



HEALTH &  
NUTRITION ASIA

IN CO-LOCATION WITH



SEPTEMBER 7-9, 2022  
IMPACT, BANGKOK, THAILAND



# SHOW REVIEW

[www.vivhealthandnutrition.nl](http://www.vivhealthandnutrition.nl)

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## GREAT ATMOSPHERE AT THE HEART OF VICTAM ASIA AND HEALTH & NUTRITION ASIA and GRAPAS ASIA 2022

VICTAM Corporation and VIV worldwide welcomed exhibitors and visitors from September 7 – 9, 2022 at the IMPACT Bangkok, Thailand for the events Victam Asia, Health & Nutrition Asia and GRAPAS Asia. The three co-located trade fairs focused on animal feed, animal health and nutrition, and the grain and rice processing industries.

“It was exciting to be back in Asia again after the Covid pandemic. The atmosphere at the event was excellent as exhibitors and visitors were glad to be participating at a live event again,” says General Manager of the Victam Corporation, Sebas van den Ende. “We were happy to finally welcome all these companies and professionals. A few exhibitors were not able to participate due to the strict Covid rules in their countries, but we provided them with a hybrid platform so they were able to participate online. The participating exhibitors attended with exciting stands, machinery, and innovations.”

“This was a great opportunity for the feed and animal health industry to meet in 2022. The exhibition halls were busy over the three event days, with the top 10 visiting countries being Thailand, India, Philippines, Vietnam, Bangladesh, Malaysia, Indonesia, Korea, Myanmar, and Singapore,” said Birgit Horn, Managing Director VIV worldwide.

Visitors and press were pleased with the extensive range of products on display, especially the newly launched products, the high quality of the exhibition stands and the great networking opportunities onsite. There were 231 exhibitors from 33 countries present.

Likewise, the exhibitors were very satisfied with the visitors. The companies stated that it was great to meet their clients and prospects face-to-face again. The exhibitors also commented on the very high quality of the visitors and the wide range of countries from which they came.

Spread over the three show days, there were 6,121 visitors from 64 countries. 90.4% of the visitors were from Asia and 9.6% of the visitors were international visitors (EMEA, America’s, Oceania).

A VIP tour and luncheon were organized at the opening day with key Asian buyers, institutions representatives and local authorities; while a delegation of Korean professionals joined on the second day. On the last day, the show organizers welcomed the management teams of CPF, Betagro, Centaco, Thai Food Group, Thai Vegetable Oil and more.

## SHOW IN NUMBERS



**6,121**  
professional Visitors from 64 countries



**90.4%**  
from Asia  
**9.6%**  
from the rest of the world



**231**  
exhibitors from 33 countries



**35+**  
conference sessions

Exhibitors Satisfaction

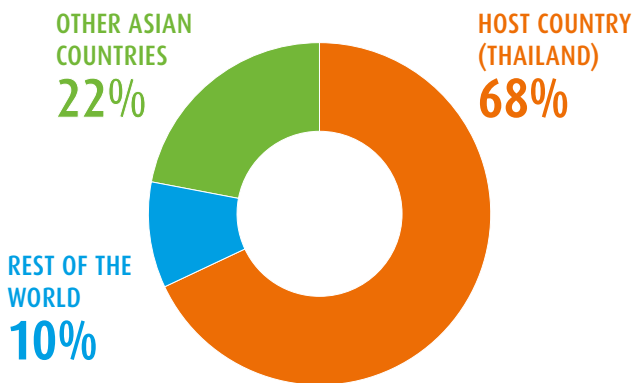
6.2 out of 10

Visitors Satisfaction

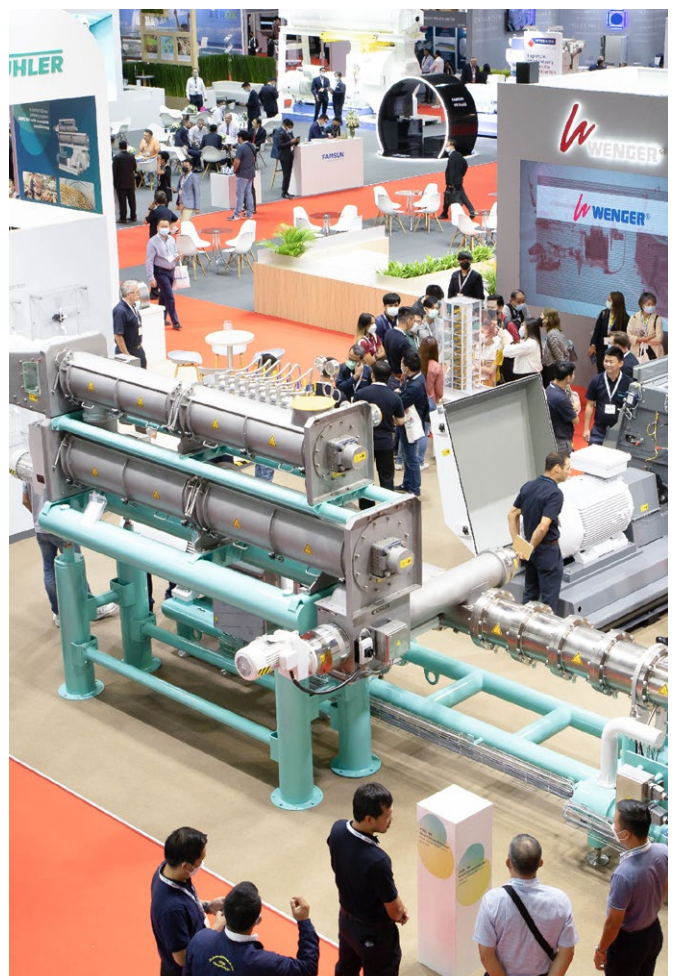
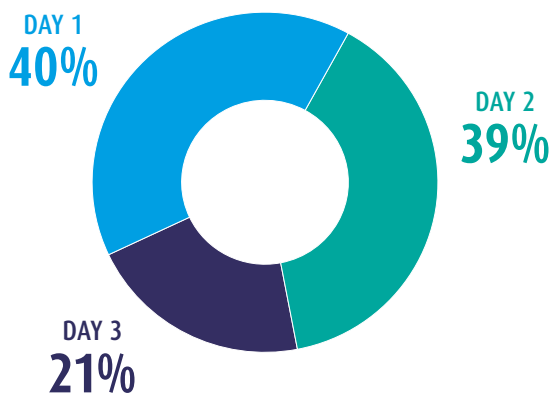
8.2 out of 10

# THE VISITOR NUMBERS OF THE FIRST CO-LOCATED EDITION OF VICTAM ASIA AND HEALTH & NUTRITION ASIA

## VISITORS BY REGION



## VISITORS BY DAY



## TOP VISITING COUNTRIES

- |  |   |
|--|---|
|  1. Thailand    |  6. Malaysia   |
|  2. India       |  7. Indonesia  |
|  3. Philippines |  8. Korea      |
|  4. Vietnam     |  9. Myanmar    |
|  5. Bangladesh  |  10. Singapore |

Total number of visiting countries: 64!



## VISITOR QUALITY

### VISITORS JOB FUNCTION

<b>Director</b>	<b>12%</b>
<b>Marketing/sales manager/representative</b>	<b>15%</b>
<b>General manager/CEO</b>	<b>10%</b>
<b>Technical manager/engineer/technician</b>	<b>7%</b>
Design/development/engineering	6%
Production	4%
Buyer/purchase/procurement manager	4%
Consultant	4%
COO/Operational director	3%
Farm owner	3%
Distributor/dealer/retailer	3%
Veterinarian	3%
Nutritionist/formulator	3%
Plant manager	2%
Quality control	2%
Product/project manager	2%
Academic/professor	2%
Researcher	2%
Farm employee	1%
Producer/processor	1%
Government representative	1%
Transportation/Logistics	0.5%
Regulatory manager	0.4%
Press	0.3%
Other	10%

### DECISION MAKERS AT THE SHOW

<b>Final decision makers</b>	<b>21%</b>
<b>Co-decision makers</b>	<b>37%</b>
Influencers	12%
No decision makers	30%
<b>Total</b>	<b>100%</b>

### VISITING COMPANIES Y-O-Y TURNOVER

USD \$ 0 – 100,000	9%
USD \$ 100,000 – 500,000	9%
USD \$ 500,000 - 1 million	7%
USD \$ 1 million - 10 million	12%
USD \$ 10 million - 50 million	10%
USD \$ 50 million - 100 million	5%
USD \$ 100 million - 500 million	4%
More than USD \$ 500 million	5%
Unknown	39%
<b>Total</b>	<b>100%</b>

# QUALITY PROFILES OF PROFESSIONAL VISITORS

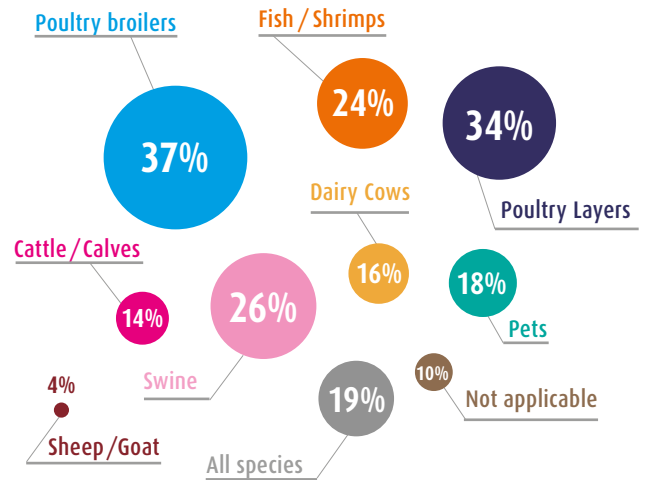
## VISITORS BY SECTOR

Which sector do you belong to?

Feedmill	30%
Feed additives / ingredients manufacturer / distributor / services	28%
Animal health / Pharmaceutical products / ingredients / equipment manufacturer / distributor / services	18%
Animal farm equipment manufacturer / distributor / services	15%
Animal Farm	16%
Animal feed industry	27%
Aqua feed industry	16%
Pet food industry	16%
Grain, rice, soy, beans processing	13%
Others	12%

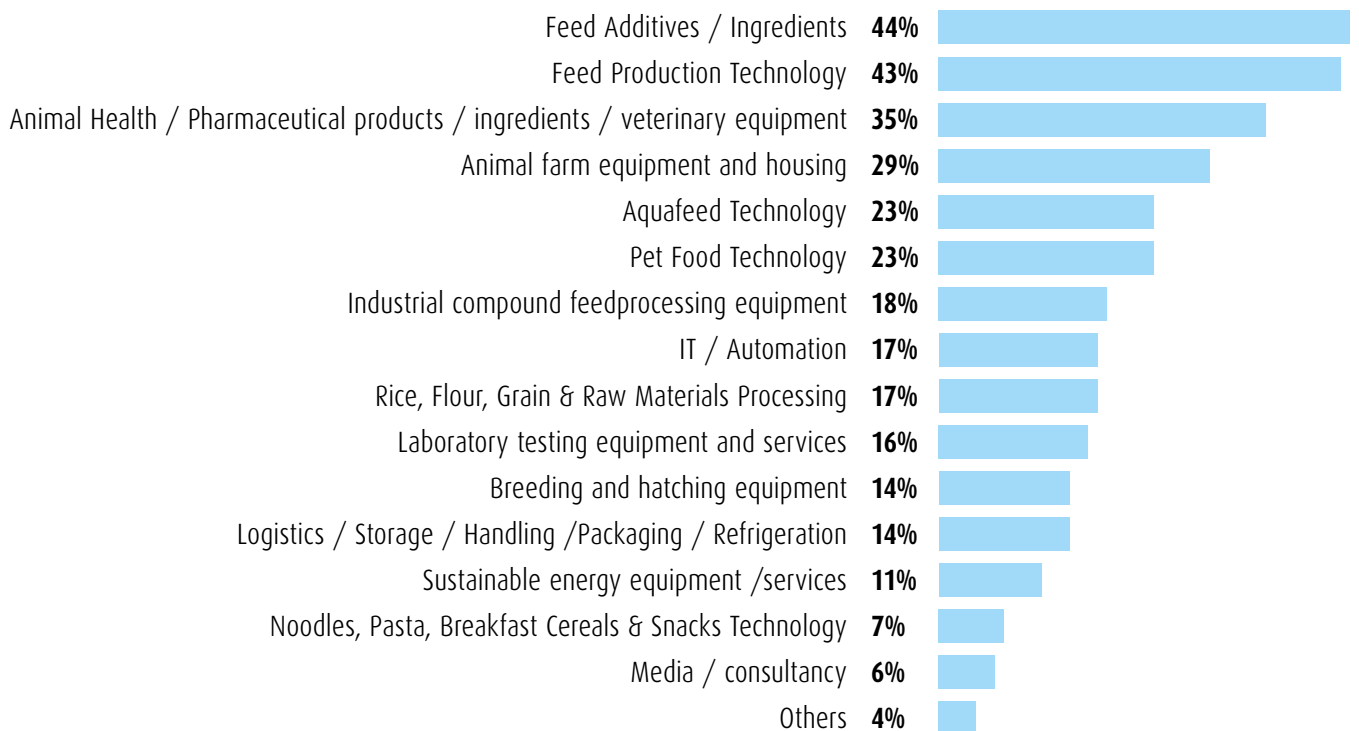
## VISITORS BY SPECIES

To which specie is your company mainly related?



## VISITORS MAIN INTERESTS

In which range of products are you interested?

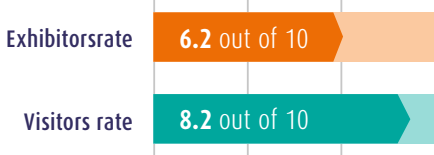




# ATTENDEES SATISFACTION

## POST-SHOW SURVEY

### SHOW APPRECIATION MARK



### VISITOR QUOTES FROM SURVEY

“Good atmosphere”

“Newest technology of aquafeed/ pet food is always there”

“Many of our suppliers join the exhibition. This is a good chance to meet face to face with overseas suppliers”

“Good platform to gather knowledge”

“Nicely organized”

“The event is very helpful when you are sourcing for ingredients, machines, industry consultants, etc”

### ENJOY THE AFTERMOVIE

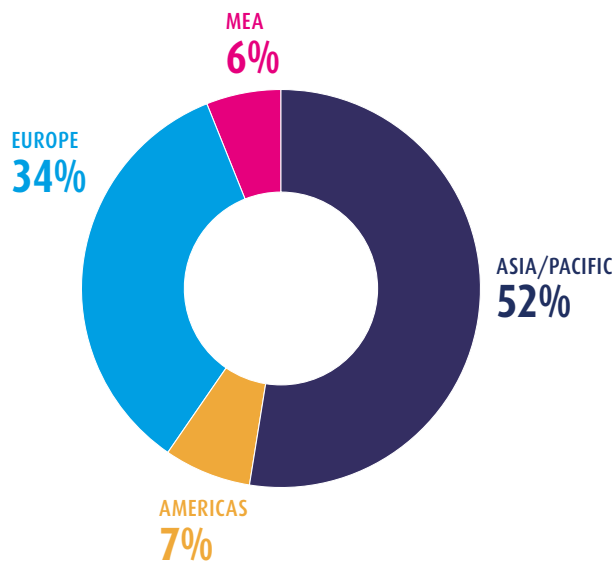




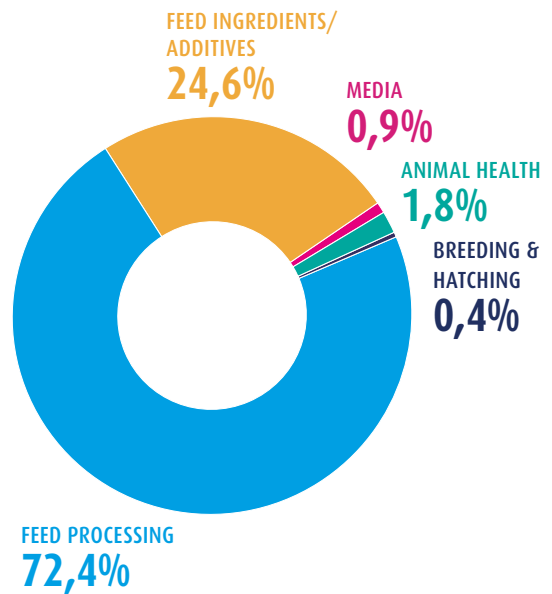
# EXHIBITORS AT VICTAM ASIA AND HEALTH & NUTRITION ASIA 2022

231 COMPANIES EXHIBITED AT THE SHOW IN 2022!

## EXHIBITORS BY REGION



## EXHIBITORS BY SECTOR



## TOP EXHIBITING COUNTRIES

- |  |  |
|--|--|
|  1. China         |  6. Netherlands |
|  2. Thailand      |  7. Turkey      |
|  3. Germany       |  8. France      |
|  4. United States |  9. South Korea |
|  5. India         |  10. Taiwan     |



A VIP tour and luncheon were organized at the opening day with key Asian buyers, institutions representatives and local authorities; while a delegation of Korean professionals joined on the second day. On the last day, the show organizers welcomed the management teams of CPF, Betagro, Centaco, Thai Food Group, Thai Vegetable Oil and more.



Opening Ceremony





## CONFERENCE HIGHLIGHTS

The organizers of VICTAM Asia and Health & Nutrition Asia were proud to host several conferences and seminars with the cooperation of key industry partners:

- AFFIA Annual Event: Forward with Fervour - The Asian Insect Industry
- Aquafeed.com: Towards Sustainable Aquafeed 2022
- Aquatic Asia: Shrimp farming and farming technology
- Asian Federation of Biotechnology: Feed additives alternative to antimicrobial growth promoters
- GMP+: Feed Safety Resilience in times of crisis
- Misset: All About Feed Seminar | Antibiotic Reduction
- Perendale Publishers: Build my feed mill | Feed machinery technologies and feed mill process
- Perendale Publishers: Feed innovations 2022 seminar
- Perendale Publishers: GRAPAS Asia 2022 Innovations Seminar
- Progressus Asia: Micro-AgriSchool on Feed Milling: issues, ideas and practical considerations for improving operationa performance
- Thai Feed Mill Association: Target 2040 : Net Zero Emission
- WPSA: poultry feed

**The conference organizers stated that the delegate attendance was good and that the delegates have appreciated the quality of both the speakers and their papers.**

Additionally, several exhibitors **like Amandus Kahl, Bioproton, Bühler Group, Clextral, DSM, Evonik, Grain Technik, J E S Innovative, Kanters, Premiartech, and Proteon** presented technical seminars during the three show days.



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SEE YOU IN 2024  
MARCH 12-14  
BITEC – BANGKOK, THAILAND