



**HEALTH &
NUTRITION ASIA**

PRESS RELEASE DATED: January 30, 2024

VICTAM Asia 2024: Celebrating Over 30 Years of Innovative Events in the Animal Feed Industry!

From its humble beginnings in 1991, VICTAM Asia has evolved into a prestigious event spanning over three decades. Today, it stands as Asia's premier showcase for the latest innovations in the animal feed, health and nutrition, and grain processing industries. VICTAM Asia and Health & Nutrition Asia, and GRAPAS Asia 2024, organised by the Victam Corporation and VNU, continue to offer an unparalleled platform for the latest developments within these vital sectors.

Reflecting on the success of the 2022 edition, Sebas van den Ende, General Manager of the Victam Corporation, notes, "Following the challenges of restarting major events after the COVID-19 era, VICTAM Asia 2022 turned out to be a successful event. Spanning over 5,800 sqm, it brought together 231 exhibitors from 33 countries and attracted 6,121 visitors from 64 countries. Notably, more than 21% of these were key decision-makers in their respective fields. For 2024, we are building on this foundation to deliver an even more impactful experience."

According to a report by Future Market Insights, the animal feed processing equipment market anticipates growth, reaching US\$ 34.8 billion by 2033 with a CAGR of 4.2%, the relevance of this event becomes increasingly significant. The Asia Pacific region, in particular, stands at the cusp of transformation, fuelled by rapid economic growth and urbanisation, making it a critical market for industry stakeholders.

The 2024 edition of VICTAM will focus on key themes such as advancements in feed milling technology, the evolving aquafeed sector in Asia, and the latest in grain, flour and rice processing technologies, alongside critical sustainability initiatives. We are proud to host eminent exhibitors like Amandus Kahl, DSM, CSI Group, and Van Aarsen, who are at the forefront of these developments.

Alongside VICTAM Asia, Health & Nutrition Asia is organised by the VIV worldwide team. This event offers a comprehensive look into innovation in nutrition, pharmaceuticals, and high-tech animal health solutions. The two events strengthen each other, providing a holistic view of the industry, and serves as a unique trading platform for professionals in animal nutrition, pharmaceuticals, genetics, and related fields.

This event is a key opportunity to engage with industry leaders in Asia's expanding animal feed and health sector as well as the rice and grain milling industries. Network with innovators, gain insights from global leaders, and be at the forefront of emerging trends in Asia's rapidly expanding animal feed and health sector. Also learn from the best in the industry during the conferences and technical seminars which are organized simultaneously with the exhibition.



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Join us at VICTAM Asia and Health & Nutrition Asia 2024 from 12 - 14 March 2024 at BITEC Exhibition Center, Bangkok, Thailand.

Visit our website www.victamasias.com and www.vivhealthandnutrition.nl for more information.

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To the Editor:

You will find photographs of our 2022 Asia event via this link: <https://victamasias.com/last-edition>

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