



V-Connect Indonesia Edition successfully bridges 50 global companies and 2,346 trade participants from 50 countries via a digital platform.

This digital platform is for knowledge sharing among the ASEAN livestock and aquaculture industry professionals, plus business opportunities via the online platform.

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In 2021, the trade fair industry is still impacted by the COVID-19 pandemic, which affects the physical trade exhibition. However, VNU Asia Pacific, together with Permata Kreasi Media, the organizer of ILDEX Indonesia and Aquatica Asia, keeps pushing to create an online event to connect with the livestock and aquaculture industries for the Indonesian market and international companies via the 'V-Connect Indonesia Edition' platform. This is the digital platform developed by VIV and ILDEX to enable in-person B2B networking and provide a progressive web base. This smartphone-supported online ecosystem optimizes the connection and business opportunities for ASEAN's Feed-to-Food Industry participants.

'V-Connect Indonesia Edition' has shown itself to be the leading digital B2B networking and knowledge sharing event for ASEAN's Feed to Food Industry. During the event, over 2,346 virtual exhibition visitors from 50 countries connected with 50 top companies. Over 366 potential buyers registered to attend our platform, making up 418 interactive chats and successful business matches with our exhibitors.

Successful Knowledge Sharing Platform

Moreover, 14 conference sessions were given by 32 speakers from private companies, government agencies and industry associations who presented about the Newcastle Disease Challenge, Animal Health, Industry Professional Training and Antimicrobial Resistance. In addition, presentations about expanders for higher pellet mill capacity and better pellet quality, Cage-Free Egg Producers, eFishery, Smart and Happy with E-Digital, Digital Transformation, Complete Solutions for Profitable Pigs, Optimal Stress Management and Black Soldier Fly Meal for fish-shrimp farming were given.

In total, 1,555 conference delegates showed that the industry's demand for knowledge, innovations, and networking remains high. As such, a digital platform can be an efficient solution to this demand.

Indonesian Livestock Market Outlook

Ruri Sarasono, Director of PT. Permata Kreasi Media (the representative of the organizers) stated that "COVID-19 has changed the regular form of our entire industry completely; physical events, especially in the Asia Pacific region, have been severely affected over the past year and a half. However, the livestock



industry business needs to be carried on by considering the demand from the market remains at a high level."

Dr. Ir. Nasrullah, M.SC, Director General of Livestock and Animal Health, Ministry of Agriculture The Republic of Indonesia supported that "The Ministry of Agriculture of Indonesia appreciated the holding of the ILDEX event since 2013. Which is an event related to livestock, fisheries and others on an international scale in Indonesia. Apart from being a promotional tool of advanced products and technology in this industry. ILDEX is also a meeting place for stakeholders from within and outside the country."

"This event is a tangible manifestation that digitalization is a new phenomenon, an opportunity as well as challenge for the marine and fisheries sector and is expected to be a hope to support Indonesia's development," added *DR. Tb Haeru Rahayu, A.Pi., M, SC*, Director General of Aquaculture, Ministry of Marine Affairs and Fisheries of The Republic of Indonesia.

Thank you for attending V-Connect Indonesia Edition, and the organizers hope that you have taken important insights to inspire your daily work. **The "V-Connect Indonesia Edition" will remain open to all participants until 9 December 2021 (GMT+7)** to allow business matching with our exhibitors and re-watching sessions you might miss during the event. To continue the journey on the V-Connect Indonesia Edition platform, visit <https://v-connect-indonesia.net>.

ILDEX Exhibitions 2022: Back to Business in Person

2022 is an important year to relaunch the trade exhibitions in full swing after the pandemic and shift to the digital platform. VNU Asia Pacific, together with a local partner, Permata Kreasi Media, confirmed that **ILDEX Indonesia and Aquatica Asia** will be held on 9-11 November 2022 at Hall 3-3A, Indonesia Convention Exhibition (ICE), Jakarta, Indonesia. With the new date on Q4, 2022, the organizers anticipate widespread mass vaccination in Indonesia, and cross-border travel is gradually returning to normal. The event is set at an ideal timing to meet the market demand after a year-long downturn. While **ILDEX Vietnam** will organize from 3-5 August 2022 at SECC, Ho Chi Minh City, Vietnam, in Q3 of 2022. The organizers will do their best to provide the best trade shows to serve the industry demand and meet our customers' expectations.

For more information, please visit www.ildex-indonesia.com | www.ildex-vietnam.com

Email: ildex@vnuexhibitionsap.com | Press contact: communications@vnuexhibitionsap.com