

VNU ASIA PACIFIC

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

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht and Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Assets, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 tradeshows and event formats including leading brands for AgriTech, Animal Husbandry, Animal Companion, Pet, Life Sciences, Biotechnology, Health, Cybersecurity and Travel Technology.

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, which is one of the most sustainable and innovative venues in Europe. Royal Dutch Jaarbeurs welcomes over 2.5 million visitors to more than 80 fairs and events each year.





"Southeast Asia is one of the world's most dynamic regions with continuously accelerating economic growth. The region's markets provide people and companies from all over the world with genuine business, investment and knowledge sharing opportunities. As a result, South East Asia's exhibition and conference industry is recognized as the ideal gateway to regional industries, companies and buyers.

VNU Asia Pacific is located right at the center of this dynamic region and the center of ASEAN's MICE industry. From our regional business hub in the heart of Bangkok we organize trade and conference event platforms across multiple industries in key markets of South East Asia."



Mrs. Rujiras Chatchalermkit
General Manager

VNU | ASIA PACIFIC



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.

**687
million**

people are living in South East Asia, 53% of them in urban areas. These are 369 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

**30.9
years old**

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

**\$441
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

vnu ASIA PACIFIC

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, 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



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-operate across borders.

VNU EUROPE

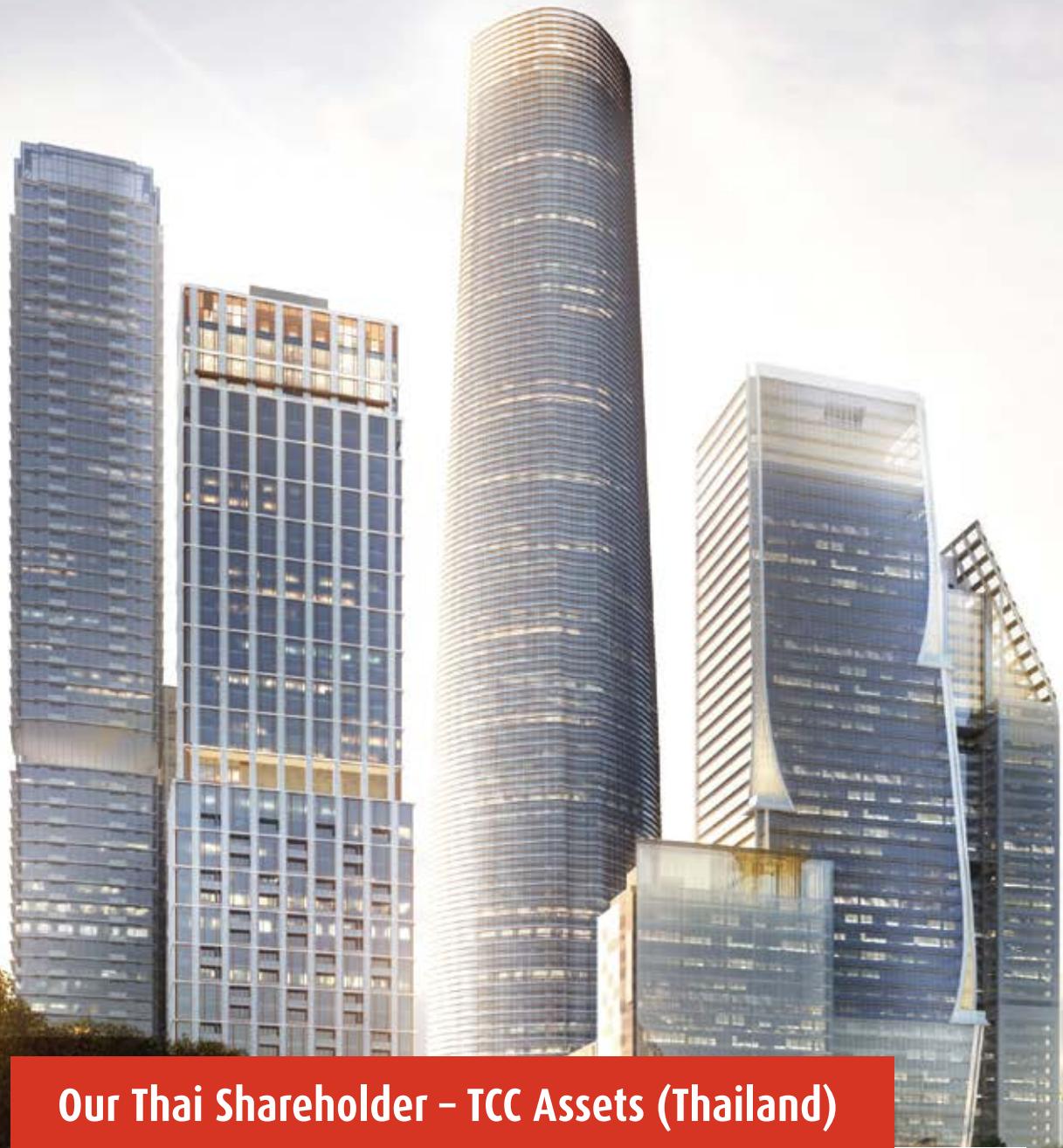


VNU ASIA PACIFIC



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 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).



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

NCC



VNU ASIA PACIFIC



DID YOU KNOW...

...that VNU Asia Pacific's sister company "N.C.C. Management & Development Co.,Ltd." 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.nccthailand.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

Livestock & Agriculture Portfolio

VIV ASIA



Organized by: VNU Europe, VNU Asia Pacific
Frequency: Every 2 years (1st Edition in 1993)
Venue: IMPACT Muang Thong Thani | www.vivasia.nl



Co-located with
meat pro
ASIA

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



Organized by: VNU Group, Messe Frankfurt New Era Business Media
Frequency: Every 2 years
Venue: IMPACT Muang Thong Thani | www.meatpro-asia.com



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.

HEALTH AND NUTRITION ASIA



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.



ILDEX 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.

Livestock & Agriculture Portfolio



ILDEX INDONESIA

Organized by: VNU Asia Pacific, PT. Permata Kreasi Media
Frequency: Every 2 years (1st Edition in 2013)
Venue: Indonesia Convention Exhibition (ICE) | www.ildex-indonesia.com

Co-located with



ILDEX VIETNAM

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

Co-located with



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.



SMART AQUA SOLUTIONS PAVILION

Organized by: VNU Asia Pacific, ITEC

The Smart Aqua Solutions Pavilion—a dedicated hub for advanced solutions in water quality management, wastewater treatment and recycling, water efficiency, conservation technologies, and beyond.

This new pavilion integrates seamlessly with key aspects of the livestock ecosystem, including Water Quality Management, Wastewater Recycling, Energy and Water Nexus, and Water Conservation.

Co-located with



HORTI&AGRI ASIA

Organized by: VNU Asia Pacific
Venue: IMPACT Muang Thong Thani / BITEC, Bangkok | www.hortiagrinext-asia.com

Co-located with



Horti&Agri Asia is the premier trade show showcasing the latest products, innovations, and advancements in horticultural food production, landscaping, controlled environment practices, environmental conservation, and agriculture. The trade show brings together industry professionals and experts from around the world to exchange ideas, knowledge, and expertise in the fields of arable land planting, crop harvesting and processing, land and water resource management, and cutting-edge enhancing technologies.



Horti&Agri
Indonesia

HORTI&AGRI INDONESIA

Organized by: VNU Asia Pacific

Frequency: Every 2 years

Venue: Indonesia Convention Exhibition (ICE) | www.hortigrinext-asia.com/han-select-indonesia

Co-located with



Horti&Agri
Vietnam

HORTI AGRI NEXT SELECT VIETNAM

Organized by: VNU Asia Pacific (in co-location with ILDEX Vietnam 2024)

Frequency: Every 2 years

Venue: Saigon Exhibition and Convention Center (SECC) | www.ildex-vietnam.com/han-select/

Co-located with



Horti&Agri Asia Vietnam is an international exhibition tailored for the horticulture and agriculture industries. It facilitates intensive business connections and offers extensive educational and informative conference content, designed to meet the current needs and requests of the market. The trade show brings together industry professionals and experts from around the world to exchange ideas, knowledge, and expertise in various fields including arable land planting, crop harvesting, processing, land and water resource management, and cutting-edge enhancing technologies for the Vietnam and Asia markets.

Pet Portfolio



PET FAIR SOUTH EAST ASIA

Organized by: VNU Asia Pacific, GLOBUS Events

Frequency: Every year

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

Pet Fair South East Asia is the latest regional expansion of the worldwide leading 'Pet Fair Trade Platform' (e.g. Pet Fair Asia in Shanghai), offering the international pet industry the only B2B pet industry tradeshow for South East Asia's fast-emerging markets. The three-day tradeshow unites key distribution, retail, and veterinary players, providing export-oriented companies with a strategic market-entry and market expansion platform for primarily South East Asia, but also additional markets in Asia Pacific. With Thailand being the 4th largest pet food exporting country worldwide, the show furthermore functions as a Global Sourcing Hub for Private Label Petfood, Treats, and Ingredient Solutions.

Lab & Health Portfolio



THAILAND LAB INTERNATIONAL

Organized by: VNU Asia Pacific

Frequency: Every year

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

Co-located with



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.



BIOHEALTHTECH

Organized by: VNU Asia Pacific

Frequency: Every year

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

Co-located with



BIOHEALTHTECH is the leading conference and exhibition for Biotechnology, Life Sciences and Smart Health in Asia. BIOHEALTHTECH is a revamp edition of 'Bio Investment Asia' focusing on Life Sciences, Health and Technology.

FUTURECHEM INTERNATIONAL



Organized by: VNU Asia Pacific

Frequency: Every year

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

Co-located with



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.

Technology Portfolio

CYBERSEC ASIA



Organized by: VNU Asia Pacific, NCSA

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.

TRAVEL&TECH ASIA



Organized by: VNU Asia Pacific

Frequency: Every year

Venue: Queen Sirikit National Convention Center (QSNCC), Bangkok Thailand | www.travelandtechasia.com

Travel & Tech Asia 2025, Asia's first-ever B2B exhibition dedicated to pioneering the next wave of travel technology and innovation. In a rapidly evolving industry, this event stands at the forefront of shaping the future of travel and tourism, bringing together leaders from across the globe.

AUQATECH ASIA



Organized by: VNU Asia Pacific

Frequency: Every year

Venue: Queen Sirikit National Convention Center (QSNCC), Bangkok Thailand | www.aquatechtrade.com/asia

Aquatech Asia 2026, organized by RAI Amsterdam and VNU Asia Pacific, is the newest show in the global Aquatech portfolio, joining the flagship editions in Amsterdam, Mexico, and China. Launching in Bangkok in November 2026, the event will bring together 100+ exhibitors and 3,500+ visitors, connecting water professionals, innovators, and decision-makers from across Southeast Asia. With strong representation from water management, wastewater treatment, infrastructure, automation, and commercial solutions, Aquatech Asia offers a powerful platform to showcase innovations, strengthen brand visibility, and shape the future of water resilience and sustainability in the region.

PROLIGHT + SOUND



Organized by: VNU Asia Pacific | Messe Frankfurt Hong Kong

Frequency: Every year

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

Prolight + Sound Bangkok (PLSB), a new regional platform for the entertainment and pro AV sectors. The new industry show is backed by Messe Frankfurt's global resources and industry expertise – through flagship fairs Prolight + Sound in Frankfurt and Prolight + Sound Guangzhou – along with VNU Exhibition Asia Pacific's deep regional expertise and well-established local network. As such, PLSB is poised to serve as a key gateway for international suppliers looking to enter and expand across ASEAN, while acting as a nexus for innovation and industry growth in the region.

OUR WORLDWIDE PARTNERS & SUPPORTERS



OUR CORE VALUES

- EFFICIENCY
- FLEXIBILITY
- FOCUS
- OWNERSHIP
- RESPECT
- TEAMWORK





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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