



FOR IMMEDIATE RELEASE

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VIV Select China 2026 Closes with Record Growth and Stronger Global Trade Ties

A record-breaking edition sets the stage for Shanghai's growing role in global livestock trade

Organized by Globus Events and VNU Europe, VIV Select China 2026 concluded successfully at the Shanghai World Expo Exhibition & Convention Center (SWEECC) on August 19–21. Backed by the global network of VIV Worldwide, the event brought together leading industry resources, cutting-edge technology, and cross-border trade channels from around the world, creating a premier platform for China's livestock export industry.

This year's show set a new scale record, covering 50,000 square meters and drawing 550 exhibitors from 20 countries and regions, a 36.7% year-on-year increase. Exhibitors included companies from the Netherlands, the United States, Denmark, France, Brazil, Germany, Italy, Turkey, South Korea, Malaysia, and India, showcasing solutions in digital aquaculture, low-carbon farming, biosafety, and nutrition optimization.

Professional visitor attendance reached 20,300 from 113 countries and regions, with overseas visitors tripling year-on-year, a clear boost to the show's international reach and influence.

Spanning the entire industry chain, the show paired a broad range of products with forward-looking concurrent events. Over three days, domestic and international professionals connected for efficient trade matchmaking, with lively on-site negotiations sparking a new wave of cooperation across the global livestock industry.

Innovation Zone Spotlights Smart Livestock and Aquaculture Tech

VIV Select China 2026 introduced a dedicated innovation zone showcasing how the industry is upgrading in practice. The newly expanded "V-AI + Smart Animal Husbandry" area brought together more than 15 global leaders in smart farming technology, demonstrating real-world applications, from integrated big-data platforms and intelligent feeding to environmental monitoring and inspection robots. Together, these presentations offered overseas markets a working model for digital transformation in animal husbandry.



The show also debuted a new Aquatic Breeding Zone, built around the "Blue Granary" concept. It covered the full aquaculture chain, including smart controls, environmental monitoring, recirculating water systems, disease prevention, and sustainable feed, with a dedicated visitor route connecting buyers directly to this fast-growing segment of the industry.

Connecting Global Buyers and Sellers

Overseas participation grew sharply this year, spanning key trade regions across Southeast Asia, Europe, the Middle East, Africa, and the Americas. More than 20 domestic and international industry associations organized buyer groups, and on-site negotiations were brisk, clear evidence of strong global demand for Chinese livestock products and technology.

The flagship V-Match program drove much of this activity, connecting 745 exhibitor representatives with 94 buyers from countries including Vietnam, India, Pakistan, Thailand, Malaysia, Indonesia, Bangladesh, Turkey, Egypt, Brazil, the United States, and Poland, over two days of one-on-one meetings covering product customization, certification, regional agency agreements, and supply solutions.

Feisal Paruk, Managing Director of ABD Poultry Pty Ltd (Australia), remarked, "I am so glad to be here, and I think VIV Select China is absolutely amazing! It has been a very productive and busy morning. The best part is that potential suppliers come directly to you, saving you from roaming around the exhibition floor aimlessly. For serious buyers who are looking to expand their operations, V-Match puts you directly in front of the right suppliers, which is exactly what we need."

Business matching exceeded expectations, driving high rebook rates among core exhibitors, many of whom confirmed their 2027 plans on site. Rebooking exhibitors spanned feed and feed-milling technology, animal health, farm production, and industry-chain services, and included: Shanghai Menon Animal Nutrition Technology Co., Ltd; Zhejiang Medicine Co., Ltd; Meihua Group International Trading (Hong Kong) Limited; Weifang Addeasy Bio-Technology Co., Ltd; Ningxia Eppen Biotech Co., Ltd; Jinan Guangshengyuan Biotechnology Co., Ltd; Hebei Kexing Pharmaceutical Co., Ltd; Shangqiu Melan Biological, Inc.; Big Herdsman; Guangzhou Guangxing Poultry Equipment Group Co., Ltd; Little Giant Animal Husbandry Equipment Co., Ltd; Jiangsu Huali Intelligent Technology Co., Ltd; Shenzhen Zenyer Egg Machinery Co., Ltd; Jiangsu Zhengchang Cereal and Feed Machinery Co., Ltd; Shanghai Zhengyi Machinery Engineering Technology Manufacturing Co., Ltd; China Animal Husbandry Industry Co., Ltd; and Famsun Co., Ltd.



These results reflect not only the success of the matching program but also the trust global customers place in VIV Select China, reinforcing Shanghai's strategic role as a cross-border hub for the animal husbandry industry.

AI Takes Center Stage at the 8th VIV International Summit

The summit brought together global industry leaders, experts, and China-based agricultural agency representatives. Keynote speakers included Jeroen van Hooff, President and CEO of Royal Dutch Jaarbeurs; Nan-Dirk Mulder, Senior Global Animal Protein Expert at Rabobank; and Rifki Weno, Senior Advisor at Indonesia's Ministry of Marine Affairs and Fisheries (KKP).

More than a dozen industry and academic leaders also presented on key topics such as AI and robotics in practice, breakthroughs in agricultural large language models, sustainable production, global supply chain shifts, and emerging market opportunities. Sessions drew full houses, showing strong industry momentum and growing global collaboration around livestock resources.

Looking Ahead

Jeroen van Hooff, President and CEO of Royal Dutch Jaarbeurs, enthusiastically shared, "We're already expanding our floor plan to give more exhibitors the chance to showcase their innovation and technology. Our purpose within the VIV Worldwide network is to connect Chinese entrepreneurs with international buyers and show China to the rest of the world. We're proud that in this first Shanghai edition, we've already grown the show by more than 50 percent, and next year, we'll bring an even bigger show. We're confident Shanghai will welcome even more participation in 2027."

This year's successful conclusion marks a milestone in the internationalization of China's animal husbandry industry and confirms Shanghai's place as a central global hub for the sector. By connecting cross-border trade, technology, and industry ecosystems, VIV Select China continues to build a bridge for global cooperation. Looking ahead, the show will keep developing Shanghai as a strategic base, drawing in global resources and helping China's animal husbandry industry integrate further into the world market, together with industry partners, toward a more sustainable future.

The next edition of VIV Select China will take place August 17–19, 2027.

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PRESS RELEASE

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About VIV Worldwide | VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 50 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. Visit www.viv.net.

About VNU Europe | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV and Horti Agri Next. For more information, visit www.vnueurope.com

About Globus Events | GLOBUS Events (formerly known as VNU Exhibitions Asia) is one of the first exhibition organizers to establish its presence in China and has been a leader in the industry for over three decades. Through the commitment of a team of 150 professional employees, it organizes over 20 local and international leading exhibitions and conferences each year, in a total exhibiting space of over 1,000,000 sqm. Headquartered in Shanghai, it has operations in different cities across China and abroad, such as Bangkok, Beijing, Guangzhou, Shenzhen, etc. The company is a member of the Global Association of the Exhibition Industry (UFI) and "Level A Qualification Unit" of the Shanghai Convention & Exhibition Industries Association (SCEIA). In February 2024, GLOBUS Events became part of Advent International portfolio, one of the world's largest private equity investors. For more information, visit www.globusevents.com.