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FOR IMMEDIATE RELEASE

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## **VIV Worldwide Opens Visitor Registration for Two Milestone Feed-to-Food Shows**

*VIV Worldwide announces the opening of visitor registration for VIV Europe's 25th edition and inaugural VIV Select India, both taking place in 2026*

VNU Europe through VIV worldwide, the premier business network linking professionals from Feed to Food, today announced the opening of visitor registration for two significant events in 2026: the landmark 25th edition of VIV Europe and the inaugural VIV Select India.

For almost 50 years, VIV worldwide has served as the leading platform for the animal protein supply chain, offering boundless opportunities to industry professionals across some of the world's most promising markets. Through dedicated engagement and deep industry expertise, VIV worldwide has developed an unparalleled global network that connects innovators, suppliers, producers, and thought leaders throughout the entire feed-to-food ecosystem.

"These two events represent both the heritage and the future of VIV worldwide," said Jeroen van Hoof, CEO and President of Royal Dutch Jaarbeurs and VNU Group. "As we celebrate 25 editions of VIV Europe where our journey began and is considered now the showroom of the world, we're simultaneously expanding our footprint into India, one of the world's fastest-growing markets for animal protein. This dual effort demonstrates our commitment to serving the industry wherever opportunity and innovation meet."

### **VIV Europe 2026: Celebrating 25 Editions of Industry Leadership**

VIV Europe, the World Expo from Feed to Food event where the VIV Worldwide journey first began, returns in June 2026 for its milestone 25th edition. Originating from the Netherlands almost five decades ago, VIV Europe has evolved into one of the world's most influential agrifood events.

The anniversary edition will bring together industry leaders, innovators, and business partners who have shaped the sector and continue to inspire the next generation of agrifood professionals. Hosted in Utrecht, the Netherlands—a global leader in agricultural innovation and ranked among the top ten most innovative countries in the world—the show will celebrate both the rich history of VIV and the dynamic future of the global feed-to-food ecosystem.



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This year's edition continues to emerge as a unique platform showcasing cutting-edge solutions where 600 exhibitors are set to bring their latest product breakthroughs and machineries in the market. Around 20,000 projected international visitors with a focus on Europe can also expect a highly tailored content program supported by partners like Rabobank, Wageningen University, World Poultry Science Association (WPSA), and Common Source, addressing the challenges in the current agrifood landscape and the future of poultry farming; as well as look forward to VIV Week—a week dedicated to the feed-to-food industry.

"Reaching our 25th edition is a testament to the trust and loyalty the industry has placed in VIV Europe over the decades," said Natalie Taylor, Project Manager for VIV Europe. "This anniversary edition will be a celebration of innovation, collaboration, and the incredible progress our industry has made. We're creating a platform that honors our past while providing the tools, connections, and insights needed to shape the future of sustainable animal protein production."

## **VIV Select India 2026: Entering a Dynamic New Market**

VIV Select India marks VIV Worldwide's strategic entry into one of Asia's most vibrant and rapidly expanding agricultural markets. Organized in partnership with the Poultry Federation of India (PFI), the event brings VIV's renowned expertise and global network to India's evolving animal protein sector, combining international innovation with local market knowledge and industry leadership.

VIV Select India will serve as a vital bridge, connecting Indian producers with cutting-edge international solutions in breeding, nutrition, farm management, processing, and food safety. The focused format will showcase global innovations in automation, animal health, feed efficiency, and sustainability that can be adapted to India's unique market conditions and needs.

"India represents an extraordinary opportunity for the feed-to-food industry," said Patrick van Rooij, Project Manager for VIV Select India. "The country's growing population, rising protein consumption, and commitment to modernizing its agricultural sector, along with the fact that India is projected to be one of the fastest growing economies (GDP growth of 7%, 2026-2027 stats), make it an ideal location for VIV. Through our partnership with the Poultry Federation of India, we're bringing together the global expertise of the VIV network with India's entrepreneurial spirit and market potential to create meaningful business opportunities and knowledge exchange that will accelerate the industry's development."



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## Register Now for Industry-Defining Events

Registration is now open for both VIV Europe 2026 and VIV Select India 2026. Online pre-registrations aim to facilitate a seamless event experience where attendees can make the most of their experience, skip the long queues onsite, and plan their visit ahead of time. Register via the official websites [www.europe.viv.net](http://www.europe.viv.net) for VIV Europe 2026 and [www.india.viv.net](http://www.india.viv.net) for VIV Select India 2026 and view the exhibitor lists.

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**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 50 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](http://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](http://www.vnueurope.com)