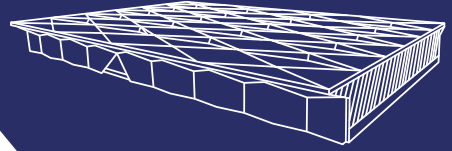




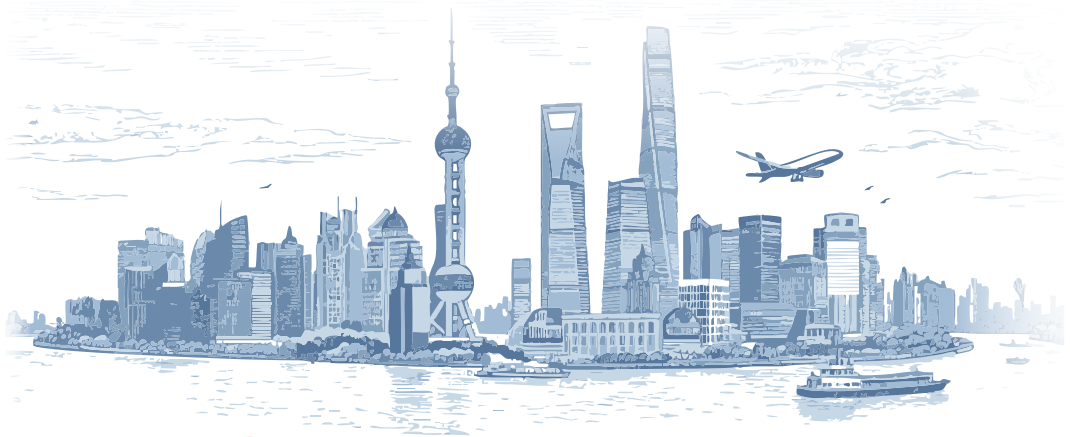
**AUGUST 19-21, 2026**  
**Shanghai · SWECC**  
SHANGHAI WORLD EXPO EXHIBITION & CONVENTION CENTER



# Shanghai The New Hub For Global Animal Husbandry

International Trade Show from Feed to Food

[china.viv.net](http://china.viv.net)



# VIV SELECT CHINA 2026 – LIVESTOCK EXHIBITION IN CHINA

As a flagship event within the VIV worldwide series, VIV SELECT CHINA 2026 leverages the extensive global resources and strong industry influence of VIV. Dedicated to “Connecting Globally, Building a One-Stop Livestock Trade Hub,” the exhibition will showcase the latest advancements in livestock farming equipment, cutting-edge technologies, and integrated solution applications.

Marking a major upgrade in both scale and impact, the exhibition will return to Shanghai, China’s premier metropolis, in 2026, relocating to the Shanghai World Expo Exhibition & Convention Center. This move reinforces its position as **The New Hub for Global Animal Husbandry**. Drawing on over 40 years of VIV’s industry expertise and brand equity, the event is set to serve as a vital bridge between China’s livestock sector and the global marketplace. Through its international platform, VIV SELECT CHINA 2026 aims to foster seamless trade connections and drive industry-wide innovation on a global scale.



## SHOW IDENTITY

Location

Shanghai World Expo Exhibition & Convention Center (SWEECC), Shanghai, China

Date

19-21 August 2026



48,000 sqm  
Exhibition Area



500+  
Exhibitors



18,000+  
Visitors

# REASONS TO EXHIBIT!

## Connect with Premium Chinese Enterprises

**92%** of exhibitors class VIV Select China visitors as **EXCELLENT**

- ✓ **Global Connectivity & Brand Uplift** – Easily engage with both Chinese and international markets.
- ✓ **End-to-End Industry Networking** – Forge deep connections across the entire supply chain ecosystem.
- ✓ **High-Intent Buyer Outreach** – Direct engagement with vetted purchasing delegations and industry association groups ensures efficient business matching and accelerates sales growth.



Feed & Equipment



Animal Health



Hatching & Breeding



Smart Farming



Waste Treatment



Slaughtering & Processing





商贸配对区  
V - Match

## FEATURED HIGHLIGHT

### V-Match

#### Targeted, Efficient, Convenient

VIV Select China launched the 1v1 round-robin business matching event for the first time in 2024. During the exhibition, buyers will wait for exhibitors in the buyer lounge. Exhibitors can use the buyer introductions and purchasing needs on the table cards to find suitable buyers for negotiation. This targeted communication greatly improves efficiency and provides exhibitors with diverse opportunities to expand their business.

At VIV Select China 2025, there were 67 buyers from Southeast Asia, South Asia, Africa, and Europe attended the program and completed 827 matchmaking meetings with 776 exhibitors.

## V-AI+ Smart Farming Area

Technology Driving Industry Evolution

Witness cutting-edge AI applications transforming diverse farming scenarios:  
Accelerating intelligent, sustainable and high-efficiency advancements across animal husbandry.



## Curated Thematic **Visitor Routes:** Precision-Guided Exploration

Expertly designed thematic visitor routes, enabling buyers to efficiently connect with top-tier exhibitors offering tailored livestock solutions. For exhibitors, this will increase brand exposure and attract more business opportunities.



# VIV International Summit 2026

VIV Select China will host a series of exciting conference activities alongside the exhibition, focusing on core industry topics. VIV International Summit, which has been successfully held for seven years, is dedicated to serving the development of the livestock industry as well as to better serve all mankind. With an international perspective, it will provide a comprehensive analysis of key areas such as animal health and disease management, green agriculture, smart farming, poultry farming, and swine production. In addition to showcasing a diverse range of livestock products, these key fields will introduce fresh perspectives and cutting-edge innovative ideas, helping you maintain a leading position in the livestock production industry and lead the development trend.



**High Quality Development & Internationalization Opportunities**



**AgriBITS China: Focuses on Innovation in Intelligent Agricultural Technology**



**Swine Sector: The Future of Sustainable Swine Production**



**Poultry Sector: Technological Breakthroughs in the Poultry industry and the Path to Going Global**



# 2025 REVIEW

Exhibitor Satisfaction

7.6 out of 10

Visitor Satisfaction

8.8 out of 10

## Main Types of Buyers

Producer/ Manufacturer	40.99%
Farm	23.12%
Feed Mill	22.26%
Integrated Company	20.09%
Branding Agency / Trade Company	19.36%
Dealer /E-business	16.12%
Government / Association Institutions / Media	4.62%
Others	2.89%

## Interested Livestock

Poultry Broilers

73.46%

Poultry Layers

73.32%

Swine

68.25%

Cattle

38.70%

Dairy Cows

37.41%

Fish & Shrimps

31.53%

Others

10.55%

## Main Countries and Regions of Buyers

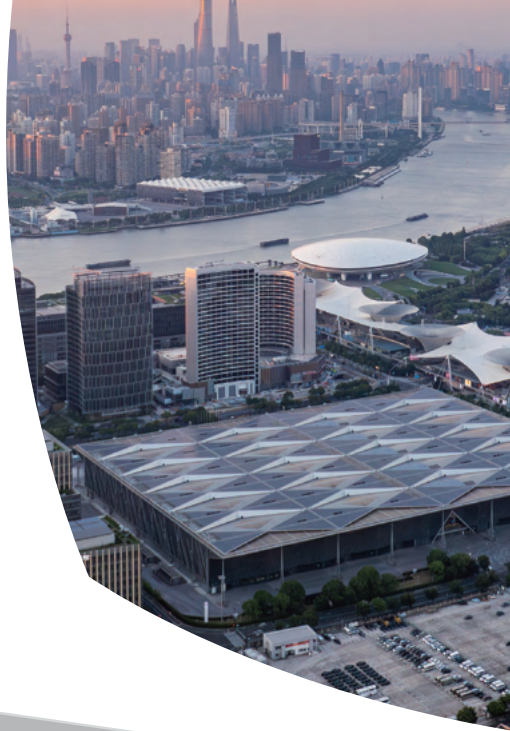
Mainland China	75.94%
Asia	11.50%
Europe	5.41%
Africa	3.86%
North America & South America	2.28%
Oceania	1.02%

## TOP 10 Interested Products

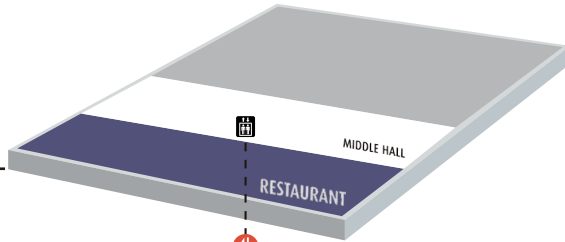
60.89%	Feed & Feed ingredients
58.98%	Feed Additives
36.89%	Feed Processing Equipment
36.35%	Bio-products (vaccine, Veterinary drugs, etc.)
25.24%	Farming & Feeding Equipment
24.95%	Veterinary Drug Production & Packaging Equipment
23.94%	Veterinary Equipment/ Disinfection & Protective Equipment
21.20%	Breeding / Hatching
19.34%	Accessories/ Assorted & Processing Equipment for Farming Equipment
18.05%	Breeding / Hatching Equipment
18.05%	Environmental Control Equipment(Ventilation, Temperature, etc.)

# 2026 EXHIBITOR PROFILE

- ▶ Feed / CropTech-FeedTech
- ▶ Feed / Ingredients & Additives
- ▶ Animal Health
- ▶ Breeding / Hatching
- ▶ Farm Production
- ▶ Processing / Handling
- ▶ Logistics / Refrigeration
- ▶ Laboratory Testing Equipment & Services
- ▶ IT Service Providers
- ▶ Media / Consultancy
- ▶ Others

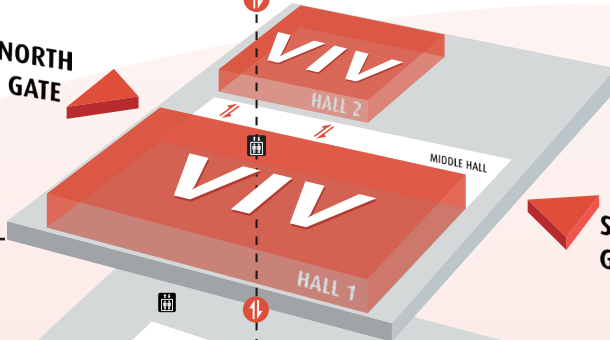


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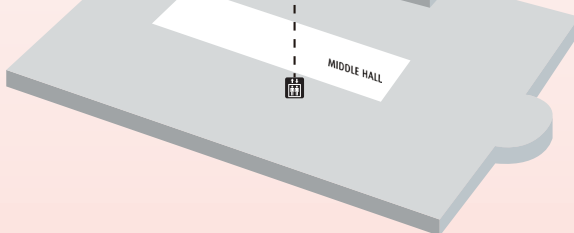
NORTH  
GATE

1F



SOUTH  
GATE

B2





## 2026 BOOTH FEES

- Standard Shell Scheme    EUR **269**/ m<sup>2</sup>
- Raw Space                    EUR **256**/ m<sup>2</sup>

## Be a part of VIV Select China in Shanghai – Contact our team!

VIV Select China speaks your language. Check the contacts and choose your preferred sales representative among team members at:

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