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New Delhi, July 4, 2025

Sharing the Vision: VNU Europe Cements Partnership with the Poultry Federation of India for the launch of VIV Select India

Strong collaboration is key in successfully tapping into India's thriving animal protein and livestock industry

VNU Europe, the international division of Royal Dutch Jaarbeurs, and organizer of VIV Worldwide, is proud to announce it has entered into a partnership with the Poultry Federation of India (PFI). Signed by both parties earlier this year, the multi-year agreement is a strong testament to sharing the vision and commitment to further invest and enrich India's thriving animal protein and livestock industry.

Rapid market expansion in India

India's animal protein and livestock sector stands as one of the world's most dynamic and rapidly expanding markets. With a growing population of over 1.4 billion people and rising disposable incomes, the demand for high-quality animal protein continues to surge. As consumer preferences evolve toward more protein-rich diets and sustainable food production practices, India presents unprecedented opportunities for innovation, technology adoption, and market expansion across the entire feed-to-food value chain.

Recognizing the opportunities, Mr. Ranpal Dhanda, President of PFI says, "This partnership with VNU Europe represents a pivotal moment for India's poultry and livestock industry. By combining our deep understanding of the Indian market with VNU Europe's global expertise and network, we are creating a powerful platform that will drive innovation, facilitate knowledge exchange, and accelerate the growth of our sector. This collaboration will help Indian producers access cutting-edge technologies and best practices while showcasing India's tremendous potential to the international community."

VIV Select India 2026

As a product of the strategic partnership, VNU Europe and the Poultry Federation of India proudly present VIV Select India 2026, a premier Feed to Food trade show specifically designed for the Indian animal protein and livestock industry. This landmark event will bring together 150 exhibitors representing the complete industry supply chain, from animal nutrition and feed milling to animal health solutions, creating a comprehensive marketplace in one of the world's fastest-growing markets. Targeting 5000 visitors, VIV Select India 2026 is scheduled to take place from April 22-24, 2026, at the state-of-the-art Yashobhoomi Convention Centre in New Delhi, India.

The event also receives strong industry support from key organizations, including the Compound Livestock Feed Manufacturers Association (CLFMA) and the Indian Federation of Animal Health Companies (INFAH), ensuring robust engagement from across the entire sector and reinforcing the event's position as the definitive platform for the Indian market.

Exhibitor Sales Now Open

Exhibitor sales for VIV Select India 2026 are now officially open, offering companies an unparalleled opportunity to establish their presence in India's flourishing market. Exhibitors will benefit from direct access to India's key decision-makers, buyers, and industry leaders, while gaining valuable insights into local market dynamics and consumer preferences. The event provides a unique platform for launching new products, building strategic partnerships, and exploring distribution channels across one of the world's most promising animal protein and livestock markets.

By focusing on the complete feed-to-food value chain, VIV Select India 2026 will facilitate the knowledge transfer and technology adoption essential for meeting India's evolving protein needs while supporting the country's modernization goals.

"India represents one of the most exciting growth opportunities in the global animal protein and livestock industry," states Mr. Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs and VNU Group. "Our partnership with the Poultry Federation of India reflects our strong, long-term commitment to supporting the country's agricultural development and helping both Indian and global businesses succeed in this fast-growing market. We are building more than just a trade platform—we are opening up direct access to knowledge, new partnerships, and sustainable business opportunities that create real impact for the future."

For more information, please visit www.vivselectindia.nl or 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