



VIV Asia to promote quality and efficiency in production

Once again, VIV Asia will showcase a diverse range of exhibitors. The event's workshops, seminars and conferences, meanwhile, are geared towards providing info on trends and developments as well as best practices in the industry, said Ruwan Berculo, Project Manager of Asia-Pacific, VNU Exhibitions.



Ruwan Berculo

"The 2011 event will carry three special themes," said Mr Berculo who hopes to leverage on VIV's reputation as being the most international B2B event for global industries for animal production and processing.

"Feedtech-Croptech Asia 2011 is a dedicated event for the Asia-Pacific milling industries. It will focus on the production of animal feeds, food and fuel."

"Lab@VIV Asia 2011, will look at the feed and food laboratory business in the Asia-Pacific region while ChinaVisions is an international summit for Chinese animal production and processing industries," he explained.

Interestingly, VIV Asia 2011 will also incorporate a new trade show called Aquatic Asia 2011, thanks to the success of Aqua VIV Asia 2007 and 2009, Mr Berculo offered.

He feels that more knowledge is needed to create awareness for industry players. VIV, he thinks, offers that kind of platform.

"Significant investments in quality products need to be made in order for countries to increase quality as well as food safety, and the volumes of poultry meat, eggs, fish, pig meat and dairy produced."

Looking at global trends, Mr Berculo foresees seamless integration in the agribusiness industries led by retailers, integrators and feed suppliers.

"An integrated approach, from feed to meat, is required to ensure the production of safe products," he added.

"The Cargills, Tesco's, Carrefours, CP's, Betagro's, KFC's, McDonald's and Suguna's of our world will and have taken the lead already."

"Western (high-quality) suppliers from feed to meat will benefit from the investment power of these big players who will invest for safer products.

"The direct suppliers in our industry, except some feed suppliers, simply do not have enough resources to conquer large emerging markets such as China and India."

"The issue of importing feed ingredients has already placed huge pressure on the country's commodities prices. Therefore, I believe, there is a conflict. As countries develop their animal husbandry sector, they will deplete the lands that can be used to grow crops to feed large populations."

Mr Berculo expects 15,000 pre-registrants and a total of 20,000 visitors from some 95 countries for VIV Asia 2011 which will take place from March 9-11 at BITEC in Bangkok, Thailand.