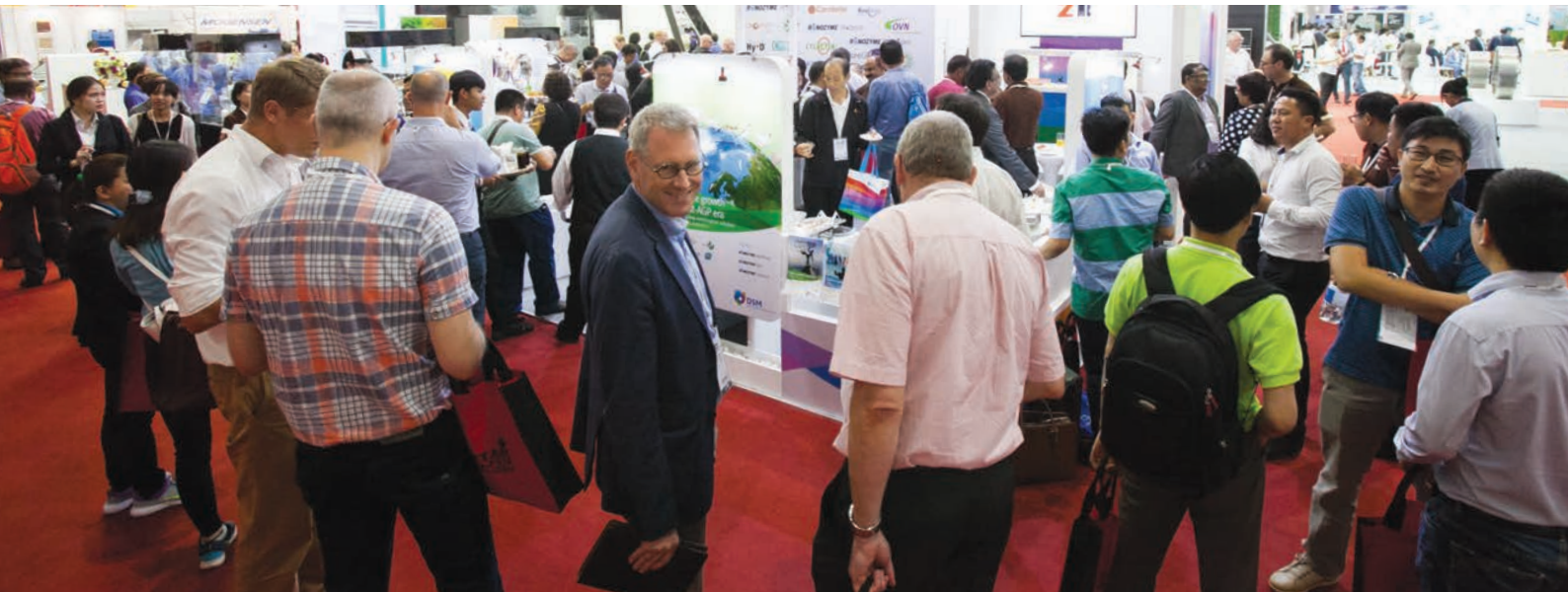




# VICTAM Asia 2018

FIAAP **grapols**

27 – 29 MARCH 2018 · BITEC EXHIBITION HALLS, BANGKOK, THAILAND



# Post-show Report

The VICTAM Asia 2018 event took place from March 27 – 29 within halls 101 and 102 of the Bangkok International Trade & Exhibition Centre. This was the fourth time that the event had been held in BITEC and as usual **quality** was the word being used to describe the shows and conferences.

The visitors were **very pleased** with the exhibits, the newly launched products as well as the **high quality** of exhibitors and stands. The exhibitors reported that the number of visitors and as always the **quality** of those visitors was very high. The conference delegates also confirmed the **quality** of the speakers and papers presented at the conferences.

The event was the largest event in Asia so far. There were in all **227 exhibitors** and they came from **33 different countries**. There were more exhibiting companies than in 2016 when there had been 223 exhibitors from 29 countries.

Two new features were introduced during VICTAM Asia 2018: the **business matchmaking program** and the VICTAM **Newsroom**. The business matchmaking program added around **15% extra** meetings to everyone's schedule. It was a combination of an online tool and personal support by the Victam matchmaking consultants. The platform was visited **5.284** times, collecting **7.848** profile views. It allowed exhibitors and visitors to plan their appointments prior to the event in a very efficient way which resulted in **over 80%** of all the meetings being rated as **highly satisfied**.

The other feature was the VICTAM Newsroom. Speakers, visitors and exhibitors were interviewed about their expertise. The news crew also made running reports about the events through Victam's social media channels resulting in **>1500 views**. To catch an impression of the event and watch all the interviews visit the Victam International channel on YouTube.

The profile of the 227 exhibitors in the industry expo was very diverse. They represented 33 different countries, 26% are based in Europe, 48% from Asia and 26% in the rest of the world. **93%** of the exhibitors stated that they would participate in the next edition of VICTAM Asia. Asked for their assessment of the show, exhibitors scored it as **8 out of 10**. You can view the exhibitor list on the back page.

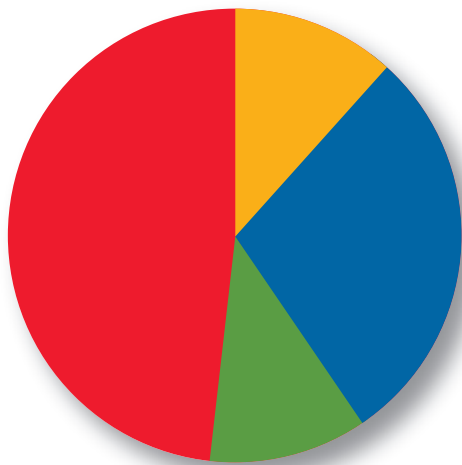
The event was attended by **5.629 unique attendees** from **67 different countries**, paying **6.987 visits** over three days. **77%** of the visitors were **decision makers or influencers** in the purchasing process. The geographical breakdown is shown below. 45% of the visitors came from (among others) the animal feed industry, 8,4% from the pet food industry, 10,7% from the grain, flour and rice industries, and 10,2% from the aqua feed industry.

The main reason for visiting this event was **networking**, visiting specific companies, looking for new products, staying in touch with suppliers and meeting new suppliers. **90%** of visitors stated they would visit the show again in 2020.

### Geographical breakdown of visitors

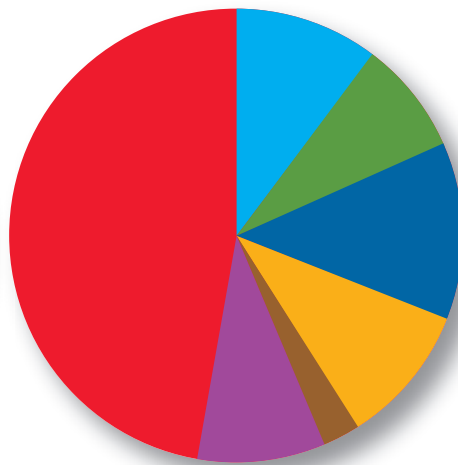
*The visitor figures have been independently audited by an UFI approved auditor that was appointed by TCEB (Thai Convention & Exhibition Bureau)*





Job functions of visitors	%
CEO, directors	47,0
Nutritionists, formulators	11,5
Management	30,5
Other	11,0
<b>Total</b>	<b>100%</b>

Influencers in the purchasing process	%
Final decision maker	28,7
Co-decision maker	32,9
Influencer	18,6
None	19,8
<b>Total</b>	<b>100%</b>



Main business activities of visitors	%
Animal feed industry	45,0
Aquafeed industry	10,2
Petfood industry	8,4
Integrators	13,3
Grain, flour, rice industries	10,7
Biomass	2,5
Others	9,9
<b>Total</b>	<b>100%</b>

(Universities, Chambers of Commerce, Government, Media and unspecified)

**Some visitor quotes:**

*“By visiting the exhibition, we refreshed and found some new ideas for our work”*

*“Good exhibition. This program will help me for relation between technical person, professional and manufacturers in this sector. This is big opportunity for information of new technologies”*

**Some exhibitor quotes:**

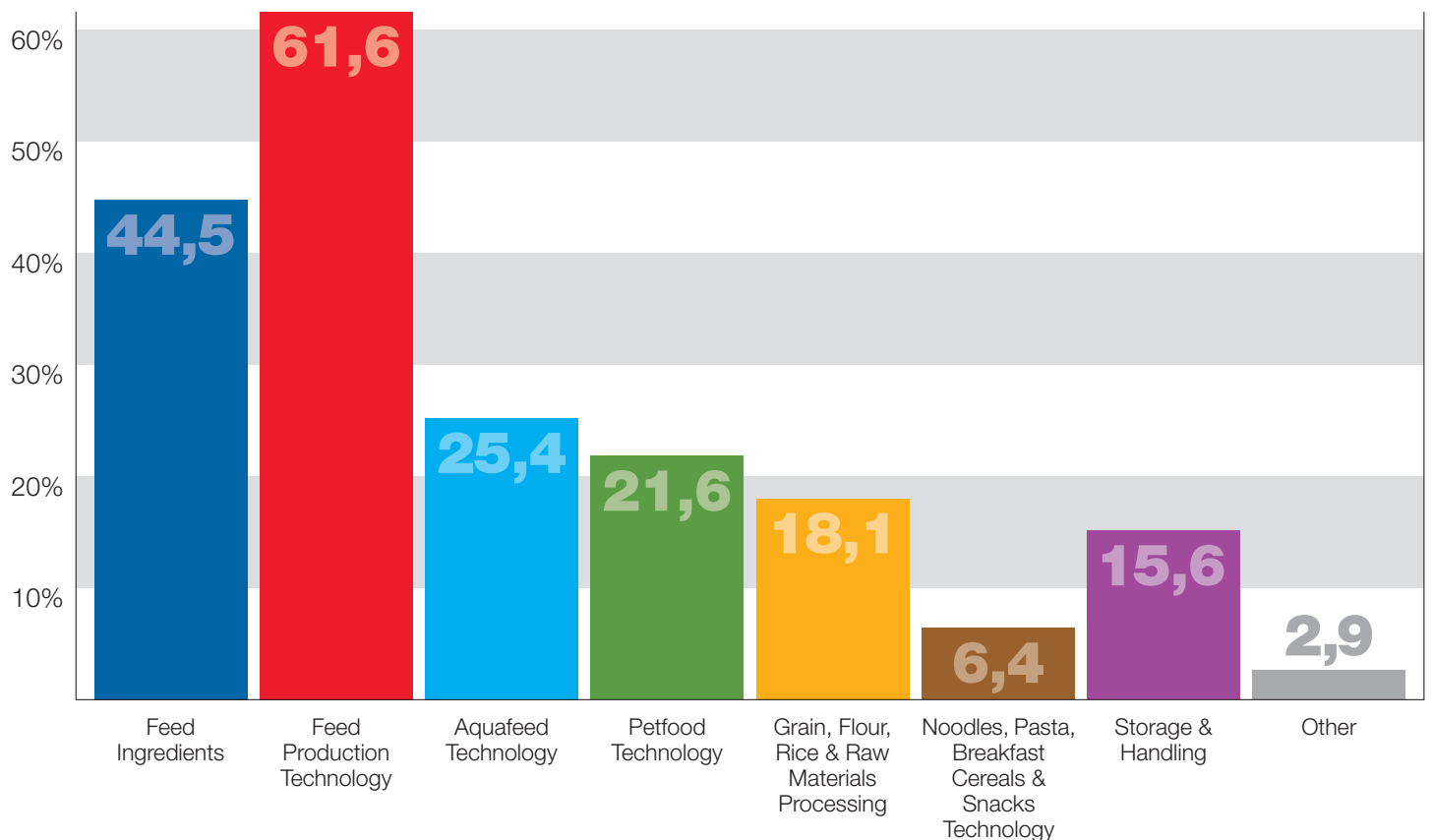
*“All together a successful show. Keep up the good work!”*

*“The quality of visitors was high. We were able to do great business”*

Source: onsite/online survey among participants

**Sectors of interest to the visitors**

The total of these percentages is over 100% as a number of visitors expressed an interest in more than one sector



## The perfect launch platform

Many new products were on show as the exhibitions provided the perfect platform to launch new products and services to the market. There were 39 innovations on display. Some of these were awarded the highly coveted Innovations Awards.

## The GRAPAS Innovation Award

Sponsors: *Milling & Grain*

There were three winners: the Geelen Counterflow Electrical Dryer, Henry Simon' Rollermill of Satake and the Atta Process with PesaMill from Bühler.



## Supporting conferences at VICTAM Asia 2018

- Aquafeed Horizons Asia 2018
- FIAAP Animal Nutrition Conference 2018
- Petfood Forum Asia 2018
- Global Milling Conference with GRAPAS Asia 2018
- GMP+ Feed Safety Assurance
- World Feed Industry Perspectives Conference 2018

## Upcoming events

### VICTAM International 2019

June 12 – 14, 2019

KoelnMesse, Cologne, Germany

### VICTAM Asia 2020

March 24 – 26, 2020

BITEC, Bangkok, Thailand

## Organised by

### Victam International BV

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## Exhibitors at VICTAM Asia 2018

- 4B Asia Pacific Co., Ltd  
Actemium  
Adamas Events Private Ltd  
Adifo Software  
Adisseo Asia Pacific P/L  
Aerox BV  
Ag Growth International  
Agco GSI (Malaysia) Sdn. Bhd  
Agentis Innovations Limited  
Agromatic AG  
Alapala Makina ve Gida Sanayi A.S.  
All About Feed – Proagrica – Reed Business Information  
Almex  
Altinbilek Grain Handling and Storage Systems  
Altuntas Havalandirma  
Tuurizm San Tic. A.S. (Obial)  
Ambros Schmelzer & Sohn GmbH & Co. KG  
ANDRITZ Feed & Biofuel A/S  
Aqua Culture Asia Pacific  
Aquafeed.com LC  
Asian Agribusiness Media Pte Ltd  
A-Systems  
Australian Renderers Association Inc.  
Avivagen Inc.  
AWILA Anlagenbau GmbH  
Bedeschi SPA  
Bellec Laurent  
Biomin Singapore Pte Ltd  
Bitwise Pty Ltd  
Borregaard SEA Pte Ltd  
Brock Grain Systems  
Bruker Singapore Pte Ltd  
BS&B Safety Systems AP Pte Ltd  
Bühler (Changzhou) Machinery Co., Ltd  
Business Empire Exhibitions  
Camfil (Thailand) Ltd  
Celtic Sea Minerals  
Cereal & Feed Industry  
Chicken and Pig Magazine  
Chief Agri  
China Animal Husbandry Industry Co., Ltd  
Clextal  
Concetti S.p.A.  
Consergra, S.L.  
Control Union (Thailand) Co., Ltd  
CPM Pacific (Private) Ltd  
Cukurova Silo  
CYTC  
Daniit  
Datastor Systems Ltd  
Dinnissen BV  
dol-sensors  
Dr. Eckel Animal Nutrition GmbH & Co. KG  
DSL Systems Ltd  
DSM Nutritional Products (Thailand) Ltd  
eFeedLink Pte Ltd  
Enge Plas Automation (S) Pte Ltd  
Engineered Systems and Equipment  
Erling Verlag GmbH  
Euro Asia Chemicals Pte Ltd  
Evolve Agribusiness  
Extru-Tech Inc.  
Eye-Grain Aps.
- F.lli Fragola S.p.A. / ModuBag-Asia  
Famsun  
Farmtec  
Febecom Joint Stock Company  
Feed & Livestock Co., Ltd  
Feed Review Magazine  
Feedtech Makina Sanayi Ltd  
Fenchem Biotech Ltd  
FineTek Co., Ltd  
Forberg International AS  
Format Solutions  
FP Engineering Ltd – FP Spomax SA  
FPT Food Process Technology Co., Ltd  
FrigorTec GmbH  
F-TKO OU  
Fundiciones Balaguer S.A. (Balaguer Rolls)  
Fagus-GreCon Greden GmbH & Co. KG  
Geelen Counterflow  
Genc Degirmen A.S. – GMach  
General Dies SRL  
GePro Geflügel-Protein Vertriebsgesellschaft mbH & Co. KG  
Grain Technik Pvt. Ltd  
GSS Systems Co., Ltd  
Hangzhou Hengyi Vet Co., Ltd  
Hangzhou Xiaoteng Industries Co., Ltd  
Hefei Sanguan Packing Science & Technology Co., Ltd  
Henan Jingu Industry Development Co., Ltd  
Hubei Guangji Pharmaceutical Co., Ltd  
Hunan Chenzhou Grain & Oil Machinery Co., Ltd  
Huzhou International Trade Co., Ltd  
Hydronix Ltd  
IDAH Co., Ltd  
IMAS Integrated Machinery Systems  
IMECO  
Insta-Pro International  
Inteqnion  
Jacobs (Nantong) Engineering and Machinery Co., Ltd  
Jiangsu Five Continents Machinery Co., Ltd  
Jiangsu Zhongmao International Exhibition Co., Ltd  
Jiangsu Zhongtian Agro Machinery Co., Ltd  
Jiangxi TianJia Animal Pharmaceutical Co., Ltd  
Jinan Qidong Machinery Co., Ltd  
Amandus Kahl GmbH & Co. KG  
Kasetphand Industry Co., Ltd  
Kay Jay Chill Rolls Pvt Ltd  
K-Corporation  
Kemin Industries (Asia) Pte Ltd  
Koan Cheng Fa Industrial Co., Ltd  
Korea Thumbvet. Co., Ltd  
K-Pro GmbH  
KSE Process Technology B.V.  
Laidig Systems, Inc.  
Lambton Conveyor Ltd  
La Meccanica srl di Reffo
- Lark Engineering Company (India) Pte Ltd  
Liyang Yuda Machinery Co., Ltd  
Macsumsuk GM Co., Ltd  
Maxi-Lift Inc.  
Fredrik Mogensen AB  
MORILLON  
Muller Beltex b.v.  
Münch-Edelstahl GmbH  
Myande Group Co., Ltd  
Mysilo Tahil Depolama Sistemleri Sanayi ve Ticaret A.S.  
N-Line Agro International Co., Ltd  
Nutriad Asia Ltd  
Nutrition Vitamins Co., Ltd  
OLI Vibra Co.,Ltd  
Olmix Group  
OPI Systems  
Optima Pressformen GmbH  
Orient-Sunrise International (Qingdao) Co., Ltd  
Osmosis Nutrition Sdn Bhd  
Ottevanger Milling Engineers  
Pelleting Consumables Europe  
Pelleting Technology Netherlands  
Perendale Publishers Limited  
Pertin Instruments AB  
Petkus Asia Ltd  
Pfeuffer GmbH  
Pig and Pork Magazine  
PLP Liquid Systems Srl  
Positive Action Publications Ltd  
Precia Molen Asia Pacific Sdn Bhd  
Premier Tech Chronos Ltd  
Premium Vegetable Oils  
R K Feed Equipments  
Rapat Industries Phil., Inc.  
Repete Corporation  
Rossari Biotech Ltd  
Rueter Maschinenbau GmbH & Co. KG  
Satake Corporation  
Scafo Grain Systems Company  
SCE, Silo Construction & Engineering  
Schenck Process  
Schmiedewerke Gröditz GmbH  
Scott Equipment Company  
Seah International  
Qingdao  
SGS Group  
Shandong Hongbo Harvest Import and Export Co., Ltd  
Sichuan Rota Bioengineering Co., Ltd  
Sigur Group  
Silos Cordoba S.L.U.  
Silver Sea Media  
Simatek Bulk Systems A/S  
Simatek Co., Ltd  
Sioux Steel Company  
SKIOLD A/S  
Sonac & DAR PRO Ingredients (Darling Ingredients)  
Sonic Biochem Extractions Ltd
- Soon Strong Machinery Works Co., Ltd  
Sopropêche  
Special Nutrients, Inc.  
Stac Binder GmbH  
Stela Laxhuber GmbH  
STIF  
Stolz Asia Pte Ltd  
Studio Tecnico Appiani S.r.l.  
Sukup Manufacturing Co.  
Sun Magnetic Sys-Tech Co., Ltd  
Suncue Co., Ltd  
Sunwin Biotech  
Shandong Co., Ltd  
Symaga SA  
Symbio Tech Inc.  
Talent Asia Services Ltd  
Tapco Inc.  
TAT Energy and Engineering Co., Ltd  
Tech-Team Feed Growth Co., Ltd  
TekPro Ltd – Manufacturers of Holmen  
Thai Chamber of Commerce  
Thai Rice Mills Association  
Thai Rung United Engineering Co., Ltd  
Tietjen Verfahrenstechnik GmbH  
Top Silo Constructions  
Tornum AB  
Tout pour le Grain (TPLG)  
Trouw Nutrition Asia Pacific  
Tyson Foods, Inc.  
UNIQAIR Technologies Ltd  
Van Aarsen International  
VAV Conveyor Components and Solutions  
Vava Pack  
Venz Industrial Co., Ltd  
Vibrafloor  
Victam International  
VIGAN Engineering SA  
Vyncke NV  
WATT Global Media  
Wenger Manufacturing, Inc.  
Wing Biotech (Shanghai) Co., Ltd  
World Grain Magazine  
WPSA  
Wuxi Naite Electromechanical Technology Co., Ltd  
Xingtai Sinobest Biotech Co., Ltd  
Xinxiang Hexie Feed Machinery Manufacturing Co., Ltd  
Yamamoto Co. Ltd  
Yangzhou Kerunde Machinery Co., Ltd  
Yemmak A.S.  
Yemtar Makine Sanayi ve Ticaret A.S.  
Yont Phol Dee  
Zhangzhou Jialong Technology Inc.  
Zhanjiang Hengrun Machinery Co., Ltd  
Zhejiang Bethlehem Apparatus Co., Ltd  
Zheng Chang  
Zhenjiang Jingwei Conveying Technology Co., Ltd  
Zhenjiang Sanwei Conveying Equipment Co., Ltd