



Official Press Conference – PRESS RELEASE
[June 1, 2022 | Utrecht, The Netherlands]

THE TOTAL ANIMAL FEED AND HEALTH EVENT IS OPENING IN BANGKOK FROM SEPTEMBER 7-9, 2022

The VICTAM Asia and Health & Nutrition Asia official launch press conference was held today. Online visitor registration is now open.

VICTAM Asia in co-location with Health & Nutrition Asia is officially opening from **September 7-9, 2022**, and will be hosted at the IMPACT Halls 9 and 10, in Bangkok, Thailand.

The international trade show organizers VICTAM and VIV worldwide, after a couple of postponements due to the pandemic, are finally ready to stage this co-location and present in Bangkok the much-awaited Animal Feed and Health event for Asia.

Today, the event program was presented at the official press conference held in Utrecht, the Netherlands where both organizers are currently hosting their first joint partnership, with the co-location of VIV Europe and VICTAM International already proving the powerful synergy of this cooperation.

Thailand: relaxed entry measures for travelers and expanding animal feed additives & health market

The Press Conference was honored by the presence of **H.E. Mr. Chatri Archjananun, Ambassador, Royal Thai Embassy, Hague, the Netherlands** who showed his unfeigned support to this first in-person animal health and feed event for Asia and wished for it to run smoothly and contribute to the MICE Industry in Thailand.

H.E. Mr. Chatri Archjananun reassured on Thailand's relaxed Covid-19 measures for travelers. Fully vaccinated travelers will no longer need to book a quarantine hotel or show a pre-post departure PCR test. For non-vaccinated travelers, PCR test 72 hours before arrival is mandatory, but no quarantine required.

The Ambassador also focused on a few key industry insights and highlighted that statistically for Thailand, the feed additives market is projected to reach 2.56 billion USD by 2025, with the poultry market and compound feed industry as the major growth drivers. "There are many international as well as local companies in the Thai feed additive market, which are adopting various strategies, like expansions and partnerships to increase their market presence" he said.

Concluding, he addressed both the event organizers and added: "To sum up, you have made the right choice choosing Thailand to host this event."

Gateway to the Total Animal Health and Feed Solution for ASEAN

At the subsequent open discussion moderated by **Ms. Panadda Kongma**, Director of Agribusiness and Operations for VNU Asia Pacific, the 50+ press representatives attending the conference gained latest

insights about the show and its program from various panelists – **Mr. Heiko M. Stutzinger**, VIV worldwide Director and Chief Operating Officer, Royal Dutch Jaarbeurs; **Mr. Sebas van den Ende**, General Manager VICTAM International; **Mr. Anuj Arora**, AMORVET; **Mr. Jérôme Dubuc**, AMANDUS KAHL; **Mr. Greg Liu**, FAMSUN; and **Mr. Roger Gilbert**, Perendale Publishers Limited.

“We are finally ready to present to the Asian markets, a complete Animal Feed and Health event that we have been working on for the last couple of years. Booth confirmations are well underway and we will be able to jointly present a total of 300 exhibitors at the modern IMPACT venue in Bangkok. We expect professional visitors from the whole ASEAN region and the rest of Asia with the main profiles being CEOs, feed formulators, mill managers, nutritionists, operation directors, transportation managers, and veterinarians,” said Mr. Sebas van den Ende.

“VIV and VICTAM are committed in serving Asia’s feed and animal protein industries by jointly developing business opportunities within the feed ingredients and additives segments, which is the fastest growing sector of the Feed to Food supply chain. After more than 2 years without a dedicated show in the region, the market needs a face-to-face show to get back to action,” said Mr. Heiko M. Stutzinger.

Nutrition-related illnesses that affect livestock animals are daily struggles for the industry. Deficiencies and malnutrition severely impact animal growth, development, and production. The tropical environment of many regions in Asia, represents a high-risk element for pathogen growth in livestock. At the same time, drug residue & bacteria resistance in animals are concerning issues that require attention. VICTAM Asia in co-location with Health & Nutrition Asia, want to serve as the business stage where top supplier solutions, innovations and expert knowledge are presented to this booming and growing market.

An elaborate conference & technical seminar program is being organized alongside the exhibition halls. A wide range of topics will be discussed including feed milling and formulation, feed safety, aquafeed, petfood, grain and rice milling, high-tech animal health technology, genetics, pharmaceutical solutions for Asia, veterinary equipment, feed additives, bio-energy & biomass pelleting technology and much more.

As one of the main partners, FAVA, the Federation of Asian Veterinary Associations, will hold the Asian Animal Health Award 2022 during the event with two award categories open for qualified veterinarians – field practitioner and academician/researcher – to recognize their involvement and engagement in animal health. Candidates can apply until August 5th. All information about the FAVA application are available on the NEWS section at www.vivhealthandnutrition.nl.

VICTAM Corporation and VIV worldwide are confident that the co-location in Bangkok will mark another milestone in this win-win cooperation. Registration for professional buyers and visitors is now open on the official websites www.victamasia.com and www.vivhealthandnutrition.nl.

See you in Bangkok, Thailand from September 7-9, 2022 at VICTAM Asia and Health & Nutrition Asia, by VICTAM and VIV.



----- End of Press Release -----

Press contacts:

- Ms Catelijne de Gooijer, catelijnedegooijer@victam.com, Marketing Manager, VICTAM
- Ms. Saengtip Techapatiphandee, saengtip@vnuexhibitionsap.com, Acting MARCOM Manager VNU Asia Pacific
- Ms. Elena Geremia, elena@vneurope.com, Senior Marcom Manager VIV worldwide