



**EUROPE**

**25<sup>th</sup>**  
EDITION

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

Utrecht, Netherlands, January 29, 2026

## **VIV EUROPE 2026: CELEBRATING THE 25<sup>TH</sup> EDITION AND ENTERING A NEW TWO YEAR CYCLE**

*Backed by strong global partnerships, VIV Europe 2026 sees exceptional international demand and near sell-out momentum*

VIV Europe, the World Expo From Feed to Food event where the VIV Worldwide journey first began, returns in 2026 for its landmark 25th Edition. Celebrating its heritage while projecting a bold vision for the future, the organizers Royal Dutch Jaarbeurs and VNU Europe confirm the strategic decision to move VIV Europe to a biannual cycle starting in 2028, with the next edition taking place in June 2028.

This 2026 milestone edition reinforces VIV Europe as the premier European platform where innovation, trade and global market connections take place across the agrifood value chain.

“VIV Europe is evolving with the strength, consistency and international depth that the industry has been asking for,” said Jeroen van Hooff, President and CEO of Royal Dutch Jaarbeurs and VNU. “Europe needs a reliable and forward-looking agrifood platform to connect strategy, technology and business. VIV Europe 2026 will meet that need and the new two-year rhythm from this year on will provide in the epicenter of Europe, the continuity and momentum that our exhibitors, partners and global community deserve.”

### **Celebrating the 25th Edition Where It All Began**

The 2026 edition marks an important moment in the history of the VIV Worldwide brand. Born in the Netherlands almost five decades ago, VIV Europe has grown into one of the world’s most influential agrifood events. Returning for its 25th Edition, the show will honor this legacy by bringing together industry leaders, innovators, scientists, governments and business partners who have shaped the industry and inspired the next generation of entrepreneurs.



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VIV Europe has always been considered as the “showroom of the world” and that is exactly what brings in 2026 around 600 exhibitors who are set to bring their latest product breakthroughs and machineries onsite. Around 20,000 projected international visitors can expect a highly tailored content program supported by partners like Rabobank, Wageningen University, World Poultry Science Association and Common Source, addressing the challenges in the current agrifood landscape and the future of animal farming; as well as look forward to VIV Week, a week full of activities entirely dedicated to the agrifood industry.

Hosted in Utrecht, the Netherlands, a global leader in agricultural innovation and one of the top ten most innovative countries in the world, the anniversary edition will celebrate both the origins of VIV and the evolving future of the global feed to food ecosystem.

### **Country of Honor 2026: Poland**

VIV Europe proudly announces Poland as the Country of Honor for 2026.

With Poland standing as the leading poultry producer in the European Union and one of the fastest growing exporters in the region, its role in the European agrifood landscape cannot be denied. The country’s rapid modernization, strong integrator presence, and high level of international engagement make it a natural focus for 2026.

As Country of Honor, Poland will be featured across special programming, delegation activities, expert sessions and business matchmaking, highlighting its strength and dynamism in the animal protein production sector.

### **A Defining Moment for the European Agrifood Industry**

The European agrifood sector stands at a critical moment of transformation. According to EU market data, countries such as Poland, Spain, France, Germany and Italy form the backbone of European production and export capacity and are continually advancing technologically. Their rapid modernization is generating increasing demand for automation, animal welfare solutions, feed and food processing efficiencies, and advanced digital tools.

At a global level, the latest Global Innovation Index shows that countries investing in research, agricultural technologies and digital transformation are gaining strategic advantage. The Netherlands, home of VIV Europe, ranks among the top ten most innovative economies



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worldwide. Its leadership in agritech, logistics and digital infrastructure shows how innovation is defining the future of food systems.

Meanwhile, long-term projections for agricultural commodities indicate constant global demand for animal protein alongside the need for more resilient, efficient and sustainable production models. These conditions make the presence of a strong, reliable, European convening platform not only valuable but essential. VIV Europe is uniquely positioned to play this role by combining innovation together with practical business outcomes.

### **Strategic Ambitions for VIV Europe 2026 and Beyond**

VIV Europe 2026 will present a renewed high-quality visitor and exhibitor experience, featuring curated sectors for dairy, swine, poultry, feed, health, and processing, supported by a newly expanded Hosted Buyer Program and a strengthened VIV Industry Leaders Program.

From 2028 onward, the biannual cycle will create a stable rhythm of engagement, enabling exhibitors and partners to maintain continuity, plan investments more effectively and capture market momentum. VIV's extensive global network will further enhance international connectivity by welcoming strong delegations from APAC, MENA and key European production markets, such as Poland, Spain, France, Germany and Italy offering visitors a unique mix of sourcing and business opportunities.

The content program will showcase forward-looking themes including automation, robotics, precision and digital farming, animal welfare advancements, feed to food integration and next generation processing tech. Thought leaders from research institutions, startups and established industry players will come together to deliver insights and solutions that translate into real business impact.

To complete the visitor experience, VIV Europe 2026 introduces improved registration, dedicated visitor tracks, customized show journey planners, enhanced matchmaking and curated experiences across the vibrant city of Utrecht, designed to make participation efficient, productive and cost effective.

### **Strong Market Demand with 97% of Show Space Already Sold Out**



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The industry's response to the return of VIV Europe has been exceptional. More than 97 percent of the available exhibition space for the 2026 edition has already been sold, demonstrating strong confidence in the platform and confirming the need for a consistent, innovative and international hub for the European agrifood sector. Exhibitors from across Europe, Asia and the Middle East have committed their participation, creating a comprehensive marketplace for technology, knowledge and partnership development.

Visit the VIV Europe website at [europe.viv.net](https://europe.viv.net) for the latest information on the event.

Upcoming VIV Europe dates:

VIV Europe **2026**, 2 – 4 June, Jaarbeurs, Utrecht, the Netherlands

VIV Europe **2028**, 13 – 15 June, Jaarbeurs, Utrecht, the Netherlands

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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](https://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](https://www.vnueurope.com)