

## VIV Asia 2019 bigger than ever



*Panadda Kongma, Head of Competence Center Livestock, VNU Exhibitions Asia Pacific Co Ltd*

**VIV ASIA 2019**, the region's top international trade show, is expected to attract more than 50,000 visitors from around the world, according to Panadda Kongma of VNU Exhibitions Asia Pacific.

The show to be held from March 13-15 will cover 60,000 sq m and fill up nine halls at BITEC with around 1,250 exhibitors from around the world.

In previous editions of the trade show, farming, feed, and food were the main themes. This year, trends such as ready-to-eat meals, food engineering and further processing will be the new focus

as the industry strives to stay ahead of changing consumer preferences.

In 2017, around 60 companies dedicated to processing operations were on hand, and surveys found that 17% of the 45,000 visitors expressed an interest in primary and further processing equipment.

In 2019, more than 100 suppliers will unveil the latest technologies offering basic and advanced processing equipment for poultry, eggs, pork, beef and aquaculture.

Also, pork production and its supply chain, including genetics, animal health,

and equipment and processing will be a major feature. In 2017, some 25% of visitors were from the swine industry and many of those surveyed expressed interest in pork production equipment and related products.

Swine industry representatives from Japan and the Philippines will be in attendance, and VIV staff will facilitate networking and business matching for visitors who are keen to invest in both markets, said Ms Panadda.

Road shows in the Middle East and South Asia earlier in the year are expected to attract more visitors to this edition, she added.

Prior to the show, the Sixth Global Feed and Food Congress will be hosted by the International Feed Industry Federation (IFIF) on March 11-13 under the theme, "The Future of Feed & Food – Are We Ready?" at the Shangri-La Hotel, Bangkok.

VIV Asia is one of the world's premier livestock shows, ranked alongside Germany's EuroTier and the International Production and Processing Expo in the US.

Registering in advance to VIV Asia 2019 saves time on arrival at the show. Visitors who pre-register at [www.viv.net](http://www.viv.net) can print out a bar-code or save it on their smartphone, enabling their entry badge to be generated in less than two minutes when they arrive. Additional merits of pre-registration include being kept fully informed about the forthcoming show's attractions and having all the logistical information on hand to prepare a fruitful visit. ■

## Danish company brings data science to Asian integrators

**SCIO+**, a specialist data science company that combines data analysis with a deep understanding of the poultry industry, has appointed an Asia-based business development manager to lift its profile in the region.

"We address the missing link between data science and business value; we specialize in providing profit optimizing data-driven actionable insight solutions to livestock industries," said Casper Tribler, Scio+ CEO.

Mark Wright has joined Scio+ as business development manager. He brings with him 10 years experience with Aviagen in



*Casper Tribler*

Asia where he rose to become business manager for Asia.

Scio+ is based in Denmark and has a team of 20 highly experienced, innovative, pioneering data science talents and



*Mark Wright*

is currently implementing poultry-based solutions globally across Asia, Europe and Africa, analyzing 500 million broilers a year.

Casper Tribler explains, "Our unique

## PEOPLE & PRODUCTS

access to best-in-class data science experts and deep understanding of the livestock industry, has positioned Scio+ to be a long-term trusted business transformation partner to our customers.”

“In fact, Scio+ has 100+ years expertise within computer science, statistics and data modelling, and business knowledge with the sole purpose of commercializing data and optimizing our customers’ livestock food production profits on the farm, as well as across the value chain.”



For example Scio+ can help answer the questions of how to deliver the right broiler at the right time, or how can I select the right batch for processing to meet my sales orders? Scio+ provides these answers through fully automated, secure, scalable and real-time data science solutions analyzing and predicting key industry parameters such as live slaughter weight, uniformity/CV and population with best in industry accuracy and consistency. The solution aims at minimizing downgrades and giveaways in the slaughterhouse, optimizing logistic planning and increasing broiler farms batch revenues through higher settlements.

In addition, Scio+ has the in-house poultry livestock business expertise to analyze trends and predict values for a variety of other key performance indicator parameters such as meat quality, FCR, ADWG, mortality, PEF, rejects, density etc.

**Scio+ will exhibit at VIV Asia in Bangkok, Thailand – booth H099.3560**

## Aviagen’s new Asia-Pacific business manager

**AVIAGEN HAS APPOINTED** Dr Rafael Monleon as business manager for In the interim, all commercial business managers will report directly to Aviagen CEO Jan Henriksen, who is the acting president for Asia Pacific. The transition period will be seamless for customers in the region.



Dr Monleon, to be based in Bangkok, most recently worked for MSD Animal Health in Kuala Lumpur and

BioChek in Thailand, and was a regional veterinarian for Aviagen in Asia Pacific from 2006-2013. ■

**FEED & LIVESTOCK**

**THE MOST EFFECTIVE SOLUTION**  
to replace high level of zinc oxide

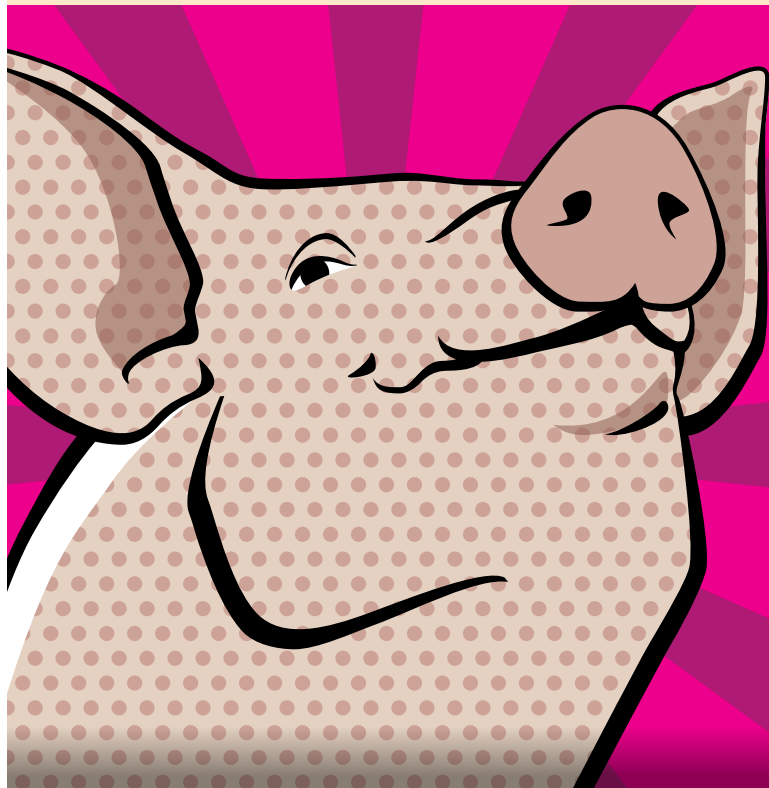
# HiZox®

New generation of zinc oxide

 [www.animine.eu](http://www.animine.eu)

**INCREASE PIGLET GROWTH  
AND FEED INTAKE**

**LOWER DOSAGE IN THE FEED**  
to counteract anti-nutritional  
antagonism of zinc oxide



 **Animine**  
Not only trace minerals

 **NutriSPICES**

Produced by **Animine** (France)  
Distributed by **Nutrispices** (Thailand)