



VIV SELECT CHINA 2025
NANJING, CHINA
10-12 September

SHOW REVIEW

International trade show from feed to food



SHOW IN NUMBERS



Over three dynamic days, VIV Select China 2025 delivered an unparalleled convergence of industry pioneers, policymakers, and innovators. Attendees immersed themselves in high-impact networking, transformative knowledge-sharing sessions, and live demonstrations of breakthrough technologies—spanning animal nutrition, smart farming, processing machinery, and sustainable practices. The event underscored its unique role in accelerating cross-border collaboration and shaping the future trajectory of China's feed-to-food sector.



 **30,000 sqm**
Exhibition Area

 **16,863**
Visitors

 **485**
Exhibitors

 **400+**
Industry Leaders

 **2,000+**
Conference Attendees

 **2,357**
International Visitors

 **108**
Countries and Regions

 **86**
International Procurement Delegations

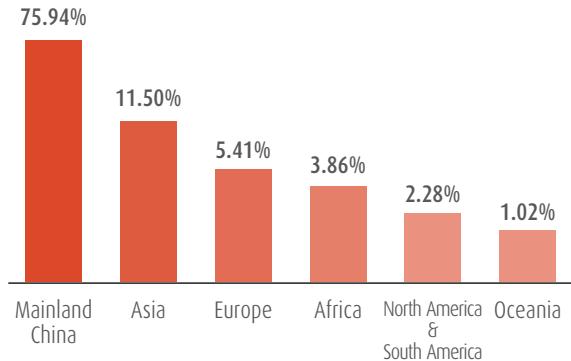


HIGHLIGHTS

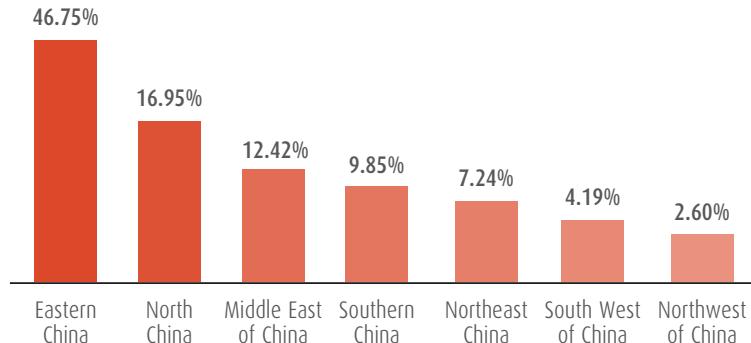
Main Types of Buyers



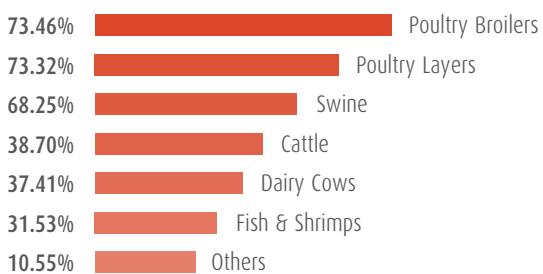
Main Countries and Regions of Buyers



Buyers by Mainland China



Interested Livestock



TOP 10 Interested Products



Exhibitor Feedback

Baf Premiks Ve Tarim Sanayi Ve Dis Ticaret Ltd.

Every exhibition is an opportunity to meet with our customers all around the world. So we take the VIV Select China as an opportunity to meet our current existing customers and also to have new meetings with the potential customers. Therefore, we chose to attend VIV select China.



Independent Brazil

We are very happy to be here in China. We know that the China market is a very important market for us and we think we are going to make a lot of business here in a few months. We hope to come again and to make a lot of business next year in shanghai.

Famsun Co., Ltd.

Famsun shone brilliantly at the expo, showcasing its digital prowess. Its end-to-end smart factory systems, featuring pet food plants & AI-driven palletizers, demonstrated the tech-economy synergy. Global clients engaged deeply with our engineers which also validated China's rising role in industrial intelligence.



Jiangsu Zhengchang Cereal And Feed Machinery Co., Ltd.

Jiangsu Zhengchang, a feed equipment & plant systems specialist, drew significant attention. Its innovations—integrated breeding-feeding setups and full-digital solutions—attracted thousands of visitors. The SZLH700 pellet mill has been highly praised for its outstanding performance and has attracted widespread attention which proved that tech plays a crucial role in unlocking industry potential.

Big Herdsman Machinery Co., Ltd.

Representatives from farming enterprises across the globe and industry experts paused to experience the company's smart equipment firsthand, offering high praise for its functionality. Through detailed explanations and interactive demonstrations by staff members, several products received positive feedback, leading to successful cooperation agreements with multiple businesses. This outcome reflected the company's strong competitive edge in the market.



Nxin Digital Intelligence Technology Co., Ltd.

Invited as a renowned player in digital intelligence technology, Nxin participated actively. During the Smart Agriculture Forum, the company shared insights while focusing on self-developed platforms like the Nxin System, 3D digital twin pig farms, and advanced "Super Brain" applications. These AI-driven solutions, combining IoT and big data analytics, drew frequent inquiries from domestic and international attendees, affirming the company's technical prowess in advancing industrial wisdom transformation.

Hosted Buyer & V-Match

Hosted Buyer

VIV Select China recruit Hosted Buyers with real purchasing needs every year. In 2025, 31 visitors passed the review and became Hosted Buyers. They kicked off the V-Match event in the Buyer Lounge on the morning of the first day of the exhibition.

V-Match

Since 2024, VIV Select China has launched V-Match, a highly efficient and convenient matchmaking program. Through centralized communication and networking, it helps buyers to quickly screen potential suppliers. At this edition, there were 67 buyers from Southeast Asia, South Asia, Africa, and Europe attended the program and completed 827 matchmaking meetings with 776 exhibitors.



V-Match



"I think V-Match was very well organized. It was effective and we were given adequate time to communicate with the exhibitors. I think there were many buyers and interested parties who were willing to meet with one another to start a good business together."

Dr. Wilmot Sasindran Dass(2025 Hosted Buyer)
Veterinary Consultant / Ecobiome / Malaysia

"I find this V-Match service very good and very useful to us as well. I can find multiple manufacturers and suppliers on one platform and the quotes which I have received are also definitely very competitive."

Nissar Mohammed
Managing Director / Coastal Exports Corporation / India



Conference



TOP 4 KEY THEMES AT VIV International Summit 2025

VIV International Summit, themed at "Smart Livestock, Global Connectivity – Shaping a Sustainable Future." this year, is integral to the conference lineup of VIV Select China. The summit advocates breaking the cycle of domestic competition through international cooperation, evolving from product-centric exports to full-chain collaboration, and building standardized global systems and resilient supply chains to support the sustainable globalization of China's livestock industry.

1. AgriBITs China

Making its debut in China, the seminar focuses on innovation in intelligent agricultural technology, covering digitization, intelligent solutions, and future industry trends.

2. High Quality Development & Internationalization Opportunities

Explore industry upgrades, technological innovation, and global market expansion, as well as discuss strategic paths for sustainable development and internationalization in the livestock industry.

3. ASF Control and Prevention – Global Practice & China's Contribution

Discuss global prevention and control strategies for ASF, scientific research progress and cross-border collaboration, as well as disease management and sustainable development paths for the livestock industry.

4. Poultry Sector - Technological Breakthroughs in the Poultry industry and the Path to Going Global

Explore market trends, technological upgrades and global expansion of poultry industry.



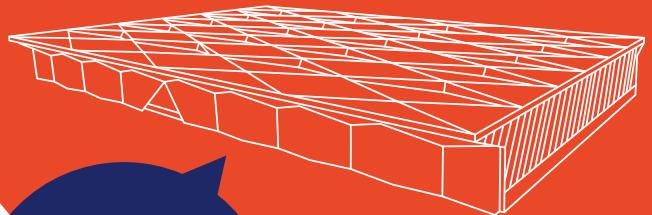
SELECT



CHINA

8.19-21 2026
Shanghai · SWECC

SHANGHAI WORLD EXPO EXHIBITION & CONVENTION CENTER



SAVE
THE DATE!

Shanghai The New Hub For Global Animal Husbandry

www.vivchina.nl

