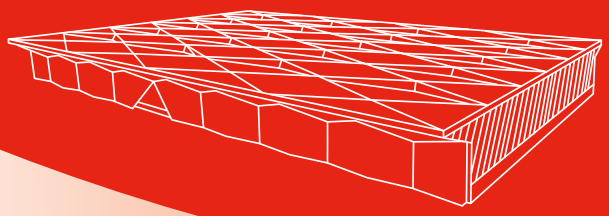
SELECT CHINA

AUGUST 19-21,2026

SWEECC · Shanghai

SHANGHAI WORLD EXPO EXHIBITION & CONVENTION CENTER



SHOW REVIEW

International trade show from feed to food





GLOBUS events 万耀企龙

VNU EUROPE



China's livestock industry has emerged as a cornerstone of global agricultural development, driven by relentless innovation in manufacturing, continuous expansion of market demand, and a commitment to sustainable, high-quality transformation. In this context, VIV Select China offers a premier showcase of the nation's strengths, prominently featuring cutting-edge advancements in breeding and hatching, feed formulations and additives, feed processing, veterinary vaccines and animal health, biosecurity and disease control, advanced housing equipment, innovative waste treatment solutions, as well as comprehensive production systems for pork, poultry, dairy, and aquaculture.

This convergence of strengths positions China as the optimal destination for overseas buyers seeking high-quality, cost-effective products. With VIV Select China 2026 acting as a bridge between local innovation and global trade, the timing aligns perfectly for stakeholders to capitalize on China’s dynamic market momentum.



Jeroen Van Hooff

President and CEO of Royal Dutch Jaarbeurs

"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 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."

VIV SELECT CHINA IN NUMBERS

50,000 sqm
Exhibition Area

550
Exhibitors

2,000+
Conference Attendees

20,300
Visitors

480+
Industry Leaders

6,998
International Visitors

113
Countries and Regions

89
International Procurement Delegations

VISITOR SATISFACTION

8.86 / 10

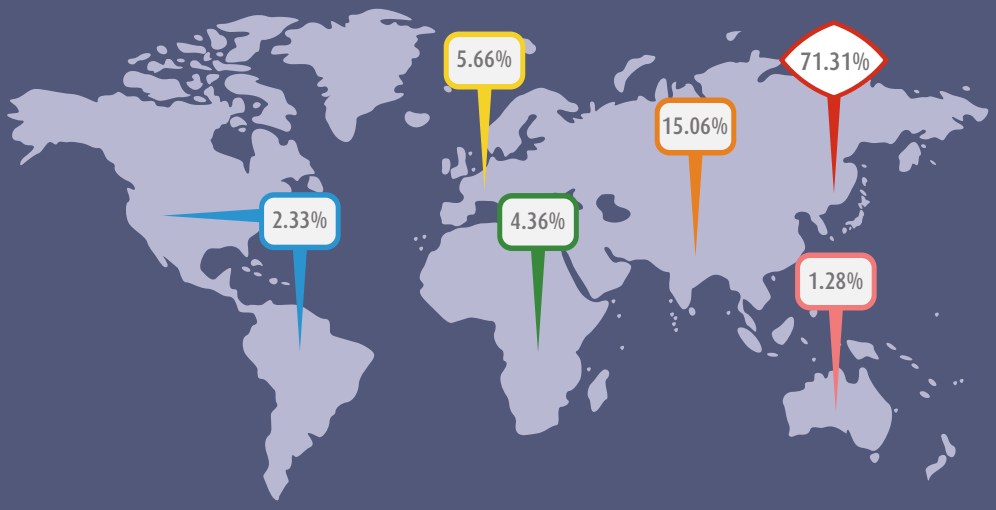
EXHIBITOR SATISFACTION

7.68 / 10

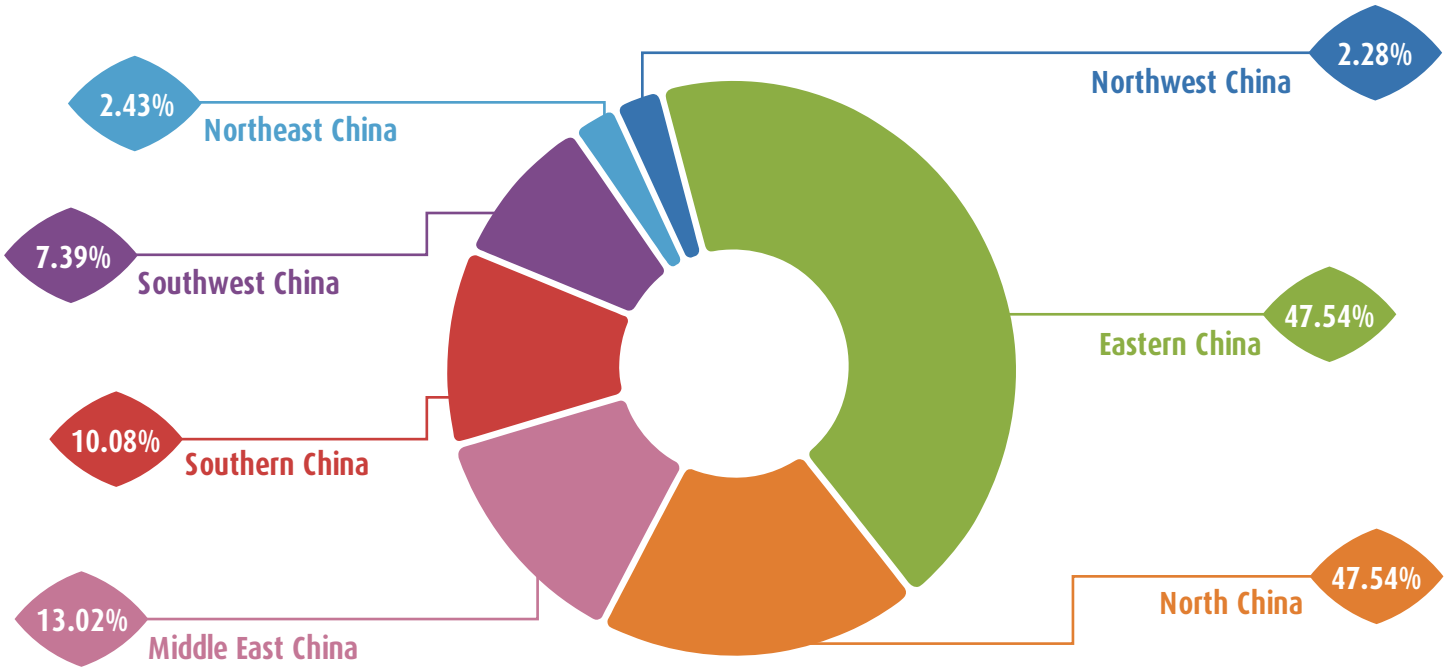


Main Countries and Regions of Buyers

Mainland China	71.31%
Asia (excluding mainland China)	15.06%
Europe	5.66%
Africa	4.36%
South & North America	2.33%
Oceania	1.28%



Buyers by Mainland China



VIV SELECT CHINA has built long-standing, strong ties with regional animal husbandry associations across China. These associations organize member enterprises to visit the exhibition in groups, creating efficient connection channels for overseas exhibitors. At the event, international companies can meet key representatives from regional livestock associations and, through the associations' platforms, access numerous local member enterprises to explore China's regional livestock markets.

- SHANGHAI POULTRY TRADE ASSOCIATION
- SHANGHAI FEED VETERINARY DRUGS TRADE ASSOCIATION
- BEIJING FEED INDUSTRY ASSOCIATION
- CHONGQING ANIMAL AGRICULTURE ASSOCIATION
- JIANGSU FEED INDUSTRY ASSOCIATION
- JIANGSU ANIMAL HUSBANDRY ASSOCIATION
- ANHUI ASSOCIATION OF ANIMAL FEED AND HEALTHY BREEDING INDUSTRY
- ANHUI ASSOCIATION OF ANIMAL SCIENCE AND VETERINARY MEDICINE
- SHANDONG ANIMAL HUSBANDRY ASSOCIATION
- SICHUAN ANIMAL AGRICULTURE ASSOCIATION
- YUNNAN ANIMAL AGRICULTURE ASSOCIATION
- HEILONGJIANG ANIMAL AGRICULTURE ASSOCIATION
- HEBEI ANIMAL HEALTH PRODUCTS ASSOCIATION
- COLLEGE OF ANIMAL SCIENCE AND TECHNOLOGY ALUMNI ASSOCIATION, CHINA AGRICULTURAL UNIVERSITY

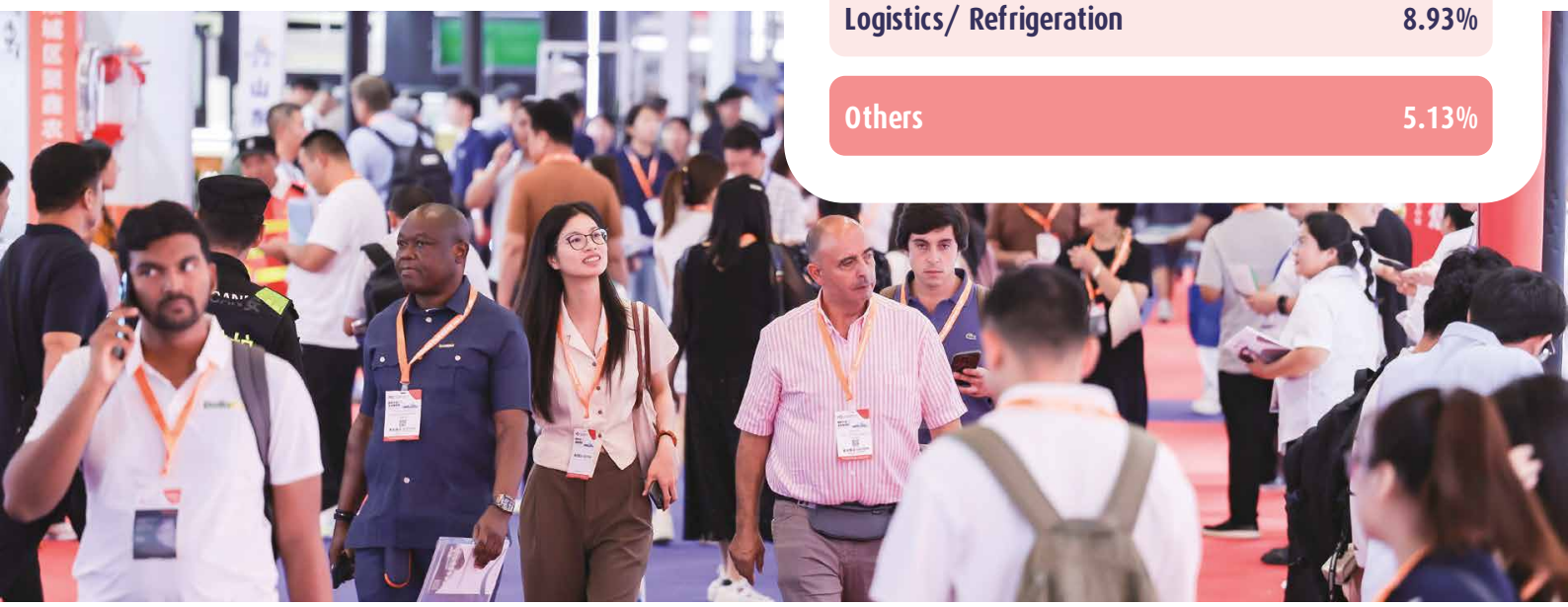
* To learn more about partner associations or organizations, please visit **china.viv.net**

Main Types of Buyers

Producer / Manufacturer	41.22%
Integrated company	23.71%
Farm	23.55%
Feed Mill	22.98%
Branding Agency / Trade Company	21.36%
Dealer / E-business	16.93%
Government / Association institutions / Media	4.67%
Others	2.68%

Interested Products

Feed Ingredients & Additives	61.83%
Farm Production	50.62%
Animal Health	41.42%
Feed Milling Technology	37.79%
Breeding / Hatching	21.75%
Processing / Handling	16.2%
Laboratory Testing Equipment and Services	14.84%
IT service provides	10.24%
Logistics/ Refrigeration	8.93%
Others	5.13%



SPECIES-PROTEIN INTEREST

- 75.06% Poultry Broilers
- 73.44% Poultry Layers
- 68.62% Swine
- 39.57% Cattle
- 38.41% Dairy Cows
- 31.94% Fish / Shrimps / Aquatic
- 14.22% Pet
- 12.07% Sheep / Goat
- 7.47% Others

EXHIBITOR QUOTES

BIG HERDSMAN



The booth was bustling with a continuous flow of visitors, emanating a strong international atmosphere. Executives from livestock enterprises in Southeast Asia, the Middle East, Europe, and South America, along with professional buyers and industry distributors, flocked to the Big Herdsman booth to inspect the core equipment on display. A range of intelligent, high-efficiency, and energy-saving complete livestock farming systems garnered high recognition and favor from overseas clients. Amidst a lively atmosphere of exchange, preliminary agreements on multiple cooperation intentions were successfully reached.



GUANGZHOU GUANGXING GROUP

Guangzhou Guangxing Group made a stunning debut with its core products, innovative technologies, and one-stop animal husbandry industry solutions, showcasing its brand strength through professional capabilities and demonstrating the robust power of China's animal husbandry machinery manufacturing to global clients. It received full affirmation and high recognition from customers.

LITTLE GIANT ANIMAL HUSBANDRY EQUIPMENT CO., LTD.



Global colleagues and industry experts in the animal husbandry sector flocked to the exhibition to gain in-depth insights into product performance, expressing high approval for the stability and intelligence level of the equipment. On-site sales and technical teams engaged in in-depth communication with visiting clients around product performance, operation and maintenance services, and cooperation models, resulting in the establishment of multiple cooperation intentions.



FAMSUN CO., LTD.

The Famsun booth consistently attracted attention from domestic and foreign clients for discussions. The negotiation area was bustling with continuous emergence of cooperation intentions; the international team's multilingual service effectively catered to clients from around the world, presenting a professional and efficient interactive scene that underscored Famsun 's influence and international service capabilities in the global market.

JIANGSU ZHENGCHANG CEREAL AND FEED MACHINERY CO., LTD.



Zhechang's engineer team was present throughout the event, engaging in in-depth exchanges with clients both domestically and abroad around industry hotspots, pain points in husbandry, and upgrading challenges. They provided highly adaptive and high-return industry solutions to on-site clients, generating a warm atmosphere filled with numerous client consultations and in-depth negotiations.



JIANGSU SPEED MACHINERY CO., LTD.

Seabright showcased its core technology and innovative products, leveraging the "pre-preconditioning" key technology as an entry point and utilizing the "specialized, refined, unique, and innovative" differentiation barrier to demonstrate the hardcore strength of China's feed machinery manufacturing to global clients. The booth maintained a continuously growing popularity, with an endless stream of visitors seeking consultation.

EXHIBITOR QUOTES

SHANGHAL MENON ANIMAL NUTRITION TECHNOLOGY CO., LTD.

During the exhibition, the Menon booth experienced a surge in popularity, attracting domestic industry peers to consult and engage in in-depth exchanges. Overseas audiences from Southeast Asia, Europe, the Middle East, Africa, North and South America, and countries along the Belt and Road Initiative visited the booth to thoroughly discuss product processes, application scenarios, implementation plans, and actual cases.





GUANGDONG RUISHENG TECHNOLOGY GROUP CO., LTD.

Throughout the three-day exhibition, the Ruisheng 's booth remained vibrant with a steady flow of visitors. Many new clients, after learning about the product system, immediately scheduled follow-up visits to the Shui Sheng Technology Park.

KOREA FEED INGREDIENTS ASSOCIATION

Participating in VIV Select China 2026 with a joint booth alongside three Korean companies provided us with valuable insights into the global livestock and feed industries. It was particularly impressive that buyers visiting our booth came from a wide variety of countries beyond China, making the event truly international. Thanks to the professional and well-organized support from the organizers, the exhibition was a great success. If the opportunity arises, we would certainly love to participate in the next edition as well.





ZHEJIANG MEDICINE CO., LTD.

At the booth, leaders from various sectors of Zhejiang Medicine accurately connected with domestic and foreign business representatives and industry experts. They listened carefully to real market needs, openly discussed new trends in industry transformation, and meticulously answered specific questions ranging from raw material quality control to logistics plan optimization. In addition, potential cooperation directions were thoroughly discussed, fully demonstrating Zhejiang Medicine's global competitiveness in the field of animal nutrition.

RINGPU BIOLOGY CO., LTD.

With solid technological accumulation and a comprehensive product system, Ringpu 's booth attracted numerous home and abroad clients for consultation and discussion. Buyers, breeding groups, and industry partners from around the globe gathered at Ringpu 's booth for communication, earning extensive attention and high recognition.





SHANGQIU MELAN BIOLOGICAL, INC.

As a well-known domestic animal health enterprise, Melan presented itself with a fresh image at the exhibition, showcasing a variety of high-tech products including veterinary biological vaccines, pharmaceutical preparations, and feed additives. This attracted a large number of domestic and international professional visitors for consultation and exchange, creating a bustling scene at the exhibition site that vividly demonstrated the company's innovative strength and market influence in the animal health sector.

HOSTED BUYER & V-MATCH

Hosted Buyer

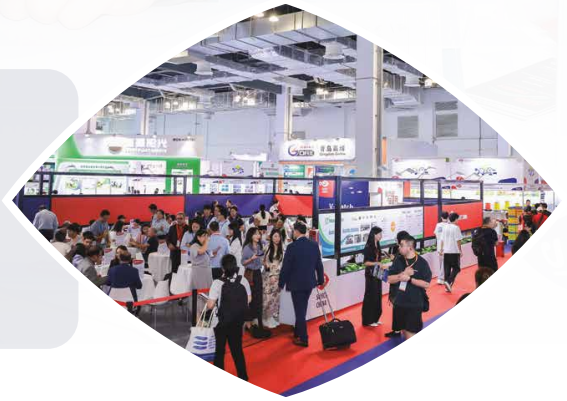
VIV Select China welcomes Hosted Buyers who are key decision-makers within their organizations with significant purchasing power and strategic purchasing responsibilities. In 2026, **53 visitors passed the review and became Hosted Buyers.**
They kicked off the V-Match event in the Buyer Lounge on the morning of the first day of the exhibition.



V-Match

1-on-1 Round-Robin Business Matchmaking
FOCUSED • FAST • FLEXIBLE

Since 2024, VIV Select China has launched V-Match, a highly efficient and convenient matchmaking program. 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.





This is a great opportunity for us to visit China and build stronger connections with Chinese suppliers. V-Match was excellent, seeing how busy everyone was at the tables,and it was clearly a very successful event.

Sven-Olof Malmqvist
Nordic Feed Solutions AB / Nordic Feed Horseline / Managing Partner / Sweden



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.

Feisal Paruk
ABD Poultry Pty Ltd / Managing Director / Australia



This is my first time participating in V-Match, and it has been a wonderful experience. The V-Match team gained a clear understanding of who we are and what specific products we need beforehand, then precisely matched us with the right suppliers.

Panchuti Phornthip
Nexbiochem Co.,Ltd. / Sales Supervisor / Thailand

* Feedback from partial Hosted Buyers, sourced from on-site interviews.

CONFERENCE

VIV International Summit 2026: Global Wisdom, International Journey



As the flagship forum of VIV Select China 2026, the summit convened over **20 distinguished industry experts and business leaders** from home and abroad to explore critical topics shaping the future of global livestock. Discussions spanned **AI foundation models, intelligent equipment innovation, corporate globalization strategies, feed ingredient advancements, independent breeding breakthroughs, and global avian influenza prevention**. With overseas attendees accounting for 18.6% of total participation, the event underscored the growing international reach and industry influence of VIV SELECT CHINA, delivering a program of both intellectual depth and strategic vision.





1. AgriBITs China: Where Smart Agriculture Meets Cutting-Edge Technology

- Brings together industry leaders to discuss AI, robotics and foundation models for reshaping global agriculture.
- Key Highlights: field deployment of smart equipment, agriculture-specific AI foundation models for data-driven decisions.
- Explores digital innovation to balance sustainability and high yields for resilient agricultural ecosystems.

2. High-Quality Transformation • Global Opportunities: The Next Era of Livestock

- A strategic forum for industry leaders to explore the future of the livestock industry.
- Focus Areas: Global supply chain restructuring, digital innovation, and market expansion.
- Actionable insights into emerging trade channels and cooperation frameworks.
- Strategies for overseas expansion and localization to capture global growth opportunities.
- A key platform for fostering global livestock collaborative innovation.





3. Swine Session: Breaking the Capacity Trap • Reshaping Industry Value

- Market Intelligence: Deep dive into evolving pork consumption trends and emerging strategic opportunities.
- Global Perspective: Analyzing the 1998 US swine downturn as a case study for exporting China's production expertise to Southeast Asia.
- Technical Innovation: Showcasing practical solutions—from premium forage to integrated sow management—to maximize capacity efficiency and drive sustainable growth.

4. Poultry Session: Global Challenges • China's Opportunities

- Convenes trade experts and industry leaders to navigate new export routes, supply chain transformation, and sustainable farming practices.
- Focuses on market entry strategies for Vietnam, highlighting the shift from commodity exports to integrated global operations driven by technology, strategic partnerships, and branding.
- Showcases industrial synergies driven by breeding breakthroughs and China's innovative avian influenza prevention and control solutions.

V-FACTORY



MENON Smart Factory Open Day

VIV Select China expands beyond the exhibition floor with V-Factory – an exclusive behind-the-scenes tour of China's top enterprises!
This year, we have chosen to offer industry professionals the opportunity to visit the MENON Smart Factory on August 21.
During the tour, attendees will delve deep into MENON's robust R&D prowess, cutting-edge production technologies, rigorous quality-control mechanisms, and groundbreaking product lineup, gaining priceless industry insights.

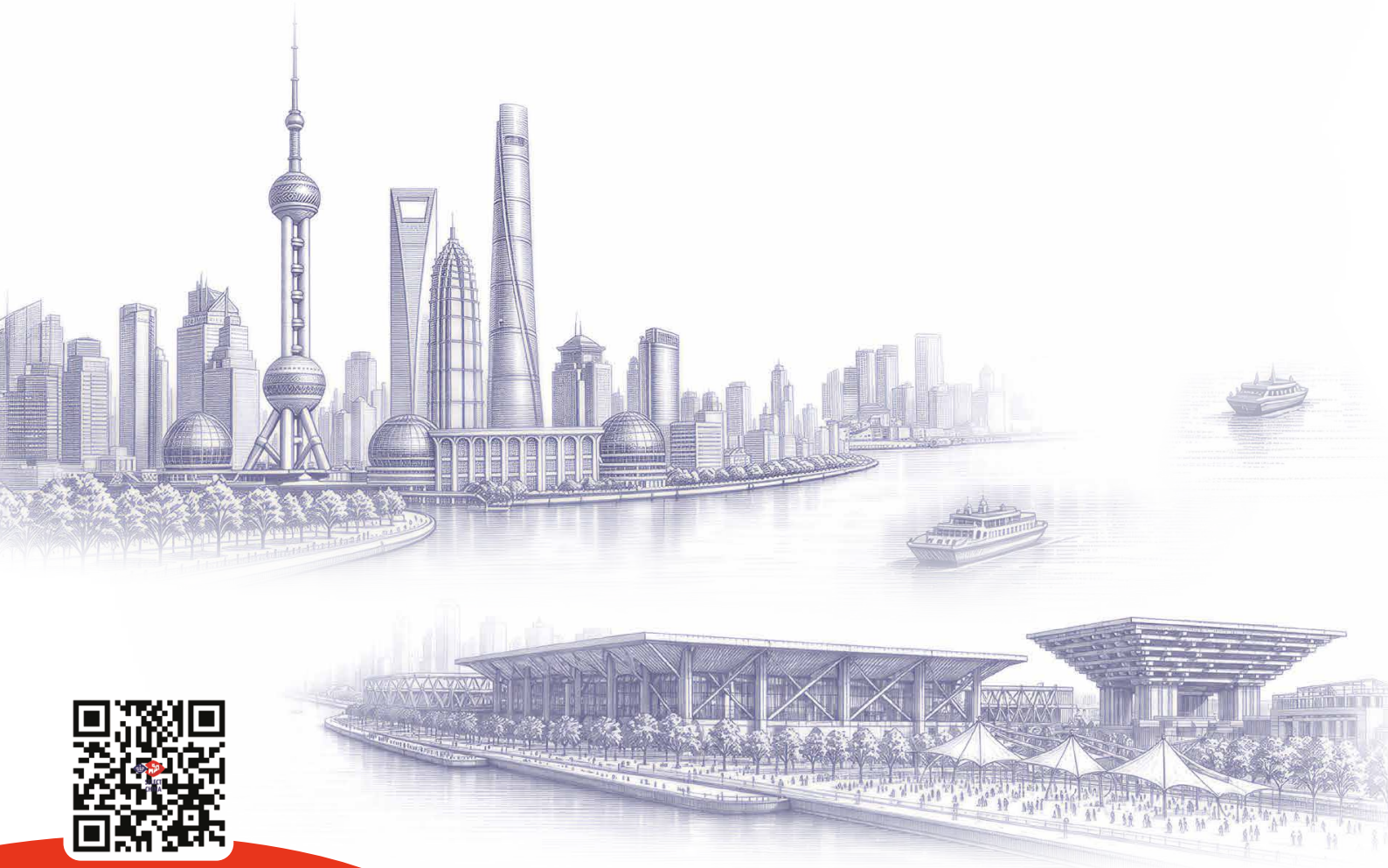


SELECT CHINA 2027

SEE YOU NEXT YEAR
AUGUST 17-19,2026
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Shanghai The New Hub For Global Animal Husbandry

International Trade Show from Feed to Food



Booth Enquiry

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VNU AGRIFOOD CALENDAR 2026 AND BEYOND

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD

VIV AFRICA 2026
7-8 OCTOBER 2026 • KIGALI, RWANDA

VIV ASIA 2027
10-12 MARCH 2027 • BANGKOK, THAILAND
FEATURING AQUATIC | IN CO-LOCATION WITH meat pro ASIA

VIV AFRICA 2027
6-7 OCTOBER 2027 • ABIDJAN, CÔTE D'IVOIRE
FEATURING AQUATIC

VIV MEA 2027
23-25 NOVEMBER 2027 • ABU DHABI, UAE
FEATURING AQUATIC

VIV HEALTH & NUTRITION ASIA 2028
14-16 MARCH 2028 • BANGKOK, THAILAND

VIV EUROPE 2028
13-15 JUNE 2028 • UTRECHT, THE NETHERLANDS

VIV SELECT CHINA 2026
19-21 AUGUST 2026 • SHANGHAI, CHINA

VIV ILDEX PHILIPPINES 2026
26-28 AUGUST 2026 • MANILA, PHILIPPINES

VIV ILDEX INDONESIA 2026
16-18 SEPTEMBER 2026 • JAKARTA, INDONESIA

VIV SELECT INDIA 2027
21-23 APRIL 2027 • NEW DELHI, INDIA

VIV SELECT TÜRKIYE 2027
9-11 JUNE 2027 • ISTANBUL, TÜRKIYE

VIV SELECT CHINA 2027
17-19 AUGUST 2027 • SHANGHAI, CHINA

VIV ILDEX INDONESIA 2027
15-17 SEPTEMBER 2027 • JAKARTA, INDONESIA

VIV SELECT INDIA 2028
19-21 APRIL 2028 • NEW DELHI, INDIA

VIV ILDEX VIETNAM 2028
31 MAY - 2 JUNE 2028 • HO CHI MINH CITY, VIETNAM