD ASIA



NEW

Bangkok, Thailand

Organized by: VNU Asia Pacific, EBCEXPO | Frequency: Every 2 years | Venue: Forum 4, IMPACT Muang Thong Thani | www.bangkok.freefromfoodexpo.com
Free From Food Asia is the only dedicated Food Exhibition covering free from, organic, functional and vegan food trade for Importers, Traders, Retail and many other distribution channels from the Middle East and ASEAN countries.



Horti ASIA - Digital Connect



Bangkok, Thailand

Organized by: VNU Asia Pacific, DLG International | Frequency: October 14, 2020 and every month on the 3rd week (1st Edition) | www.horti-asia.com
Horti ASIA Digital Connect – the series of monthly online sessions and product pitches starting from 14th of October. Manufacturers, buyers and agricultural experts will be invited to experience and get connected with industry leaders via this brand new interactive online platform.



Horti ASIA



Bangkok, Thailand

Organized by: VNU Asia Pacific, DLG International | Frequency: Every 2 years (1st Edition in 2012)
Venue: Bangkok International Trade and Exhibition Centre (BITEC) | www.horti-asia.com
Southeast Asia's largest trade exhibition for smart horticulture showcasing the latest innovation of horticultural & floricultural production and processing technology in order to overcome crop growing challenges namely the increasing labor shortage, pricing competition, and therefore, the requirement to reduce production costs.



ILDEX INDONESIA

Jakarta, Indonesia

Organized by: VNU Asia Pacific | Frequency: Every 2 years (1st Edition in 2013) | Venue: Indonesia Convention Exhibition (ICE) | www.ildexindonesia.com

The international livestock, dairy, meat processing and aquaculture exposition has become a leading trade exhibition in the Asia region with high attendance and strong business opportunities. Livestock experts and leading exhibitors have stated that it is the best marketplace and international business platform for the Indonesian market.



ILDEX Vietnam

Ho Chi Min City, Vietnam

Organized by: VNU Asia Pacific | Frequency: Every 2 years (1st Edition in 2006) | Venue: Saigon Exhibition and Convention Center (SECC) | www.ildex-vietnam.com

The international livestock, dairy, meat processing and aquaculture exposition has become a leading trade exhibition in the Asia region with high attendance and strong business opportunities. Livestock experts and leading exhibitors have stated that it is the best marketplace and international business platform for the Vietnamese market.



PRE-CONNECT by PET FAIR

Bangkok, Thailand

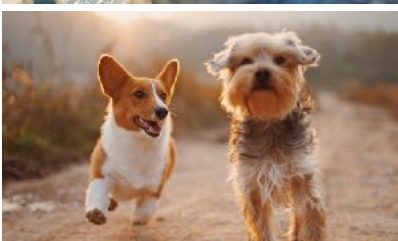
Organized by: VNU Asia Pacific, VNU Asia | Venue: Bangkok International Trade and Exhibition Centre (BITEC)

1st Edition in Southeast Asia (since 1994 in Shanghai) | www.petfair-sea.com

One day platform for global brands and innovated products to connect with Asian buyers: PRE-CONNECT ahead of the live event in January.



NEW



PET FAIR SEA, PREMIERE

Bangkok, Thailand

Organized by: VNU Asia Pacific, VNU Asia | Venue: Bangkok International Trade and Exhibition Centre (BITEC) | 1st Edition in Southeast Asia (since 1994 in Shanghai) | www.petfair-sea.com

Pet Fair SE ASIA is representing a Business community of brands, trade, and distribution. The fair serves the early adopters of change. Today this business hub goes global for sourcing the novelty petfood. For Asian markets, Petfair is home to all kind of added-value distribution via pet retails, e-commerce, hospitals and clinics. Happy industries emerging at the fair are pet nutrition as food, snacks, supplements, petfood, health, veterinary to-go solutions and pet accessories.



NEW



Meat Pro Asia

meat pro
ASIA

Bangkok, Thailand

Organized by: Messe Frankfurt New Era Business Media, VNU Asia Pacific | Frequency: Every 2 years | Venue: IMPACT (co-located with VIV Asia)

Meat Pro Asia is a professional trading platform for food processing machinery and packaging technologies. Organized alongside with VIV Asia, these two strong brands provide the complete supply chain from feed to food to processing and packaging and retail, attracting the entire spectrum of food technology leaders around the world.

NEW



Thailand LAB INTERNATIONAL

LAB
2020
INTERNATIONAL

Bangkok, Thailand

Organized by: VNU Asia Pacific | Frequency: Every year (1st Edition in 2011) | Venue: Bangkok International Trade and Exhibition Centre (BITEC)

www.thailandlab.com

Thailand LAB INTERNATIONAL 2020 is one of Asia's leading laboratory exhibitions. Thailand LAB INTERNATIONAL showcased laboratory equipment covering areas of Analytical & Testing, Calibration & Metrology, Clinical & Diagnostic, Environmental & Safety and Research & Development. The exhibition is held every year during September in Bangkok, Thailand.



VICTAM AND ANIMAL HEALTH AND NUTRITION ASIA

VICTAM AND ANIMAL
HEALTH AND NUTRITION 2022

Bangkok, Thailand

Organized by: VNU Europe, VNU Asia Pacific, VICTAM Corporation | Frequency: Every 2 years | Next: January 18-20, 2022

Venue: Bangkok International Trade and Exhibition Centre (BITEC) | 1st Edition | www.vivhealthandnutrition.nl

Animals can only be productive if they are healthy. This show offers all solutions for technology, ingredients and additives to manufacture and process feed for animals, pets and aquatics, and the latest in pharmaceuticals and ingredients, genetics and high-tech animal health solutions – presented by VICTAM and VIV.

NEW



VIV Asia

viv
VIV ASIA

Bangkok, Thailand

Organized by: VNU Europe, VNU Asia Pacific | Frequency: Every 2 years (1st Edition in 1993)

Venue: Challenger Hall 1-3, IMPACT Muang Thong Thani | www.vivasia.nl

VIV Asia is the biggest and most complete feed to food event in Asia. This VIV hub offers a unique selection of companies. A must-attend for all professionals in animal protein production, including the downstream part of the supply chain. In 2021 VIV Asia moves to a bigger venue to host a steadily growing show.

Professional Conference Organizer Service

Services for International and Domestic Conferences, Meetings, Seminars & Workshops

Professional Conference Organizer | Scope of Services



Project Management

- Secretariat
- Finance & Budget



Scientific Sessions

- Program & Speakers
- Abstract Management



Sales & Marketing

- Sponsorship
- Exhibition Space Sales
- Conference Ticket Sales
- Marketing & Public Relations



Event Management

- Registration
- Accommodation
- Social Programs
- Operations
- Travelling & Transportation, Pre & Post Tours



Others

- Related Organizations Endorsement
- Webinars (Online Conferences)
- Etc.

Professional Conference Organizer | Why work with us?

- 8 years experience (since 2012 until now) in a variety of business sectors, such as:
AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology and Medical.

- Organizing Exhibition's seminars regularly at more than 20 shows:



- Organizing International Conferences & Annual Congresses



- Recognized by organizers, global associations, domestic federations, publications
- Full service/team support including Operations, Marketing, Digitalization, Sales and Financial/Budgeting Control

Professional Conference Organizer | Conference's experiences onsite

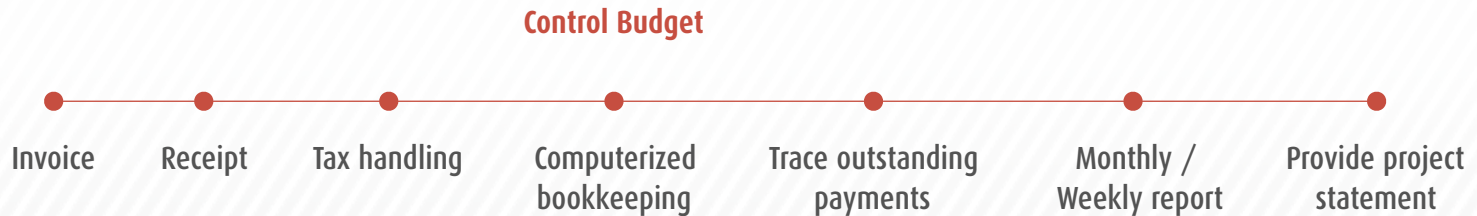


Professional Conference Organizer | Step of works

Project Management

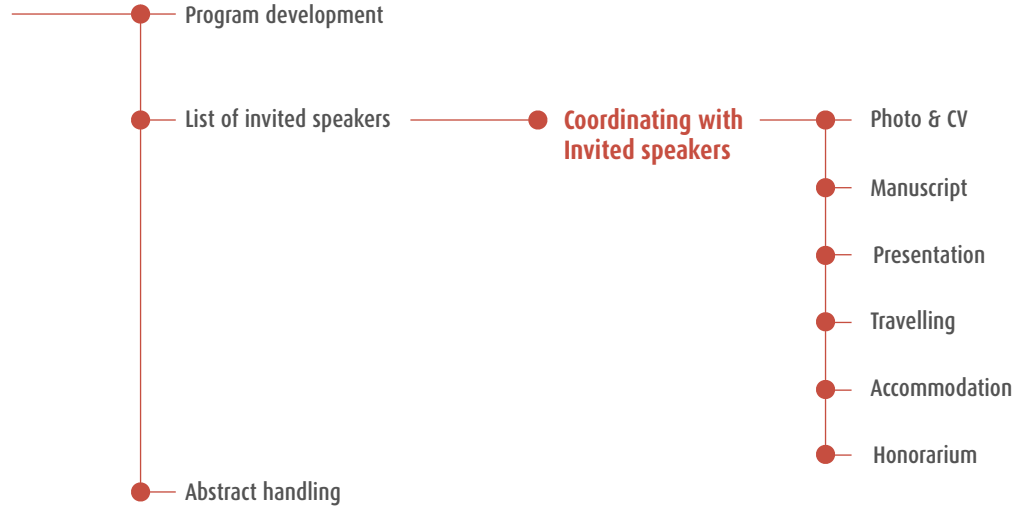
- Planning, timeline and budgeting
- Coordinating with organizer and sub committees
- Monthly meetings/progress updates
- Manpower planning
- Audit & Post event report

Finance & Budget



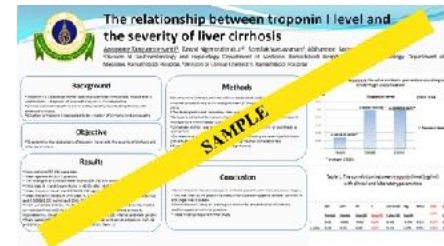
Scientific Sessions

Coordinating with
Scientific sub committees



Abstract Management

Coordinating for
paper submission



Sales & Marketing | Sponsorship

Sponsor	Platinum 10,000 USD (350,000 THB)	Gold 7,500 USD (262,500 THB)	Silver 4,500 USD (157,500 THB)	Exhibition 1,200-1,800 USD (42,000– 63,000THB)
Benefits				
Opportunity to host pre-congress workshop	Include	-	-	-
Symposium	30 minutes 1 st Priority	30 minutes 2 nd Priority	15 minutes 3 rd Priority	-
Coffee Break	1 Slot Coffee break	1 Slot Coffee break	1 Slot Coffee break	-
Exhibit space	12 sq m	8 sq m	4 sq m	4 sq m
Exhibitor registrations	6	4	2	2
Logo displayed on conference venue	include	include	include	-
Logo on the website	include	include	include	-
Logo on the bag	include	include	include	-
Bag insert	include	include	include	-
Advertisement	Full page	Full page	Full page	-
Additional sponsor options	First priority	Second priority	Third priority	Forth priority

PLATINUM Sponsor

eppendorf

GOLD Sponsor

PEPROTECH
DNA SUPPORT. YOUR DISCOVERY

ThermoFisher
SCIENTIFIC

nanoString

SILVER Sponsor

BIO-RAD

Supporter

PerkinElmer
For the Better

Lonza

MACS
Miltenyi Biotec

PCL HOLDING
Diagnostics & Life Science Solutions

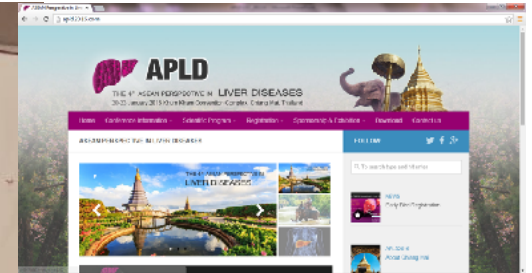
FIMSA 2021
Support the Breast Community!

QIAGEN

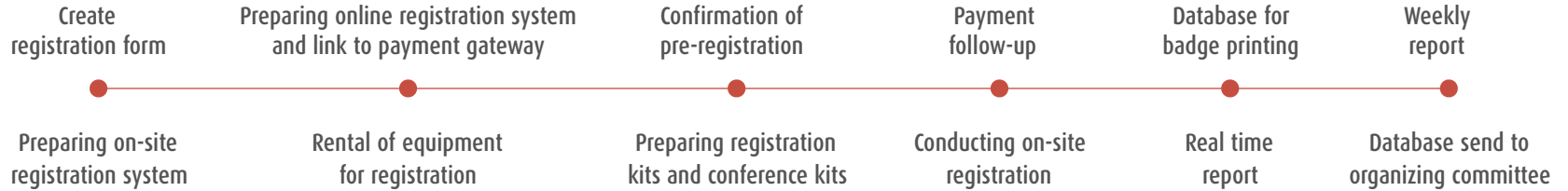
Marketing & Public Relations

PR plan

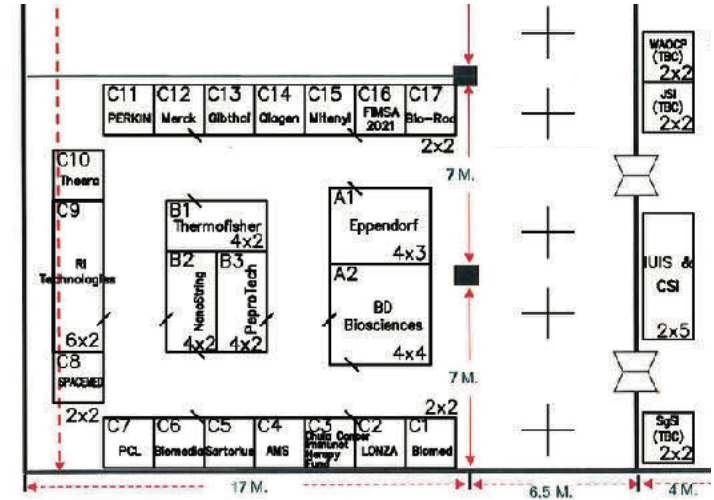
- Press release
- E-marketing
- Newsletter
- E-blast
- Web link exchange
- Road show
- Website
- Souvenir



Pre-registration



ON-SITE registration



Sample floor plan of the exhibition and poster area

Professional Conference Organizer | Auxiliary Services



Meeting Room & AV setup



Venue Decoration



Onsite Management



Professional Conference Organizer | Social Events



Professional Conference Organizer | Conference Materials



Professional Conference Organizer | Sample Webinars (Online Conferences)

FUTURE VETERINARY

petfair
RE ASIA
WSAVA
WSAVA, Melbourne, Bangkok, October 14-16

Vet services Post-COVID: Today's vision of the future
Tuesday, May 19 | 3.00 pm (GMT+7) Only 300 seats available

PANELISTS

Dr. Shane Ryan
President
WSAVA

Dr. Johnson Chiang
Past President
World Veterinary Association

Dr. Tassavarin Kanchanachaya
Vet Director
Thonglor Pet Hospital

MODERATOR

Manuel Madani
Project Manager
Pet Fair SEA

Thailand LAB INTERNATIONAL
in corporation with Lab Safety Institute organize
"New Normal in LAB & LAB Safety" Webinar

20 August 2020 | 10.00-11.00 a.m. (GMT+7)
Channel : Zoom webinar

How to Convince Others
(that safety is important)

James A. Kaufman, PhD
Founder/President Emeritus
The Laboratory Safety Institute (LSI)

Highlights:

- How to create a more effective lab safety program
- Cost saving
- Lab safety program review checklists

Pre-registration

QR Code

thailandlab
www.thailandlab.com

งานสัมมนาออนไลน์
เรื่องเล่าอาหารไทย จากไทยสู่เยอรมนี
วิถีชีวิตใหม่ (New Normal) กับธุรกิจอาหาร

วันพุธที่ 1 กรกฎาคม 2563 | เวลา 14.30 – 17.00 น. (GMT+2)
ณ อาคารวิลล่า สถานเอกอัครราชทูต ณ กรุงเบอร์ลิน
และผ่านเว็บไซต์ zoom (บรรยายเป็นภาษาไทย)

ภาพรวมของอุตสาหกรรมอาหารในไทยและพฤติกรรมวิถีใหม่ของผู้บริโภค

บริหารธุรกิจร้านอาหารอย่างมืออาชีพ
ทั้งในแง่สถานการณ์และหลังสถานการณ์ COVID-19

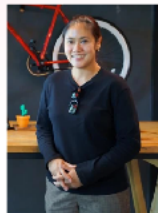
กลยุทธ์ร้านอาหารและแหล่งตลาด COVID-19 ได้อย่างไร



คุณวิศิษฐ์ นิลลีสา
ประธานกลุ่มผู้ประกอบการ
สถานเอกอัครราชทูต



คุณชานดา สุทธิธรรมพงศ์
ประธานเจ้าหน้าที่บริหาร
บริษัท ซีเอสเอส จำกัด



คุณณัฐณิชา จอดินกลาง
ผู้ก่อตั้งและเจ้าของร้าน
DX Hypeground Cafe & Bistro

#ตลาดชุมชนออนไลน์



OUR WORLDWIDE PARTNERS & SUPPORTERS

Organizing Partners



Member of



Government Supporters



Association Supporters



OUR Core Values

Passion

We love what we do and we do it with conviction and passion.

Professionalism

Our professional attitude is the foundation of our success.

Planning and Process

We plan our work and work our plan.

Flexibility

We are flexible in our thinking and way of work.

Teamwork

Talent can win games, but teamwork wins championships.

Loyalty

We care about VNU Asia Pacific and VNU Asia Pacific cares about us.

Respect

We treat others the same way as we want to be treated.

Happiness

There is little success where there is little laughter.





OUR FUTURE

The world is changing. The pace of change – economic, technological and sociological – has never been faster than it is today. The world's population is increasing rapidly, and new technologies are disrupting industries, societies and power structures. The exhibition and conference industry is playing an indispensable role within this paradigm shift by accelerating the networks, technology and innovation necessary to master the challenges of the future.

Economic power is shifting from west to east, and South East Asia is becoming a growth driver of the global economy. The region's immense sales, sourcing and investment opportunities are attracting international attention. As a result, the exhibition and conference industry in South East Asia is growing with one of highest regional growth rates worldwide.

International exhibition organizers are entering South East Asia seeking Win-Win Joint Ventures with well-connected and strong infrastructure partners. The future will see new platforms for new industries through new partnerships in this rising region. VNU Asia Pacific is perfectly positioned to drive this change.

CONTACT US

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Conference Manager

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