



EUROPE

25th
EDITION

PRESS RELEASE

FOR IMMEDIATE RELEASE

Utrecht, Netherlands | May 22, 2026

HRH Prince Carlos to speak at Opening Ceremony of VIV Europe 2026

VIV Worldwide is honored to announce that HRH Prince Carlos of Bourbon de Parme will attend and deliver a speech during the Opening Ceremony of VIV Europe 2026 and the Cities Leading Food System program, taking place from June 2-4, in Utrecht, the Netherlands.

The presence of Prince Carlos marks a special moment for VIV Europe 2026, which celebrates the 25th edition of the internationally leading trade exhibition for the animal protein production and processing industry.

Bringing together professionals from across the global 'Feed to Food' supply chain, VIV Europe has served for decades as a key platform for innovation, knowledge exchange, and international cooperation within the agrifood sector. Food security and resilience of agriculture are key drivers for the transition of any food system.

Cities Leading Food Production, in partnership with VIV Worldwide, establishes partnerships that empower the development of robust, regional and regenerative food systems in cities and regions in the EU, Africa, the Middle East and the world at large.

During the Opening Ceremony, Prince Carlos will reflect on the importance of connecting today's agrifood systems with the future of sustainable food production. His address will also highlight themes such as innovation, resilience, sustainability, and the growing role of cities and international collaboration in shaping future food systems.

The 25th edition of VIV Europe represents not only a milestone for the event itself, but also an opportunity for the industry to come together at a time of significant global transformation and growing demand for sustainable and efficient agrifood production solutions.

VIV Europe 2026 will welcome exhibitors, industry leaders, policymakers, researchers, producers, and innovators from around the world to Utrecht for a forward-looking edition focused on the future of local, regional, global agrifood production.

For more information on the event's full program, exhibitor list and to pre-register for a free badge at VIV Europe 2026 visit the official show website at europe.viv.net



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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