SELECT CHINA

PRESS RELEASE

FOR IMMEDIATE RELEASE

Shanghai, China | November 3, 2026

VIV SELECT CHINA Achieves Record Growth as New Hall Booking Officially Opens for 2027.

55,000+ m², 370+ confirmed exhibitors and exhibition space expanded to meet growing demand as the global livestock industry prepares for a pivotal 2027.

VIV SELECT CHINA 2027 will take place from 17–19 August 2027 at the Shanghai World Expo Exhibition & Convention Center, covering Hall 1, Hall 2 and Hall 4. As China's premier platform for livestock export trade, the 2027 edition is poised for a historic expansion that sets new records for scale - a milestone as the global livestock industry accelerates digital and intelligent transformation across the entire value chain and positions itself to capture international trade opportunities in 2027.

Just two months after the previous edition concluded, sales of exhibition space had already reached 85% of the originally planned Hall 1 and Hall 2 areas. With demand outpacing the initially planned exhibition footprint, the organizers have coordinated the addition of Hall 4 to accommodate exhibitors and to support the display of high-quality livestock products. The new hall covers key zones including V-AI+ Smart Farming, International Pavilion, Animal Health, Feed Ingredients & Additives, Farm Equipment, Feed Milling Technology, Breeding & Hatching, and Aquaculture Pavilion.

A Bigger, Stronger Show: Record-Breaking Scale

For the first time, VIV SELECT CHINA 2027 will connect Hall 1, Hall 2 and Hall 4 in a three-hall expansion, with total exhibition area expected to exceed 55,000 m² — not only a new leap in scale, but also a clear reflection of the global livestock sector's confidence and momentum.

Strong exhibitor demand is already driving the expansion of VIV Select China 2027, with more than 370 companies confirmed to date and bookings progressing well ahead of previous editions. Leading companies and emerging innovators across the livestock value chain are securing exhibition space, with prime locations in key sectors filling quickly.

Several exhibition sectors are already seeing particularly strong interest:

- AI+ Smart Farming: Domestic providers of digital farming equipment, AI-based pasture inspection and precision feeding systems have almost completed exhibitor registration, with leading companies accounting for over 90% of the exhibitors already registered in this sector.
- Animal Health, Feed Ingredients & Additives, Feed Milling Technology: Key exhibitors in feed processing equipment, feed additives, animal nutrition, biosecurity and diagnostics have already secured over 80% of planned space.
- Low-carbon farming & green environment control: Benchmark firms in manure resource utilization, clean-energy pasture upgrades and low-emission environmental control equipment are clustering in prime zones, alongside leading slaughter and processing companies — covering the full chain from farm to processing for the green transition.
- Aquaculture Pavilion: New and established players in deep- and open-sea farming equipment, smart water-quality monitoring and precision aquaculture nutrition are confirming participation side by side.

A Global Platform for Innovation, Trade and Industry Growth

Leveraging big data, cloud computing and AI, the exhibition covers end-to-end upgrade scenarios across the livestock value chain — helping companies move beyond "products going overseas" toward internationalization in technology, brand building and standards.

Anchored in a global outlook and Shanghai's role as an international trade hub, VIV SELECT CHINA is building a two-way platform that connects resources worldwide. The 2026 edition reached 20,300 professional visitor attendance from 113 countries and regions.

This strong international presence provides a powerful gateway for Chinese companies to expand overseas — and opens a channel for global peers to understand the innovation and technological strength of China's livestock market.

Event Information

VIV SELECT CHINA 2027 (Shanghai)

Dates:17–19 August 2027

Venue: Shanghai World Expo Exhibition & Convention Center
Halls: Hall1, Hall 2, Hall 4

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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.