

FOR IMMEDIATE RELEASE

New Delhi, India | April 16, 2026

VIV Select India 2026 Show Preview: Marking a New Chapter for the Country's Livestock and Poultry Sector

Global expertise meets local partnerships, the three-day show introduces a complete feed-to-food platform for India's fastest-growing agribusiness sector

VIV Select India 2026 takes place from 22–24 April 2026 at Yashobhoomi Convention and Expo Centre, New Delhi, introducing the globally established VIV Worldwide platform to the Indian market for the first time. The three-day business-to-business exhibition brings together international and domestic suppliers, industry leaders, and decision-makers at a pivotal moment for India's rapidly expanding animal protein sector.

Organised by VNU Exhibitions Europe, the international division of Royal Dutch Jaarbeurs, in strategic partnership with the Poultry Federation of India (PFI), VIV Select India has been developed as a long-term platform to support technology transfer, business growth, and international collaboration within India's livestock and animal protein industries.

Exhibitors and Technologies on Display

VIV Select India 2026 features **over 130 exhibitors**, representing a strong mix of Indian and international companies. Participation spans Europe, the Middle East, and Asia, underscoring India's growing importance as a destination for innovation, investment, and long-term collaboration in animal protein production.

The event is supported by a broad coalition of national and regional industry associations, reinforcing its role as a unifying platform for poultry, dairy, and allied livestock sectors.

The exhibition floor presents a comprehensive cross-section of technologies and services designed to enhance productivity, efficiency, sustainability, and product quality across animal protein production. Visitors can expect solutions ranging from automation and precision systems to animal health, biosecurity, processing, and digital tools.

International and Indian companies such as Big Dutchman, JBT Marel India, Viscon Hatchery Automation, De Heus Animal Nutrition India, FAMSUN, Venky's India, and Himalaya Wellness Company are among those confirmed—alongside many other technology providers serving integrators, producers, processors, and service companies.

VIV Square: Knowledge Exchange at the Core

VIV Square opens with a formal inaugural ceremony marked by the presence of senior industry leaders and government representatives, including Mr. Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs and VNU Group, Mr. Ranpal Dhanda, President of the Poultry Federation of India, and Prof. S.P. Singh Baghel, Honorable Minister of State for Fisheries, Animal Husbandry & Dairying. The opening is further distinguished by participation from key public and diplomatic stakeholders such as Ms. Varsha Joshi, Additional Secretary, Department of Animal Husbandry & Dairying, Government of India, H.E. Ms. Marisa Gerards, Ambassador of the Kingdom of the Netherlands, and Shri Mahipal Dhanda, Education Minister of Haryana.

Across the three days, the programme includes expert-led sessions addressing critical developments in poultry production, dairy advancement, and animal health. Industry leaders from companies including Viscon Hatchery Automation, De Heus Animal Nutrition, JBT Marel, Venkateshwara Hatcheries (Ventri Biologicals), MSD Animal Health, HIPRA, CEVA, Holm & Laue, Binsar Farms, and Verka Dairy are all to share insights on topics such as automation and AI in production systems, nutrition strategies, processing performance, international dairy collaboration, and advances in vaccines and biologicals.

Patrick van Rooij, Project Manager - VIV Select India shares, "The poultry and livestock sectors are entering a phase where scale must be matched by efficiency, resilience, and smarter use of technology. VIV Select India has been developed to support that shift—by connecting the value chain, facilitating knowledge exchange, and giving professionals direct access to solutions that work in real production environments. This platform is as much about dialogue and learning as it is about business. Our goal is to create conversations that lead to stronger partnerships, better decisions, and long-term value for the industry as a whole."

Registration and Visitor Information

VIV Select India 2026 is open exclusively to trade professionals active across the animal protein and livestock value chain, including producers, integrators, processors, veterinarians, feed manufacturers, technology providers, consultants, policymakers, and industry media.



Visitor admission is free of charge and includes access to the full exhibition floor as well as all sessions at VIV Square, the show's integrated knowledge programme. Advance online registration is recommended to ensure smooth entry and timely access to event updates and programme scheduling. The show is open during the event dates from 10:00 to 18:00.

Visitors can register online at india.viv.net/registration.

----- End of press release -----

For media inquiries and further information, please contact:

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 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.

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