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VIV Select India 2026: A Powerful First Edition Puts India at the Heart of the Global Animal Feed-to-Food Conversation

The first-ever VIV Select India wraps up with industry-wide enthusiasm and a clear mandate to return

VIV Select India held its inaugural edition from April 22–24, 2026 at the Yashobhoomi Convention and Expo Centre in New Delhi, marking the first time the globally established VIV Worldwide platform has convened on Indian soil. Organised by VNU Exhibitions Europe, the international division of Royal Dutch Jaarbeurs, in strategic partnership with the Poultry Federation of India (PFI), the three-day B2B exhibition opened a long-term platform commitment to India's animal protein and livestock industry.

The show welcomed 7,100 professional visitors from 37 countries, 101 industry leaders, 23 VIPs and dignitaries from national and international government bodies, and 130 exhibitors spanning poultry production, dairy technology, animal health, feed ingredients and additives, breeding and hatching technology, food engineering, aquaculture, and agri-tech. Participation which filled the 10,000 sqm exhibition floor came from companies across Europe, the Middle East, Asia, and South America reflecting India's growing importance as a destination market for global innovation in animal protein production. The show was covered by 39 members of the local press.

Over the first two days, the conference programme highlighted sessions in Advances in Poultry Sector and Advances in Biologicals and Vaccines with speakers coming from leading Indian and international companies and institutions.

Where Indian Industry and Global Innovation Converged

Exhibitors at the inaugural edition included Big Dutchman, JBT Marel India, Viscon Hatchery Automation, De Heus Animal Nutrition India, FAMSUN, and Venky's India, Biozene, ASM Process Automation, Sanzyme Biologics, Optima Poultry and many other Indian and international companies. The exhibition floor offered solutions across automation, precision farming, animal

health, biosecurity, processing technology, and digital tools designed for the specific production realities of the Indian market.

The show opened with a formal inaugural ceremony attended by senior government and industry figures, including H.E. Ms. Marisa Gerards, Ambassador of the Netherlands Embassy in India, Nepal & Bhutan; Mr. Jeroen van Hooff, President and CEO, Royal Jaarbeurs and VNU Group; Mr. Mahipal Dhanda, Hon'ble Education Minister, Government of Haryana; Mr. Ranpal Dhanda, President, PFI; Dr. S.K. Dutta, Joint Commissioner (NLM), Department of Animal Husbandry and Dairying, Government of India; and esteemed dignitaries from PFI. The ceremony was moderated by Dr. Jeetendra Varma.

VIV Square served as the hub for professional dialogue throughout the three days, with sessions addressing poultry production, dairy advancement, animal health, nutrition strategy, processing performance, and the integration of automation and AI in livestock management — all grounded in the challenges and opportunities facing producers in India.

A highlight was the Dairy Conference, which drew strong attendance and brought together industry leaders, farmers, and innovators for a dedicated day of dialogue. Discussions ranged from India's dairy sector within a global context to strengthening Indo-Dutch partnerships aimed at supporting medium-sized dairy farmers, generating significant engagement and reflecting the collaborative momentum shaping the sector's future.

Patrick van Rooij, Project Manager of VIV Select India, shares, "The response from the Indian industry to this first edition has been something we are genuinely proud of. Producers, integrators, technology providers and policymakers came together with a shared intent: to exchange, to learn, and to build. What we saw on this show floor gives us every confidence that this platform will grow into something of lasting value for the sector."

Arriving at India's Moment of Transformation

India's animal protein sector is undergoing rapid change. As the world's largest milk producer and one of the fastest-growing poultry markets globally, the country is at a point where scale must be matched by efficiency, resilience, and smarter use of technology. VIV Select India was conceived as a long-term platform to support that transition, connecting the full feed-to-food value chain in a way that reflects the specific needs and structure of the Indian market.

The partnership with PFI has been central to the event's foundation. As PFI President Ranpal Dhanda noted ahead of the show, the collaboration is designed to help Indian producers access cutting-edge technologies and international best practices, while showcasing India's production potential to the global community — a two-way exchange the inaugural edition actively delivered upon.

Rajeevan Vattakat, VIV Worldwide representative in India happily says, “VIV Select India 2026 has exceeded all expectations and delivered a quality show which the Indian animal protein industry was looking for many years. There were quality visitors, an excellent atmosphere to discuss business opportunities and moreover, attendees from India and abroad.”

First Edition Sets the Foundation for Future Growth

The breadth of participation at VIV Select India 2026 from domestic producers and national associations to international exhibitors and government stakeholders reflected a genuine appetite for a dedicated, high-quality platform of this kind in India.

Jeroen van Hooff, President and CEO of Royal Dutch Jaarbeurs and VNU Group, remarks, "VIV Worldwide has spent over four decades building trust with the industries and markets it serves. We do not enter a market for a single edition — we enter to build something durable. India is one of the most significant animal protein markets in the world, and the response to this inaugural edition reinforces our belief that this is the right platform, in the right place, at the right time. VIV Select India is a long-term investment in the Indian industry, and we are proud to stand alongside the Poultry Federation of India and the broader sector in that commitment."

The VIV Worldwide team and its partners extend their gratitude to the exhibitors, visitors, speakers, industry associations, and government stakeholders whose participation made VIV Select India 2026 a strong and purposeful debut.

Building on the strong rebook interest of the current exhibitors and the wider industry support, the next edition of VIV Select India is set to take place from April 21–23, 2027, in New Delhi.

Visit india.viv.net for more information on VIV Select India and viv.net for all the shows under the VIV Worldwide portfolio.

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PRESS RELEASE

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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.

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