



**EUROPE**

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

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

*Utrecht, Netherlands | May 27, 2026*

## **VIV Europe 2026 Show Preview: Marking the 25th Edition as the Showroom of the World for Animal Protein Innovation**

*The global feed-to-food industry converges on Utrecht for three days of innovation, conversation, and discovery*

VIV Europe 2026, the World Expo from Feed to Food, opens its doors on 2–4 June at Royal Dutch Jaarbeurs in Utrecht, The Netherlands. For 25 editions, it has been the place where the industry's most consequential decisions begin: where suppliers meet producers, science meets practice, and the future of global food production takes shape. This year's theme, "Showroom of the World", says it plainly: every technology, solution, and conversation that matters to the industry right now will be represented across every link in the global feed-to-food chain.

Spanning poultry, pig meat, dairy, aquaculture, eggs, feed systems, and digital farm management, VIV Europe 2026 addresses the most critical forces reshaping global food production. Four strategic pillars anchor this year's program: the protein transition and sustainable protein sources; digitalization, AI and robotics in farm operations; animal health and welfare; and climate-smart agriculture. From 2026, the event moves to a biennial cycle, providing the sector with a consistent rhythm to engage with the world's most advanced suppliers and thought leaders.

"Twenty-five editions only happen because of the people who show up. VIV Europe is where the industry comes to see what's next: new technologies, new solutions, new connections. The energy and ambition this year have never been greater," says Natalie Taylor, Project Manager, VIV Europe.

### **HRH Prince Carlos of Bourbon de Parme to Address Opening Ceremony**

VIV Europe 2026 will be marked by a royal milestone as HRH Prince Carlos of Bourbon de Parme attends and speaks at the Opening Ceremony on 2 June. His Royal Highness will address the future of sustainable food production, innovation, and resilience, with a particular focus on the growing role of cities in shaping tomorrow's food systems.



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The appearance marks a significant moment for the event's 25th edition, underscoring the global relevance of the conversations taking place on the VIV Europe floor and the urgency of the challenges the industry is being asked to meet.

### **Over 70 Conference Sessions Tackle the Industry's Defining Challenges**

Alongside one of the most extensive exhibition floors in the event's history, VIV Europe 2026 presents a richly layered conference program of more than 70 sessions across three days. Topics range from AI-driven farm management and smart feedmill automation to antimicrobial resistance, and international trade dynamics. Knowledge partners include Wageningen University & Research, Rabobank, the World Poultry Science Association (WPSA), the World Veterinary Poultry Association (WVPA), and the Netherlands African Business Council (NABC), among others.

The program also features the official launch of the Poultry Forward Kazakhstan initiative by the Dutch Poultry Centre, a significant new Dutch-Kazakh industry collaboration, and a dedicated multi-day strand, Cities Leading Food Production, positioning urban communities as active drivers of food system change.

### **Registration is still ongoing**

Visitors are encouraged to register in advance at [europe.viv.net/registration](https://europe.viv.net/registration) to secure their pass ahead of the show. Registered visitors can proceed directly to the Scan and Print counters on arrival at Jaarbeurs, bypassing on-site registration queues for a faster, more seamless entry experience.

Registered visitors also gain access to VISIT Discover, the event's dedicated platform where attendees can browse the full conference program, bookmark sessions of interest, and sign up for talks ahead of the show, ensuring they make the most of every day on the floor.

[Access VISIT Discover](#)

[Download the Show Preview here](#)



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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)