

FOR IMMEDIATE RELEASE

Bangkok, March 12, 2025

VIV Select India, The International Feed to Food Trade Show in India, announced at VIV Asia 2025

A New Trade Show for India's Thriving Animal Protein Sector

VNU Europe, the international division of Royal Jaarbeurs, and organizer of VIV Worldwide, in partnership with the Poultry Federation of India, proudly announces the launch of VIV Select India, a premier Feed to Food trade show catering to the Indian animal protein and livestock industry. The event will take place in April, 2026, at the Yashoboomi Convention Centre in New Delhi, India.

VIV Select India is designed to be the leading international platform for the complete industry supply chain with a dedicated focus in animal nutrition, feed milling, and animal health in one of the world's fastest-growing markets. The event is supported by key industry organizations, including CLFMA (Compound Livestock Feed Manufacturers Association) and INFAH (Indian Federation of Animal Health Companies), ensuring strong engagement from across the sector.

Why India? A Booming Market with Promising Potential

"India represents a dynamic and high-growth market for animal protein production. By bringing together the Royal Jaarbeurs expertise in organizing international trade shows, VIV's global network and resources, as well as the Poultry Federation of India's strong national reach, we are confident in establishing a valuable and long-term platform for the industry," said Mr. Jeroen van Hooff, President & CEO of Royal Jaarbeurs and VNU Group, during the official launch, that took place today, at VIV Asia 2025 in Bangkok.

India is among the top global producers of eggs, feed, and broilers, with a remarkable poultry industry CAGR of +8.1%. Over the past forty years, Indian poultry production has transitioned from traditional farming to high-tech, commercial production systems. Through extensive market research and direct industry engagement, VIV Worldwide identified a significant demand for a valuable VIV platform for the livestock industry in Northern India—a region already equipped for further expansion and technological advancement.

Government & Policy Engagement: Boosting Industry Growth

Hosting VIV Select India in New Delhi, the political and administrative heart of India, presents a unique opportunity to connect key industry players with key governmental bodies. By providing a dedicated platform for knowledge sharing and dialogue, the exhibition aims to bridge the gap between market leaders and policymakers, developing a mutual understanding of the challenges, innovations, and opportunities shaping the future of India's livestock sector, and ultimately contributing to the long-term growth of the country's animal protein industry.

Local Key Stakeholders Supporting the Event

The decision to launch VIV Select India was driven by strong industry support and strategic partnerships. After in-depth discussions with the Poultry Federation of India, it became clear that there was a shared vision for a high-quality, international trade show that connects global expertise with the country's market needs.

Mr. Ranpal Dhanda, President of the Poultry Federation of India (PFI), expressed his enthusiasm for the collaboration: "We are excited to partner with VNU Exhibitions Europe to bring VIV Select India to life. With this partnership, we are confident in delivering a world-class exhibition in the heart of India's capital, creating an essential platform for the poultry and livestock industry."

VIV Select India is committed to fostering long-term industry relationships, ensuring that the event remains a sustainable and impactful trade platform for years to come. With India's livestock, poultry, dairy, and aquaculture sectors experiencing rapid transformation, VIV Select India will serve as a key business and networking hub, connecting international exhibitors with leading Indian buyers, integrators, and producers.

For more information, and to find out how to be part of the event, please reach out to Mr. Patrick van Rooij, Project Manager of VIV Select India, at patrick@vnueurope.com.

Press contact:

Mrs. Lida Kokkini, Senior Marcom Manager at VIV worldwide, lida@vnueurope.com

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 40 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