



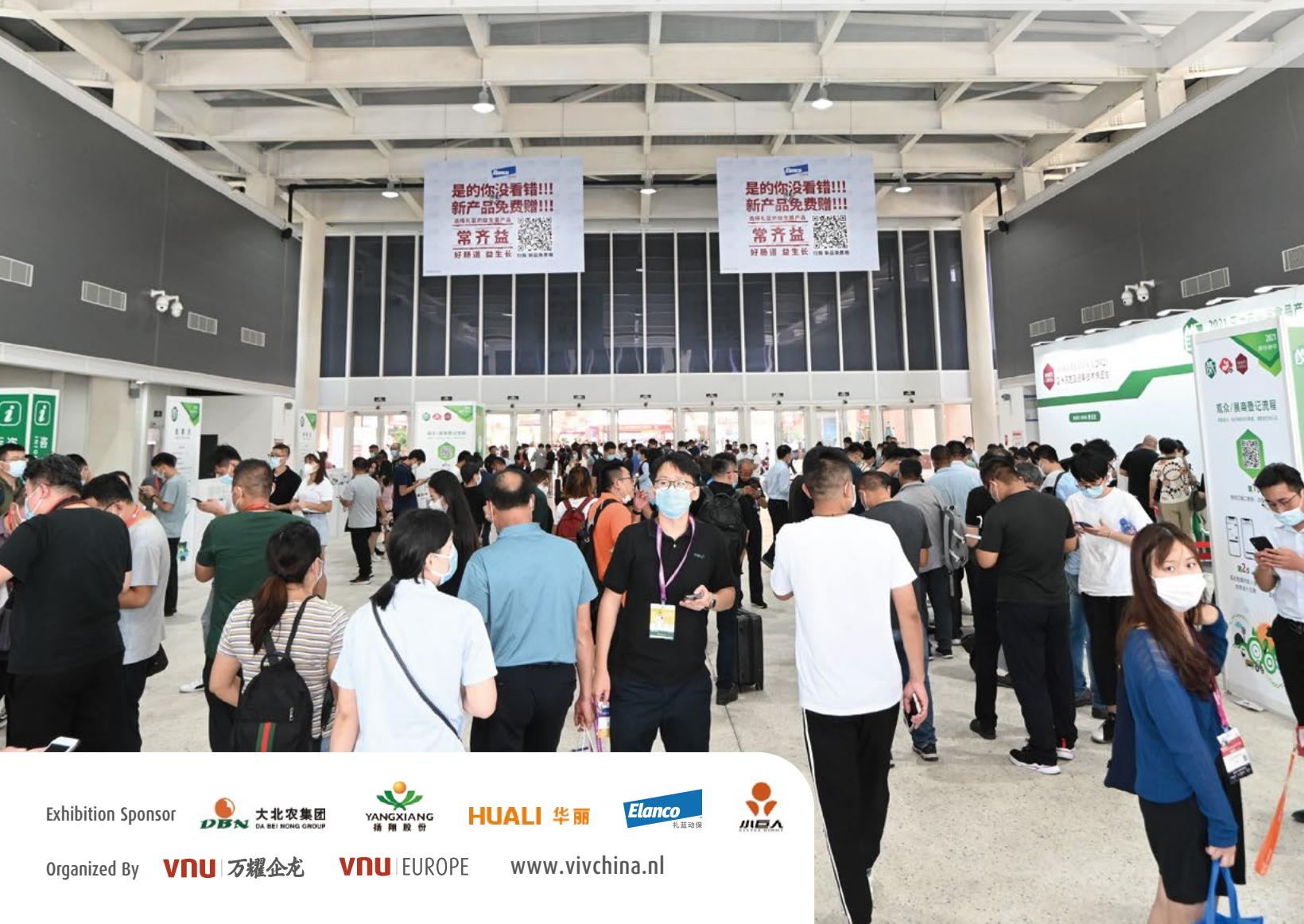
VIV QINGDAO 2021

September 15-17 | Qingdao, China

International trade show from Feed to Food

14th Edition

POST SHOW REPORT



392

Exhibitors



42,000m²

Exhibition Area



20,696

Visitors



1,500+

Invited Professional Buyers



20

Co-located Conferences



4,200+

Conference Attendees



1,500,000 +

Online Views

Exhibition Sponsor



HUALI 华丽



Organized By

VNU 万耀企龙

VNU EUROPE

www.vivchina.nl

VIV QINGDAO 2021

Successfully held in Shandong China
New achievements in the international business service sector

VIV Qingdao 2021 was held successfully in September as scheduled. Despite the ongoing pandemic the show maintained its steady growth and many innovations. The exhibition welcomed 392 exhibitors, 20,969 onsite visitors and the online live streaming platform was viewed over 1.5 million times. Because of the global pandemic, our priority for 2021 was international exchange and business cooperation, and we provided global partners with customised services throughout the year. We have held over 1,500 business matching sessions to date.

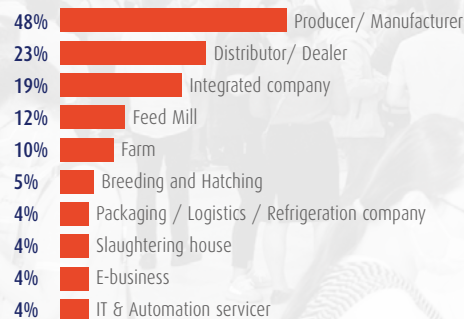
55,402 PAGE VIEWS

Online visitors reached out to the exhibitors in Qingdao from 30 countries, including China, Iran, UK, the Netherlands, Peru, Canada, Brazil, Germany, Japan, USA, the Philippines, Malaysia, among others.

QUALITY VISITOR PROFILES

On-site visitors

Visitors top 10 main businesses

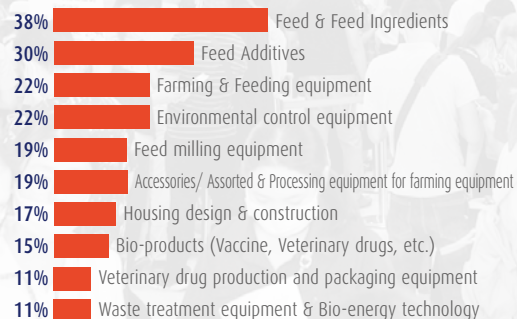


2021 Invited Professional Buyers

ACI Ltd.	CP Bangladesh Ltd
Aftab Bahumukhi Farms Ltd.	DaChan Food (Asia) Limited
AG Agro Ltd.	Diamond egg
Agata Feed mills AIT	Fujian Aonong Biological Technology Group
Agrobuey	Gongs Group
Aleya Feerid	Grupo La Vaquera
Alibaba Group	Grupo Merino
Aligan	Guangdong Haid Group Co.,Limited
	Guangdong Yaoming Agricultural Holding



Visitors top 10 products interest

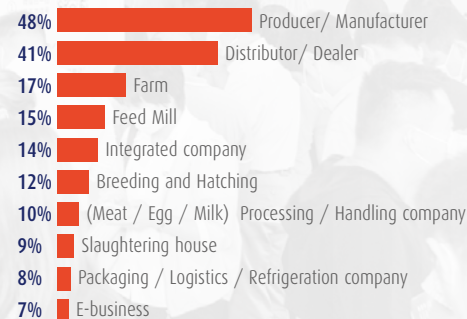


Co., Ltd.
Guangyuan Farming (Group) Co., Ltd
Henan Shuanghui Investment & Development Co.,Ltd.
Huanshan Group Co., Ltd.
ICW BIOTECHNOLOGY SDN BHD
Index Agro
Molineria Minerva
Molinorte Sac

Muyuan Foods Co.,Ltd.
New Hope Liuhe Co.,Ltd
North's egg
Nourish Poultry & Hatchery Ltd.
Padma Feed Planet Feeds Ltd.
Paragon Group
Protinal
Rafid Poultry
RB Agro Ltd.

Online visitors

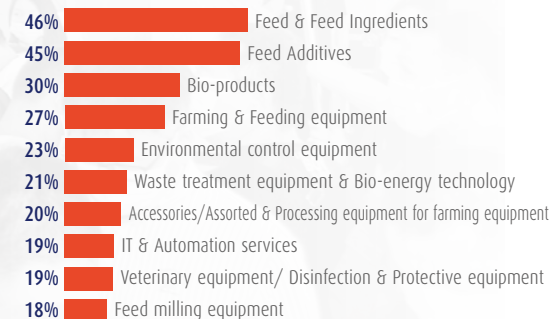
Visitors top 10 main businesses



RRP Agro Farms Ltd
Shandong Fengxiang Group Co., Ltd.
Shanxi Jinxing Animal Husbandry Co., Ltd.
Protinal
Rafid Poultry
RB Agro Ltd.
RRP Agro Farms Ltd
Shandong Fengxiang Group Co., Ltd.
Shanxi Jinxing Animal Husbandry Co., Ltd.

Shiyang Agricultural Holding Group Co., Ltd.
Sichuan Tieqilishi Food Co., Ltd.
Sunner Development Co.,Ltd.
Super S
Tangrenshen Group Co.,Ltd.
The Twins (group) Co.,Ltd.
Weifang Limin Feed Co., Ltd.
Zhucheng Waimao Co.,Ltd.

Visitors top 10 products interest



Note: partial list of our buyers

Trade MATCHMAKING:

1500+ Meetings

63 COUNTRIES & REGIONS

VIV QINGDAO 2021 provided solutions for international business and trade in spite of the pandemic. "Online-trade services" mainly include online business matching portal, matching sessions for cross-border sourcing, customized live streaming, virtual field visits, and a series of webinars. We have provided professional business matching services for participants from 63 countries and regions around the world in 2021.

Matching sessions for cross-border sourcing

The Netherlands Session
Latin America Session

Southeast Asia Session
Bangladesh Session

Virtual field visits

Customized live streaming (International)

A Series of webinars



Online Business Matching Portal

This service is ongoing.

You can submit your purchase requirements through the system, or negotiate directly with the suppliers there.

More live business matching activities and services

VIV QINGDAO 2021 organized many onsite business activities, and created a brand-new "DIRECT PROCUREMENT FAIR" tailored to Chinese buyers through which onsite buyers can enjoy special discounts. Over 30 companies participated in the fair. Working with China's largest pig e-commerce platform in the industry for online interactions, the effect of the fair was boosted.

20+ Forums were held concurrently The brand-new “main forum +N” model

VIV Qingdao's main forum was set up for the first time this year. Our two-day forum themed "dissecting changes, forging resilience, and transcending involution" received over 500 participants onsite, and created successful experiences onsite and abroad.

Industry tycoons, experts and scholars shared wonderful industry insights at the main forum. Liu Qiangde, Deputy Secretary-General of the China Animal Agriculture Association, Ma Chuang, Deputy Secretary-General of the Chinese Association of Animal Science and Veterinary Medicine /Vice Chairman of the World Poultry Society Asia-Pacific federation, Yao Minpu, Chief Strategy Officer of the National Engineering Research Center of Biological Feed, Ina Enting, Asian Director of NAFTC (Netherlands Agro & Food Technology Centre)/CEO of DMFC, Zhang Xiaoping, Regional Director of the U.S. Soybean Export Council (USSEC) for its Greater China Region, attended the meeting.

GPGS – Global Pig Genetic Summit



2021 International Conference of Animal Nutritionists



VIV International Summit 2021



Farm Animal Welfare and Future Sustainable Agriculture



Sino-Dutch Seminar on Animal Husbandry Technology



Global Egg and Poultry Industry Conference



Cloud meeting channel in sync with live events

1,500,000+
Online Views

An online live streaming platform was established for some of the forums. You can still review these conferences on this platform.

Replay channel (free)

[Review](#) | [click here](#)



PROGRAM AND CONTENT COOPERATION

- China Animal Agriculture Association
- Chinese Association of Animal Science and Veterinary Medicine
- National Engineering Research Center of Biological Feed
- Compassion in World Farming
- China Association for the Promotion of International Agricultural Cooperation-the International
- Cooperation Committee of Animal Welfare
- Netherlands Agro & Food Technology Centre
- U.S. Soybean Export Council
- Global Food Partners
- JI DAN TANG

Note: partial list of our cooperation parties.



OVERSEAS COMPANIES EXHIBITED IN GROUPS FOR FURTHER BUSINESS EXPANSION IN CHINA

China's entire agriculture, animal husbandry and food industries are in a stage of rapid development, with huge market demand and an open and stable environment for cooperation. Under the current covid situation, VIV's China exhibition provided a professional platform for overseas companies or buyers to understand the Chinese market and develop businesses in China. In 2021, we cooperated with NAFTC, AIC, GFP and other partners to support many overseas brands during their onsite exhibition and business exchanges.

THE NETHERLANDS PAVILION IN THE INTERNATIONAL EXHIBITION AREA



GFP CAGE-FREE EGG PRODUCTION INTERNATIONAL EXHIBITION AREA



INTERNATIONAL PIG BREEDING BUSINESS EXHIBITION AREA



SHANXI MAIN EXHIBITION AREA & SHANXI SHUOZHOU EXHIBITION AREA



A MULTI-SPECIES EXHIBITION COVERAGE



Note: a small glimpse of some of the exhibiting companies.

EXHIBITOR EVALUATION

Shanxi Provincial Committee of China Council for the Promotion of International Trade

"Shanxi Brand China Tour" participated in VIV QINGDAO for the second time. More than 40 enterprises of well-known brands in agriculture and animal husbandry sector from Shanxi participated in the exhibition. Thanks to the organizer for providing us not only the exhibition platform, but also the services and communication channels such as promotions, business matching sessions, project negotiations, brand launches, conferences and forums, etc.. This is a very valuable event. Next year, we will bring the Shanxi delegation of featured agricultural brands to VIV again!"

DAMLY (Zhengzhou) Environmental Technology Co., Ltd | Chen Hongchao, marketing manager

"DAMLY (Zhengzhou) Environmental Technology Co., Ltd is a Sino-French joint venture, mainly engaged in the production and distribution of gas-heating equipment for animal housing and disinfecting and drying equipment for biosecurity. Through VIV Qingdao we have met many customers and friends from livestock industry at home and abroad, which helped us a lot in publicity and product promotion. We have booked a place in VIV 2022, and my best wishes to VIV for further progress!"

HaloSource Water Purification Technology Co., Ltd. | Zhang Haiying, marketing director

"HALOPURE is a technology patented both in China and the USA, focusing on the disinfection of drinking water for human and animals for over 20 years. It has obtained safety certification from authoritative organizations in China and overseas. The technology has integrated features of safety, efficiency, environmental protection and intelligence. It can sterilize source water and water distribution lines at the same time to guarantee around-the-clock water safety; There is no need to add medicine. No waste water is generated. It requires small investment but can make big profit. This is our first time to participate in the VIV this year. During the event, we conducted in-depth communication and exchanges with experts and guests from multiple industries. At the same time, our booth attracted a large number of industry peers. We've established contacts with many potential customers through the exhibition, and we will stay tuned and continue to participate in future VIV events."

Zhejiang Mingjia Environmental Protection Technology Co., Ltd. | Cai Hongxia, sales person

"VIV Qingdao 2021 exceeded expectations in terms of no matter visitor turnout, or exhibition quality and results. I am looking forward to being here again next year!"

Shandong Shouguang Juneng Golden Corn Development Co., Ltd.

Fan Jianbo, sales and international trade manager (a frequent VIV exhibitor)

"VIV has been committed to providing better and better communication platform for companies like ours. VIV has provided us quality services with professionalism and sincerity. I wish VIV continued success in the future! "

Jiangsu Huali Intelligent Technology Co., Ltd. | Chen Tongtong, head of marketing department

"Complete sets of intelligent poultry rearing equipment and modern environmental protection equipment were showcased in the Huali science and technology pavilion during the VIV QINGDAO 2021. The equipment closely follows customer needs and industry trends in "production efficiency", "epidemic prevention and safety" and "environmental protection". Affected by the covid, international customers could not come, and the visitor turnout was also impacted to some degree. VIV adopted a combined mode of offline exhibition + online cloud exhibition, and invited foreign buyer groups to online trade discussions, which resulted in good publicity effect. Attentive service is the major impression VIV left to us and I hope that VIV will become better and better."

EXHIBITOR EVALUATION

Shandong Huali Electromechanical Co., Ltd. | Wang Yanan, deputy general manager of sales

"VIV QINGDAO had enormous scale and many exhibitors. Our generator units for animal farming also attracted the attention of many visitors. This exhibition was very professional and the service was quite nice. It is a good place for business development."

Yangzhou Kerunde Machinery Co., Ltd. | Wang Lei, marketing manager

"As a hardcore fan of VIV China, Kerunde once again attended VIV this year where we brought our new generation of double "U" high-performance grinders to light. We were awarded the "Smart Animal Husbandry" outstanding contribution award by the organizer. While we are proud, we also feel that the company still has a long way to go. We are delighted that VIV Qingdao 2021 took place as scheduled and showed lots of great stuff onsite despite the rampant pandemic, which is a nice surprise to us. I wish the VIV greater success and look forward to further cooperation in the future."

Qingdao Zhuolian Animal Husbandry Equipment Co., Ltd. | Xu Jiaoduo, general manager

"This year marks my third time participating in VIV Qingdao. The exhibition has greatly promoted our products, and we have got very positive feedback from our customers."

Qingdao Kechuang Xinda Technology Co., Ltd. | Wang Fubao, CEO

"In the context of the pandemic, Qingdao Kechuang Xinda, as a loyal fan of VIV, attended the VIV Qingdao 2021 on September 17 at the Qingdao Cosmopolitan Exposition. Our fully upgraded intelligent animal husbandry hardware made its debut at the exhibition. From input to output, the results were remarkable. At the same time, the organizer made meticulous efforts in organizing the event and were very considerate to us exhibitors. I wish greater success and glorious achievements for VIV in the future!"

Chuzhou Sanovo Paper Packaging Co., Ltd. | Wu Fangjie, general manager

"Chuzhou Sanovo made its debut in VIV Qingdao 2021. Many visitors were attracted to stop by our booth to learn about our packaging products and discuss business opportunities, which is a reflection of our successful debut. During the exhibition, the organizer provided us strong support from the eye-catching design of the booth, to comprehensive logistic service, to professional interview and publicity, etc. I'd like to express our appreciation to VIV organizer for the platform and look forward to working with you again next time!"

Zhucheng Zhongyu Electromechanical Equipment Co., Ltd. | Liu Zhengzhong, general manager

"VIV Qingdao is the most influential exhibition in Asia. Although most international customers couldn't come due to the pandemic, the organizer held various online cross-border sourcing activities and good results have been achieved. Various wonderful activities also took place at the offline exhibition. Zhongyu presented at this exhibition with flat rearing equipment for breeding poultry, manure treatment equipment and waste gas treatment equipment, which attracted many customers to stop by and talk with us. In the future, Zhongyu will go hand in hand with VIV to promote industry development together."

Shanxi Provincial Committee of China Council for the Promotion of International Trade Zhang Liwen, trade promotion department

"This is the second time for "Shanxi Brand China Tour" to be at the VIV Qingdao exhibition. During the event, we brought more than 40 well-known agricultural and animal husbandry brands from Shanxi, a good representative of Shanxi's brand strength in this sector. Exhibitors have achieved good trade results through multi-channel publicity and communication means including exhibition, publicity and promotion, business matching, project negotiation, brand launch, forum, etc. "Shanxi Brand China Tour" itself was also vigorously and extensively promoted during the event. Next year we will organize a delegation of such Shanxi brands to join in the event again!"



VIV QINGDAO 2022
亚洲国际集约化畜牧展览会（青岛）



VENUE:

**Qingdao Cosmopolitan Exposition, China
September 22-24 | Qingdao, China**

International Trade Show
From Feed to Food



50,000m²
Gross Exhibition Area



30,000+
Visitors



500+
Exhibitors



20+
Conferences & Seminars



**Book your 2022 booth,
contact us for extra benefits**

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