



VICTAM Asia 2018

FIAAP **grapols**

27 – 29 MARCH 2018 · BITEC EXHIBITION HALLS, BANGKOK, THAILAND



Post-show Report

The VICTAM Asia 2018 event took place from March 27 – 29 within halls 101 and 102 of the Bangkok International Trade & Exhibition Centre. This was the fourth time that the event had been held in BITEC and as usual **quality** was the word being used to describe the shows and conferences.

The visitors were **very pleased** with the exhibits, the newly launched products as well as the **high quality** of exhibitors and stands. The exhibitors reported that the number of visitors and as always the **quality** of those visitors was very high. The conference delegates also confirmed the **quality** of the speakers and papers presented at the conferences.

The event was the largest event in Asia so far. There were in all **227 exhibitors** and they came from **33 different countries**. There were more exhibiting companies than in 2016 when there had been 223 exhibitors from 29 countries.

Two new features were introduced during VICTAM Asia 2018: the **business matchmaking program** and the VICTAM **Newsroom**. The business matchmaking program added around **15% extra** meetings to everyone's schedule. It was a combination of an online tool and personal support by the Victam matchmaking consultants. The platform was visited **5.284** times, collecting **7.848** profile views. It allowed exhibitors and visitors to plan their appointments prior to the event in a very efficient way which resulted in **over 80%** of all the meetings being rated as **highly satisfied**.

The other feature was the VICTAM Newsroom. Speakers, visitors and exhibitors were interviewed about their expertise. The news crew also made running reports about the events through Victam's social media channels resulting in **>1500 views**. To catch an impression of the event and watch all the interviews visit the Victam International channel on YouTube.

The profile of the 227 exhibitors in the industry expo was very diverse. They represented 33 different countries, 26% are based in Europe, 48% from Asia and 26% in the rest of the world. **93%** of the exhibitors stated that they would participate in the next edition of VICTAM Asia. Asked for their assessment of the show, exhibitors scored it as **8 out of 10**. You can view the exhibitor list on the back page.

The event was attended by **5.629 unique attendees** from **67 different countries**, paying **6.987 visits** over three days. **77%** of the visitors were **decision makers or influencers** in the purchasing process. The geographical breakdown is shown below. 45% of the visitors came from (among others) the animal feed industry, 8,4% from the pet food industry, 10,7% from the grain, flour and rice industries, and 10,2% from the aqua feed industry.

The main reason for visiting this event was **networking**, visiting specific companies, looking for new products, staying in touch with suppliers and meeting new suppliers. **90%** of visitors stated they would visit the show again in 2020.

Geographical breakdown of visitors

The visitor figures have been independently audited by an UFI approved auditor that was appointed by TCEB (Thai Convention & Exhibition Bureau)





Job functions of visitors

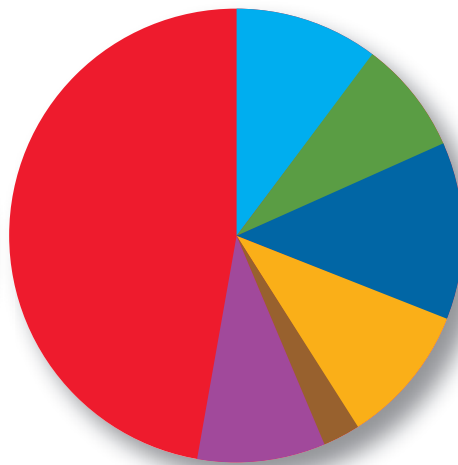
● CEO, directors	47,0
● Nutritionists, formulators	11,5
● Management	30,5
● Other	11,0

Total 100%

Influencers in the purchasing process

Influencers in the purchasing process	%
Final decision maker	28,7
Co-decision maker	32,9
Influencer	18,6
None	19,8

Total 100%



Main business activities of visitors

● Animal feed industry	45,0
● Aquafeed industry	10,2
● Petfood industry	8,4
● Integrators	13,3
● Grain, flour, rice industries	10,7
● Biomass	2,5
● Others	9,9

(Universities, Chambers of Commerce, Government, Media and unspecified)

Total 100%

Some visitor quotes:

“By visiting the exhibition, we refreshed and found some new ideas for our work”

“Good exhibition. This program will help me for relation between technical person, professional and manufacturers in this sector. This is big opportunity for information of new technologies”

Some exhibitor quotes:

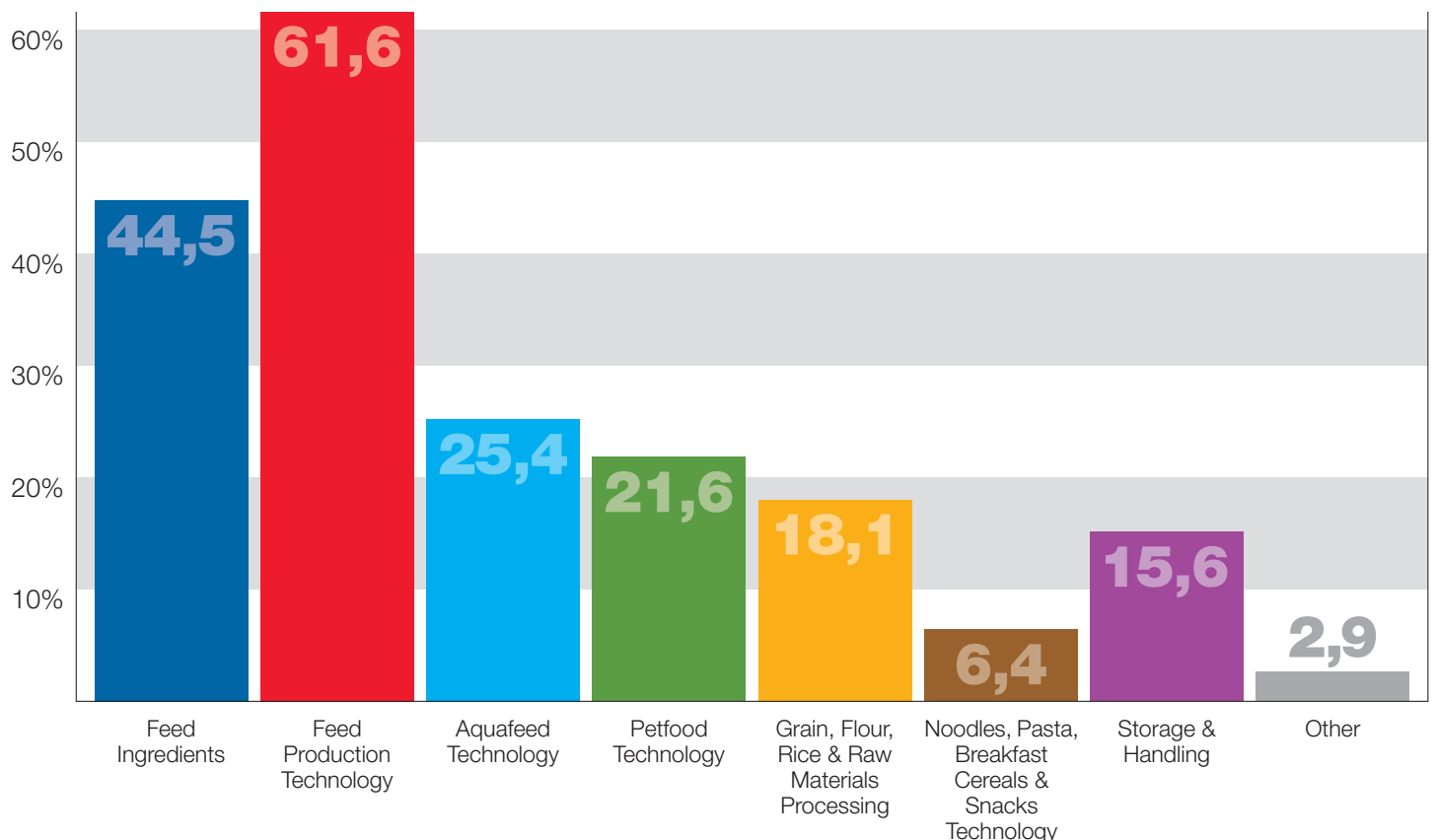
“All together a successful show. Keep up the good work!”

“The quality of visitors was high. We were able to do great business”

Source: onsite/online survey among participants

Sectors of interest to the visitors

The total of these percentages is over 100% as a number of visitors expressed an interest in more than one sector



The perfect launch platform

Many new products were on show as the exhibitions provided the perfect platform to launch new products and services to the market. There were 39 innovations on display. Some of these were awarded the highly coveted Innovations Awards.

The GRAPAS Innovation Award

Sponsors: Milling & Grain

There were three winners: the Geelen Counterflow Electrical Dryer, Henry Simon' Rollermill of Satake and the Atta Process with PesaMill from Bühler.



Supporting conferences at VICTAM Asia 2018

- Aquafeed Horizons Asia 2018
- FIAAP Animal Nutrition Conference 2018
- Petfood Forum Asia 2018
- Global Milling Conference with GRAPAS Asia 2018
- GMP+ Feed Safety Assurance
- World Feed Industry Perspectives Conference 2018

Upcoming events

VICTAM International 2019

June 12 – 14, 2019

KoelnMesse, Cologne, Germany

VICTAM Asia 2020

March 24 – 26, 2020

BITEC, Bangkok, Thailand

Organised by

Victam International BV

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Exhibitors at VICTAM Asia 2018

- 4B Asia Pacific Co., Ltd
Actemium
Adamas Events Private Ltd
Adifo Software
Adisseo Asia Pacific P/L
Aerox BV
Ag Growth International
Agco GSI (Malaysia) Sdn. Bhd
Agentis Innovations Limited
Agromatic AG
Alapala Makina ve Gida Sanayi A.S.
All About Feed – Proagrica – Reed Business Information
Almex
Altinbilek Grain Handling and Storage Systems
Altuntas Havalandirma
Tuurizm San Tic. A.S. (Obial)
Ambros Schmelzer & Sohn GmbH & Co. KG
ANDRITZ Feed & Biofuel A/S
Aqua Culture Asia Pacific
Aquafeed.com LC
Asian Agribusiness Media Pte Ltd
A-Systems
Australian Renderers Association Inc.
Avivagen Inc.
AWILA Anlagenbau GmbH
Bedeschi SPA
Bellec Laurent
Biomin Singapore Pte Ltd
Bitwise Pty Ltd
Borregaard SEA Pte Ltd
Brock Grain Systems
Bruker Singapore Pte Ltd
BS&B Safety Systems AP Pte Ltd
Bühler (Changzhou) Machinery Co., Ltd
Business Empire Exhibitions
Camfil (Thailand) Ltd
Celtic Sea Minerals
Cereal & Feed Industry
Chicken and Pig Magazine
Chief Agri
China Animal Husbandry Industry Co., Ltd
Clextal
Concetti S.p.A.
Consergra, S.L.
Control Union (Thailand) Co., Ltd
CPM Pacific (Private) Ltd
Cukurova Silo
CYTC
Daniit
Datastor Systems Ltd
Dinnissen BV
dol-sensors
Dr. Eckel Animal Nutrition GmbH & Co. KG
DSL Systems Ltd
DSM Nutritional Products (Thailand) Ltd
eFeedLink Pte Ltd
Enge Plas Automation (S) Pte Ltd
Engineered Systems and Equipment
Erling Verlag GmbH
Euro Asia Chemicals Pte Ltd
Evolve Agribusiness
Extru-Tech Inc.
Eye-Grain Aps.
- F.lli Fragola S.p.A. / ModuBag-Asia
Famsun
Farmtec
Febecom Joint Stock Company
Feed & Livestock Co., Ltd
Feed Review Magazine
Feedtech Makina Sanayi Ltd
Fenchem Biotech Ltd
FineTek Co., Ltd
Forberg International AS
Format Solutions
FP Engineering Ltd – FP Spomax SA
FPT Food Process Technology Co., Ltd
FrigorTec GmbH
F-TKO OU
Fundiciones Balaguer S.A. (Balaguer Rolls)
Fagus-GreCon Greden GmbH & Co. KG
Geelen Counterflow
Genc Degirmen A.S. – GMach
General Dies SRL
GePro Geflügel-Protein Vertriebsgesellschaft mbH & Co. KG
Grain Technik Pvt. Ltd
GSS Systems Co., Ltd
Hangzhou Hengyi Vet Co., Ltd
Hangzhou Xiaoteng Industries Co., Ltd
Hefei Sanguan Packing Science & Technology Co., Ltd
Henan Jingu Industry Development Co., Ltd
Hubei Guangji Pharmaceutical Co., Ltd
Hunan Chenzhou Grain & Oil Machinery Co., Ltd
Huzhou International Trade Co., Ltd
Hydronix Ltd
IDAH Co., Ltd
IMAS Integrated Machinery Systems
IMECO
Insta-Pro International
Inteqnion
Jacobs (Nantong) Engineering and Machinery Co., Ltd
Jiangsu Five Continents Machinery Co., Ltd
Jiangsu Zhongmao International Exhibition Co., Ltd
Jiangsu Zhongtian Agro Machinery Co., Ltd
Jiangxi TianJia Animal Pharmaceutical Co., Ltd
Jinan Qidong Machinery Co., Ltd
Amandus Kahl GmbH & Co. KG
Kasetphand Industry Co., Ltd
Kay Jay Chill Rolls Pvt Ltd
K-Corporation
Kemin Industries (Asia) Pte Ltd
Koan Cheng Fa Industrial Co., Ltd
Korea Thumbvet. Co., Ltd
K-Pro GmbH
KSE Process Technology B.V.
Laidig Systems, Inc.
Lambton Conveyor Ltd
La Meccanica srl di Reffo
- Lark Engineering Company (India) Pte Ltd
Liyang Yuda Machinery Co., Ltd
Macsumsuk GM Co., Ltd
Maxi-Lift Inc.
Fredrik Mogensen AB
MORILLON
Muller Beltex b.v.
Münch-Edelstahl GmbH
Myande Group Co., Ltd
Mysilo Tahil Depolama Sistemleri Sanayi ve Ticaret A.S.
N-Line Agro International Co., Ltd
Nutriad Asia Ltd
Nutrition Vitamins Co., Ltd
OLI Vibra Co.,Ltd
Olmix Group
OPI Systems
Optima Pressformen GmbH
Orient-Sunrise International (Qingdao) Co., Ltd
Osmosis Nutrition Sdn Bhd
Ottevanger Milling Engineers
Pelleting Consumables Europe
Pelleting Technology Netherlands
Perendale Publishers Limited
Pertin Instruments AB
Petkus Asia Ltd
Pfeuffer GmbH
Pig and Pork Magazine
PLP Liquid Systems Srl
Positive Action Publications Ltd
Precia Molen Asia Pacific Sdn Bhd
Premier Tech Chronos Ltd
Premium Vegetable Oils
R K Feed Equipments
Rapat Industries Phil., Inc.
Repete Corporation
Rossari Biotech Ltd
Rueter Maschinenbau GmbH & Co. KG
Satake Corporation
Scafo Grain Systems Company
SCE, Silo Construction & Engineering
Schenck Process
Schmiedewerke Gröditz GmbH
Scott Equipment Company
Seah International
Qingdao
SGS Group
Shandong Hongbo Harvest Import and Export Co., Ltd
Sichuan Rota Bioengineering Co., Ltd
Sigur Group
Silos Cordoba S.L.U.
Silver Sea Media
Simatek Bulk Systems A/S
Simatek Co., Ltd
Sioux Steel Company
SKIOLD A/S
Sonac & DAR PRO Ingredients (Darling Ingredients)
Sonic Biochem Extractions Ltd
- Soon Strong Machinery Works Co., Ltd
Sopropêche
Special Nutrients, Inc.
Statec Binder GmbH
Stela Laxhuber GmbH
STIF
Stolz Asia Pte Ltd
Studio Tecnico Appiani S.r.l.
Sukup Manufacturing Co.
Sun Magnetic Sys-Tech Co., Ltd
Suncue Co., Ltd
Sunwin Biotech
Shandong Co., Ltd
Symaga SA
Symbio Tech Inc.
Talent Asia Services Ltd
Tapco Inc.
TAT Energy and Engineering Co., Ltd
Tech-Team Feed Growth Co., Ltd
TekPro Ltd – Manufacturers of Holmen
Thai Chamber of Commerce
Thai Rice Mills Association
Thai Rung United Engineering Co., Ltd
Tietjen Verfahrenstechnik GmbH
Top Silo Constructions
Tornum AB
Tout pour le Grain (TPLG)
Trouw Nutrition Asia Pacific
Tyson Foods, Inc.
UNIQAIR Technologies Ltd
Van Aarsen International
VAV Conveyor Components and Solutions
Vava Pack
Venz Industrial Co., Ltd
Vibrafloor
Victam International
VIGAN Engineering SA
Vyncke NV
WATT Global Media
Wenger Manufacturing, Inc.
Wing Biotech (Shanghai) Co., Ltd
World Grain Magazine
WPSA
Wuxi Naite Electromechanical Technology Co., Ltd
Xingtai Sinobest Biotech Co., Ltd
Xinxiang Hexie Feed Machinery Manufacturing Co., Ltd
Yamamoto Co. Ltd
Yangzhou Kerunde Machinery Co., Ltd
Yemmak A.S.
Yemtar Makine Sanayi ve Ticaret A.S.
Yont Phol Dee
Zhangzhou Jialong Technology Inc.
Zhanjiang Hengrun Machinery Co., Ltd
Zhejiang Bethlehem Apparatus Co., Ltd
Zheng Chang
Zhenjiang Jingwei Conveying Technology Co., Ltd
Zhenjiang Sanwei Conveying Equipment Co., Ltd