

vnu | ASIA PACIFIC

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


www.vnuasiapacific.com



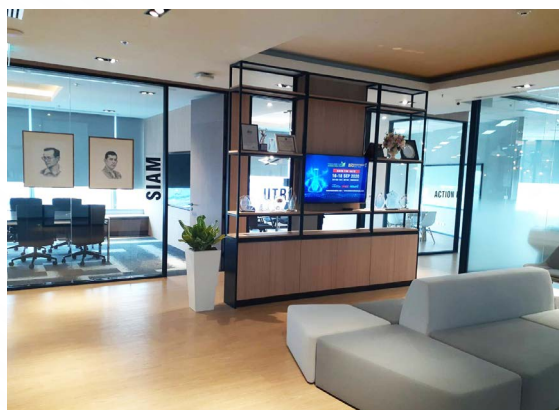
About VNU Asia Pacific

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Cybersecurity.

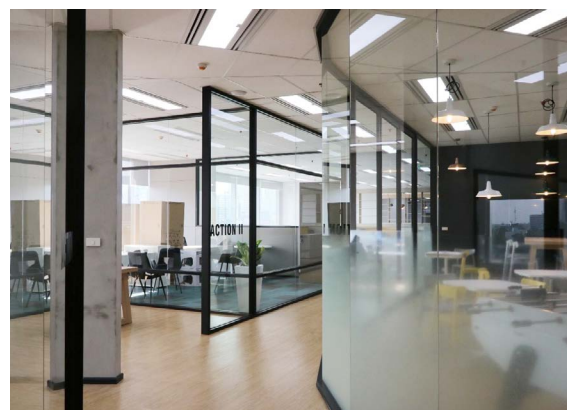
Royal Dutch Jaarbeurs belongs to the top exhibition organizers worldwide and operates a 86.000 square meters exhibition center in the city of Utrecht, the Netherlands. In one of the most sustainable and innovative venues in Europe, the Royal Dutch Jaarbeurs welcomes over 2.5 million visitors to more than 80 fairs and events each year.



The VNU office located at THE PARQ in Bangkok



Meeting rooms at VNU office



Community area at the VNU office



Welcome to VNU!

Southeast Asia is one of the world's most dynamic regions with continuously accelerating economic growth. The region's markets provide companies from all over the world with alluring sales, sourcing and investment opportunities. As a result, South East Asia's exhibition and conference industry is recognized as the ideal gateway to various industries. VNU Asia Pacific is located right at the center of this global power shift and the center of ASEAN's MICE industry. From our regional business hub in the heart of Bangkok, we organize physical and digital exhibition and conference platforms across industries in all of the key markets of South East Asia.



Igor Palka
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.

Agritechnica Asia (2018 edition at BITEC, Bangkok)

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.



687
million

people are living in South East Asia, 46% of them in urban areas. These are 239 million more consumers than in the European Union

370
million

is the digital consumer population in Southeast Asia, which is forecasted to reach 402 million by 2027

30.2

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

80%

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

6%

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

\$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%

Sources: HSBC Bank, Ernst & Young, Global Finance Magazine, Allied Market Research

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.

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.



A strong team of international and local MICE experts

Passionate. Professional. Driven.
VNU's team in Bangkok consists of MICE enthusiasts from around the world, including Thailand, China, Austria and Germany.



A new era of MICE

QSNCC, Thailand's first international convention center, has hosted over 20,000 national and international Meeting, Incentive, Convention, Exhibition (MICE) events and driven Thailand's MICE industry to success for 30 proud years.

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 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

Royal Dutch Jaarbeurs belongs to the top exhibition management companies by revenue worldwide. For over 100 years, Royal Dutch Jaarbeurs organizes and facilitates trade fairs, conferences, events and other meetings. In one of the most sustainable and innovative exhibition centers in Europe, located in the heart of the Netherlands, the Royal Dutch Jaarbeurs welcomes over 2.5 million visitors to more than 80 fairs and events each year.



CORPORATE STRUCTURE

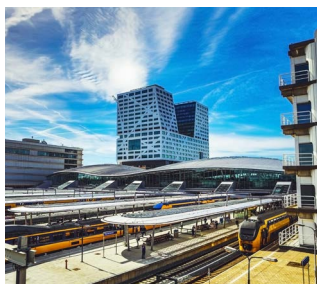
ROYAL
JAARBEURS
THE NETHERLANDS

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 co-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.

One Bangkok, a fully integrated district developed by TCC Assets (Artist's impression)

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





Our Venue Partner – QSNCC

QSNCC, Thailand's first international convention center, has hosted over 20,000 national and international Meeting, Incentive, Convention, Exhibition (MICE) events and driven Thailand's MICE industry to success for 30 proud years.

Aiming to become the Ultimate Inspiring World Class Event Platform for All and a new world-class event destination, QSNCC embraces a modern, elegant design that reflects Thai identity with sustainability and well-being in mind. Designed to accommodate comprehensive meeting and event needs, the center offers flexible space and state-of-the-art technology and facilities. QSNCC has been a prime venue for major events since its inception, thanks to its accessibility via various modes of transportation.



45,085 m²

Exhibition Space

9,155 m²

Convention / Meeting Space

50

Breakout Rooms

12,000 m²

Restaurant / Retail Space

QSNCC next to The PARQ



VNU ASIA PACIFIC PORTFOLIO



Cybersec Asia | 31 January-1 February 2024

Bangkok, Thailand

Organized by: VNU Asia Pacific, VNU Asia | Frequency: Every year

Venue: Queen Sirikit National Convention Center (QSNCC), Bangkok Thailand | www.cybersec-asia.net



Cybersec Asia is bringing together cybersecurity professionals, experts and enthusiasts from across the region. With a specific emphasis on the Asian market, Cybersec Asia will delve into the region's distinct cybersecurity challenges, regulatory landscape, and evolving threat landscape.



HEALTH AND NUTRITION ASIA | 12-14 March 2024

Bangkok, Thailand

Organized by: VNU Europe, VNU Asia Pacific, VICTAM Corporation | Frequency: Every 2 years

Venue: Bangkok International Trade and Exhibition Centre (BITEC) | 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.



AGRITECHNICA ASIA | 24-25 May 2024

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.



ILDEX Vietnam | 29-31 May 2024

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.



ILDEX PHILIPPINES | 28-30 August 2024

Manila, Philippines

Organized by: VNU Asia Pacific, The Philippine poultry show (1st Edition in 2023)
Venue: SMX Convention Center Manila | www.ildex-philippines.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 Philippine market. ILDEX Philippines will co-located with Philippines Poultry Show



ILDEX PHILIPPINES

in co-location with



Thailand LAB INTERNATIONAL | 11-13 September 2024

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 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.



Bio Asia Pacific | 11-13 September 2024

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 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.



FUTURE CHEM INTERNATIONAL | 11-13 September 2024

Bangkok, Thailand

Organized by: VNU Asia Pacific | Every year (co-located with Thailand LAB INTERNATIONAL)
Venue: Bangkok International Trade and Exhibition Centre (BITEC) | www.thailandlab.com/future-chem

FutureCHEM INTERNATIONAL is the new platform for conference and exhibition focusing on innovative solutions for the Chemical Industry. The exhibition emphasizes on raw materials, chemical engineering technology, processing technology and innovative chemical technology focusing on petrochemical, food and supplement, pharmaceutical and cosmetic industry in the initial stage. This new concept show is collocated with Thailand LAB INTERNATIONAL.



VNU ASIA PACIFIC PORTFOLIO



Health and Innovation Asia | 11-13 September 2024

Bangkok, Thailand

Organized by: VNU Asia Pacific | Every year (co-located with Thailand LAB INTERNATIONAL)
Venue: Bangkok International Trade and Exhibition Centre (BITEC) | www.health-innovation-asia.com

Health and Innovation Asia 2024 aims to spearhead a new era of healthcare innovation in Bangkok, catering to a diverse spectrum of healthcare professionals seeking to explore the potential of technology in shaping the future of wellness. ICT solutions and technologies to boost Thailand's Digital Healthtech revolution. The event is poised to transform Bangkok into the epicenter of innovation, where the convergence of health and technology promises to revolutionize the future of healthcare.



HEALTHY FOOD ASIA | 11-13 September 2024



Bangkok, Thailand

Organized by: VNU Asia Pacific | Every year (co-located with Thailand LAB INTERNATIONAL)
Venue: Bangkok International Trade and Exhibition Centre (BITEC) | www.healthyfoodasia.com

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.



VIV Asia | 12-14 March 2025



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.



Meat Pro Asia | 12-14 March 2025



Bangkok, Thailand

Organized by: Messe Frankfurt New Era Business Media, VNU | 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.

OUR WORLDWIDE PARTNERS & SUPPORTERS

Organizing Partners



Member of

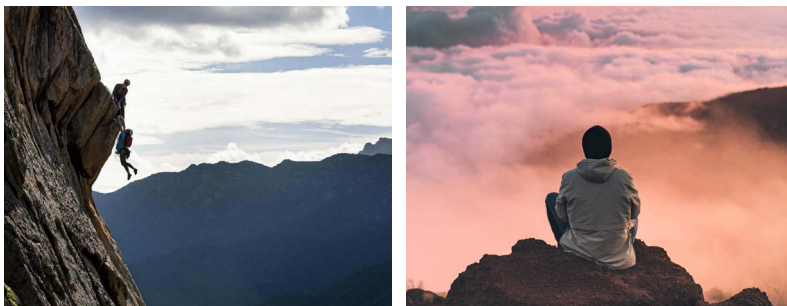


Government Supporters



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.

VNU | ASIA PACIFIC

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