

POST-SHOW REPORT

THE VIETNAM'S PREMIER INTERNATIONAL **FEED, LIVESTOCK, AQUACULTURE & MEAT** INDUSTRY SHOW

11»13 OCTOBER 2023
SAIGON EXHIBITION & CONVENTION CENTER (SECC)

VIETSTOCK 2023 EXPO & FORUM

Concurrent Event with

AQUACULTURE VIETNAM 2023



Hosted by



Supported by

Sponsored by



Organised by



Supporting Publications





What Our Exhibitors Say?



Gregory Kominik
Regional Director
INSTA-PRO International

“**Vietstock** is a great show with great traffic and many quality leads. Overall, **Vietstock** of Vietnam is very impressive. I am confident that this great show will help us generate more business in Vietnam. Keep up the good work!”



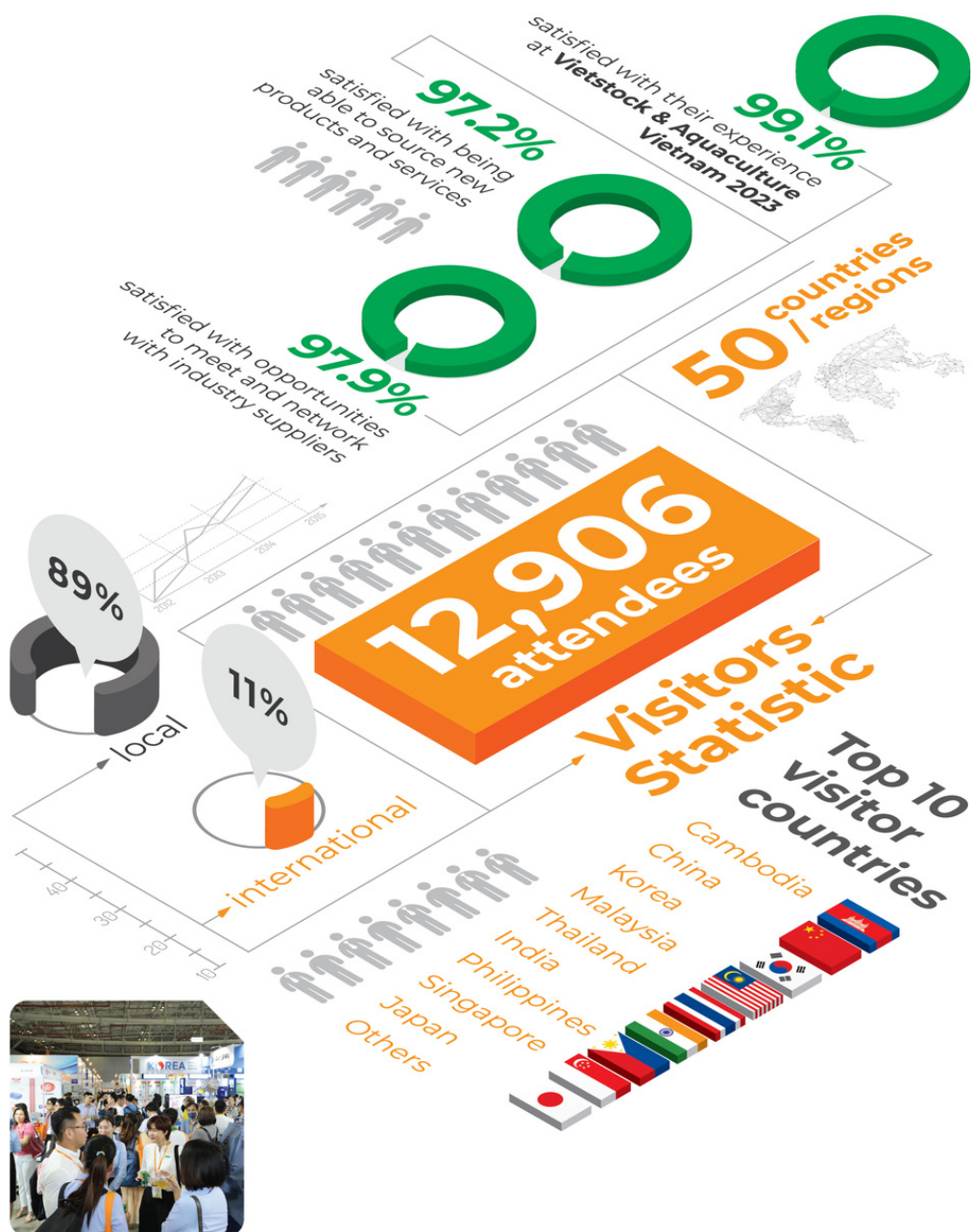
Kieu Van Khuong
General Director
UKA Pharma

“We have visited the **Vietstock** exhibition many times before. **Vietstock 2023** organized by Informa Markets and the Department of Livestock Production has attracted many customers and businesses in Vietnam and around the world. We receive great interest from customers in imported products and products we produce ourselves.”



Jordi Drietellaar
Commercial Director
Trouw Nutrition

“In the B2B industry, there is a big audience upcoming to the event. **Vietstock** is a great event to promote our company and help businesses grow because we have the opportunity to show our equipment and solutions so customers can really experience what we can offer. I hope that **Vietstock** will come back every year, and we are looking forward to being back next year.”



Visitor's Main Activity

Aquaculture	16.7%
Horticulture	4.0%
Breed / Genetics / Hatchery	2.9%
Pig Farm	7.7%
Poultry Farm	6.3%
Broiler Farm	4.5%
Layer Farm	3.6%
Cattle Farm: Dairy / Beef	2.5%
Small Ruminant Farm: Goat / Sheep	1.2%
Aquaculture Farm	2.5%
Feed Additives / Feed Ingredients	7.7%
Raw Materials for Feed (Crop, Maize, Corn)	3.5%
Feed Manufacturer / Feed Milling	6.0%
Feed / Veterinary Retailer	2.9%
Veterinary / Animal Health	4.4%
Livestock Importer / Supplier / Distributor	1.4%
Farm Equipment / Supplies / Accessories	2.7%
Feed Machinery / Equipment / Supplies	2.8%
Consultancy	2.4%
Meat Processor / Food Manufacturer	1.0%
Water Treatment / Environment	2.8%
Others	10.5%



96.5%
are in feed, meat,
livestock and
aquaculture industry

Visitor's Job Position

Corporate Senior Management / Owner	24.2%
Factory Management	4.4%
Farm Production & Operation Management	3.6%
R&D / Laboratory / Animal Nutritionist	10.1%
Administration / Finance	1.8%
Marketing / Sales	29.9%
Purchasing / Procurement	8.7%
Product Distribution / Retail Management	1.8%
Technical / Engineering / Veterinarian	6.9%
Food Services Management	0.3%
Manufacturing / Processing Plant Management	2.0%
Establishment / Facility Maintenance	0.8%
Others	6.7%

What Our Visitors Say?



Tyler Smith

“Vietstock is a chance for us to meet many of our key customers at one time. You can talk to a lot of people from every different sector and every different part of the supply chain. I think this is a good opportunity.”



Tho Nguyen

“Vietstock exhibition creates conditions for the livestock industry to develop and improve and maximize agricultural by-products.”



Thatt Iengmonor

“Vietstock is an opportunity for the farmers to see many innovations and new technologies in the livestock industry that they can apply to their business and farming.”

Show Highlights

ASEAN Associations Round Table

- « 30 attendees
- « 12 associations
- « 6 countries

Aquaculture Conferences

- « 4 sessions
- « 500+ attendees
- « 20 countries
- « 22 speakers - topics

Sustainability Square

- « Sustainability matters at Vietstock
- « Workshop: Dreamcatcher made from re-used plastic material
- « 6 Sustainability Booth Design Awards

G-G Meeting

Between Vietnam Vice Minister and Philippines Vice Minister

Vietstock Awards

- « 14 livestock awards
- « 6 aquaculture awards



Vietstock TV

- « TV Studio
- « 20+ interviews each day



Match & Meet Platform



LEADDEX - Lead Retrieval App

- « 4,000 leads to be scanned by exhibitors



Conferences & Technical Seminars

- « 98 Speakers - Topics



Bus-In Program

- « 80 delegation groups
- « 2100+ delegates
- « 12 provinces in Vietnam + Cambodia



Livestock Roadshow

- « 5 roadshows: Livestock, broiler, layer, swine
- « 1,400 participants
- « 20 Speakers - Topics



Dialogue Session

- « Vietnam Government - China enterprises
- « Vietnam Government - Vietnam enterprises



Eggcellent Theatre

- « Celebrate World Egg Day
- « 5,000+ eggs distributed
- « 9 Speakers - Topics

Highlight Activities



➔ 5th Edition of Aquaculture Vietnam

»The international conference on Aquaculture, Fisheries and Seafood Supply - **Aquaculture Vietnam 2023** - to be highlighted with the theme "Overcome crisis toward to prosperous achievements" with support from Vietnam Fisheries Society (VINAFIS) and International Collaborating Center for Aquaculture and Fisheries Sustainability (ICAFIS). »The conference attracted more than **500+** local and international delegates from **20** countries in 1.5 days.



➔ ASEAN Associations Round Table

»Livestock Associations in ASEAN region gathered to share an overview of livestock industry in their countries and discussed solutions to overcome difficulties in livestock industry in the region.



➔ Dialogue Sessions

»Dialogue session between the Head of Vietnam Department of Livestock Production (MARD) and **30+** Chinese & Vietnamese enterprises to discuss about regulations and procedures to do business in livestock sector in Vietnam.



➔ Conferences & Technical Seminar

»**Vietstock** - An Education Hub for Technical Knowledges and Market update in Livestock & Aquaculture Industry. »**98+** topics from farm management, animal health, disease control, feed quality presented by renowned experts from both academic and commercial organizations during 3 show days.



➔ Bus-In Program

»**Vietstock** provided transportation to **2,100+** swine, poultry and aquaculture farmers from **80+** groups in **12** Vietnam provinces and Cambodia to attend the show and brought home new learnings, innovation and unforgettable experiences.



➔ Eggcellent Theatre

Vietstock celebrated World Egg Day - 13 October 2023 - at Eggcellent Theatre with these highlighted activities: »**DID YOU KNOW** program - interesting information about eggs and benefits from eggs. »Showcase area for eggs and products related to egg production. »**EGG-GIFT-AWAY** to enjoy **5,000** delicious eggs. »**09** Egg production technical seminar topics.



➔ Sustainability Square

»The interactive Zone that visitors, exhibitors can learn more about sustainability within the feed, livestock & meat processing industry. Featuring how **Informa Markets** put emphasis on sustainability and how it is integrated to serve participants at **Vietstock**.



➔ E-Signage

» Vietstock's highlights and conferences programs were run in 04 screens to keep visitors updated on what was happening during 3 show days.



➔ Match & Meet Program

» An easy-to-use technology platform to help Exhibitors and Livestock professionals to network privately with Pre-scheduled meetings & chat feature to maximize meetings with potential customers.



➔ Exhibitor Finder

» Onsite efficient tool to find the preferred exhibitors at Vietstock. Visitors could search and get directions to the right partners exhibiting in Vietstock by products, company names at 6 Exhibitor Finder Screens around the exhibition hall.



HIGHLIGHT ACTIVITIES

Vietstock Awards 2023

11th Vietnam's Livestock & Aquaculture Industry Award

14 Livestock Awards

- ➔ Best Pig Breeder Farm Award
BAF VIETNAM JSC
- ➔ Best Poultry Breeder Farm Award
EMIVEST FEEDMILL VIETNAM CO., LTD
- ➔ Best Swine Feed Producer Award
BAF VIETNAM JSC
- ➔ Best Poultry Feed Producer Award
EMIVEST FEEDMILL VIETNAM CO., LTD
- ➔ Best Ruminant Feed Producer Award
TH MILK FOOD JSC
- ➔ Best Local Premix Feed Producer Award
R.E.P BIOTECHNOLOGY JSC
- ➔ Best International Premix Feed Producer Award
PROVIMI VIETNAM
- ➔ Best Swine Farm Award
BAF VIETNAM JSC
- ➔ Best Livestock Cooperative Award
DAKLAK GOAT COOPERATIVE (DGC)
- ➔ Best Layer Farm Award
BA HUAN CORP
- ➔ Best Dairy Farm Award
TH MILK FOOD JSC
- ➔ Best Enterprise Contributing To Chain "From Farm To Fork" Award
FRIESLANDCAMPINA VIETNAM CO., LTD.
- ➔ Livestock Industry Achievement Award
VIETNAM POULTRY ASSOCIATION
- ➔ Best Livestock Equipment Manufacturer Award
GIA LINH COOPERATION

VIETSTOCK AWARDS 2023

» Endorsed by Department of Livestock Production (MARD) to recognize the esteemed organizations and companies who have made valuable contribution to local livestock, feed and aquaculture industry.



6 Aquaculture Awards

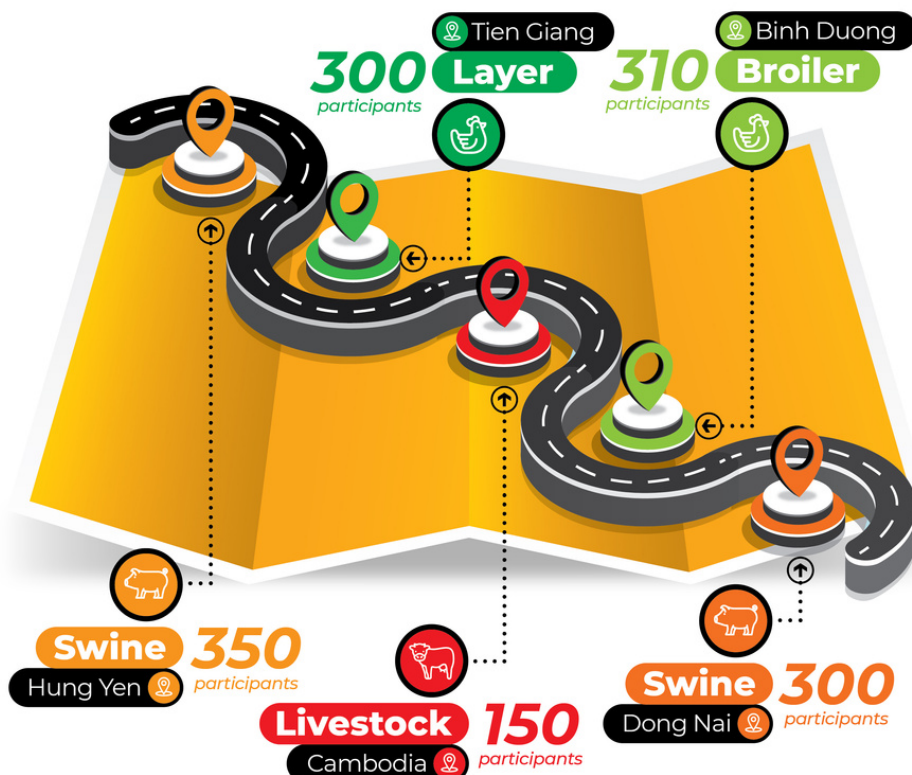
- ➔ Best Aquaculture Hatchery Award
DUONG HUNG MIEN TRUNG COMPANY
- ➔ Best Aquaculture Feed Producer Award
GROBEST INDUSTRIAL (VIETNAM) CO., LTD
- ➔ Best Environmental Management Product Enterprise Award
BODE GROUP
- ➔ Best Aquaculture Cooperative Society Award
THANH LOI FISHERY COOPERATIVE
- ➔ Best Seafood Processor Award
GREEN SEAFOOD
- ➔ Best Aquaculture Equipment Manufacturer Award
AQUA MINA CO., LTD.



Viestock 2023 goes “Viral” in Livestock & Aquaculture Industry

Reached to **2,600,000** local and international customers in livestock & aquaculture industry.

100+ key national and international press and television agencies reported Viestock’s news.



The Series of Livestock Roadshows

Viestock brought in-depth analysis and innovative solutions through **05** roadshows in key livestock provinces with valuable sharing from **20** speakers. The series of seminars spread valuable professional knowledge to more than **1,400** participants.

20 Years of Innovation A True Milestone Achievement



2024 marks the 20th year of **Vietstock** accompanying and developing with Vietnam's livestock industry, with the largest exhibition area ever: **15.000 sqm**.



Vietnam's Premier International
Feed, Livestock & Meat
Industry Show

www.vietstock.org



AQUACULTURE
VIETNAM 2024

Vietnam's International
Aquaculture
Industry Event

www.aquafisheriesexpo.com

9»11 OCTOBER 2024

SAIGON EXHIBITION & CONVENTION CENTER (SECC)
HO CHI MINH CITY • VIETNAM

**Contact our team to
enquire and reserve
your booth space**

Ms. Sophie

+84 988 107 703
sophie.nguyen@informa.com

Ms. Anita

(Marcom support)
+84 78511 8852
anita.pham@informa.com

Ms. Phuong

(group delegation support)
+84 908 698 708
phuong.c@informa.com