

**EUROPE**

# SHOW PREVIEW

**WORLD EXPO FROM  
FEED TO FOOD**

**2-4 JUNE 2026 • JAARBEURS UTRECHT, THE NETHERLANDS**

ORGANIZED BY

**VNU** | EUROPE

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# VIV EUROPE 2026

## 25 EDITIONS STRONG

What started as a vision nearly five decades ago has grown into the world's most influential meeting place for the animal protein and agri-food industry. As we mark this milestone in Utrecht, the energy and ambition on show have never been greater.

This edition's theme, "Showroom of the World", says it all. VIV Europe is where the industry comes to see what's next: new technologies, new solutions, new connections. Four themes set the agenda: the shift toward sustainable proteins, the rise of digitalization and robotics, the centrality of animal health and welfare, and the urgent move toward climate-smart agriculture.

We're delighted to shine a spotlight on Poland as Country of Honor, recognizing its growing role in shaping European agri-food. Meanwhile, VIV Square in Hall 10 will be the beating heart of the show, a daily hub for ideas, debate, and discovery brought to life by Wageningen University & Research, Rabobank, Common Source, and VIV.

Twenty-five editions only happen because of the people who show up. Thank you for being one of them. **Together, we grow!**

**Natalie Taylor**

Project Manager



# ABOUT VIV EUROPE 2026

2-4 JUNE • JAARBEURS UTRECHT, THE NETHERLANDS

FIND OUT WHO IS EXHIBITING

## 'SHOWROOM OF THE WORLD' FOR ANIMAL PROTEIN INNOVATION

VIV Europe 2026 stands as the premier international platform where the animal protein production industry converges to shape its future. This distinguished event brings together exhibitors from across the globe to unveil cutting-edge innovations, breakthrough technologies, and next-generation products that are transforming how we produce animal protein.

## CLIMATE-SMART & SUSTAINABLE AGRICULTURE

As the agricultural sector confronts the urgent realities of climate change, VIV Europe 2026 explores innovative approaches to reducing carbon footprints, optimizing resource efficiency, and implementing circular economy principles. Discover solutions for renewable energy integration, precision feeding systems that minimize waste, manure management technologies, and sustainable housing designs that work in harmony with the environment while maintaining productivity.

## ANIMAL HEALTH & WELFARE

The future of farming is inseparable from the wellbeing of the animals in our care. Explore advances in disease prevention, biosecurity protocols, veterinary diagnostics, and welfare monitoring systems. Learn about housing innovations that promote natural behaviors, stress reduction techniques, antibiotic alternatives, and holistic approaches to animal health that meet both ethical standards and consumer expectations.

## ROBOTICS & ARTIFICIAL INTELLIGENCE

Automation and intelligent systems are revolutionizing farm operations. Experience demonstrations of robotic feeding and harvesting systems, AI-powered health monitoring that detects illness before symptoms appear, computer vision for quality control, autonomous farm vehicles, and data analytics platforms that transform raw information into actionable insights for better decision-making and operational efficiency.

## THE PROTEIN TRANSITION

As global protein demand evolves, VIV Europe addresses the diversification of protein sources and production methods. Engage with discussions on hybrid farming models, alternative proteins, consumer acceptance trends, market positioning strategies, and how traditional animal protein producers can adapt and thrive in a changing marketplace while maintaining their essential role in global food security.

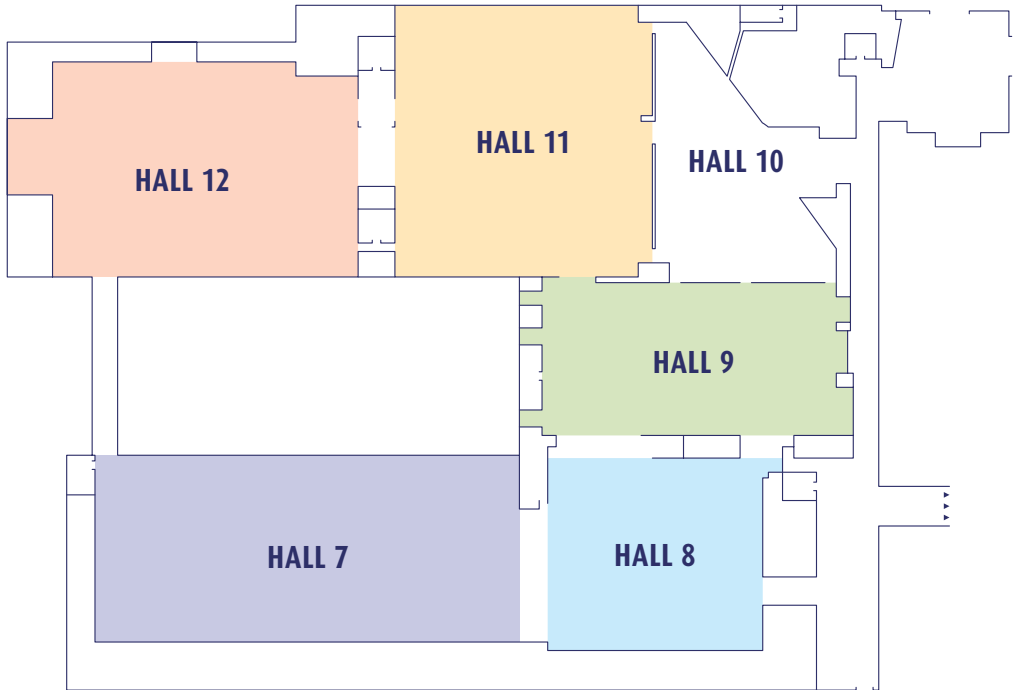
## REGISTER NOW

Avoid the hassle and skip the long queues on-site by registering early. By securing your spot now, you'll get exclusive access to event updates and the opportunity to connect with exhibitors and speakers before the show. Early registration ensures you're well-positioned to capitalise on every opportunity the event has to offer.

[REGISTER NOW](#)

# FLOORPLAN

## JAARBEURS HALLS 7-12



-  Hall 12: Feed Ingredients + Animal Health
-  Hall 11: Meat Processing
-  Hall 10: Welcome Hall
-  Hall 9: Egg Processing + Hatching
-  Hall 8: Farm Production + Breeding
-  Hall 7: Farm Production

[VIEW THE INTERACTIVE FLOORPLAN](#)



# UTRECHT, THE NETHERLANDS

## THE HEART OF EUROPEAN AGRIFOOD

There is no more fitting home for VIV Europe than Utrecht. The Netherlands consistently ranks among the world's leading agritech nations, and Utrecht sits at its centre, a hub for agrifood technology, science, and sustainable chain innovation, surrounded by world-class research institutions, pioneering startups, and established industry leaders.

The city's location makes it effortlessly accessible for an international audience, with direct rail links to Amsterdam Schiphol Airport and fast connections across Europe. Beyond the professional draw, Utrecht is one of the Netherlands' most vibrant cities, with its famous canals, rich heritage, and lively city centre ensuring the experience extends well beyond the exhibition floor.

It is no coincidence that VIV Europe has called Utrecht home for over four decades. The city does not just host the conversation about the future of global food production. It is actively part of it.

# ROYAL DUTCH JAARBEURS

## BUILT FOR EVENTS OF THIS SCALE

Situated directly next to Utrecht Central Station, Royal Dutch Jaarbeurs is the Netherlands' largest exhibition and convention venue, offering over 100,000 square metres of flexible event space. With more than a century of trade fair expertise and a dedicated agrifood team with a global reach, it provides the infrastructure, experience, and sustainability credentials that a world-leading event demands.



# SHOW OVERVIEW

## WORLD EXPO FROM FEED TO FOOD

VIV Europe is the premier international event for animal and poultry husbandry, bringing together professionals from across the entire production chain.

Whether your focus is poultry meat, eggs, pig meat, fish, dairy, feed systems, or digital farm management, VIV Europe is where the industry meets.

Every two years (starting from the 2026 edition), over 600 suppliers and thousands of specialists gather in the heart of the Netherlands to share knowledge, forge partnerships, and explore the latest innovations shaping the future of animal protein production.



### 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.

This is our 25th edition, which is already a milestone, and we are moving to a biannual cycle from 2028, giving the sector a more consistent rhythm to work with. Our positioning as the Showroom of the World says it all: every topic that matters to the industry right now is represented here. The future of poultry farming, animal health and well-being, digitalisation, robotics, and the shifting protein landscape all come together in an extensive content program that goes well beyond the exhibition floor.

**Natalie Taylor**

Project Manager



# CONFERENCE HIGHLIGHTS

## FROM FEEDMILL TO FOOD SYSTEM

### VIV EUROPE 2026 ADDRESSES THE INDUSTRY'S MOST CRITICAL CHALLENGES

Over 70 sessions across three days address the industry's most pressing challenges — from artificial intelligence and sustainability to food security and global market resilience

Spanning over 70 confirmed sessions, the program brings together leading scientists, entrepreneurs, and industry innovators to tackle the defining challenges facing the global food and protein sectors, from regenerative agriculture and antimicrobial resistance to AI-driven farm management and international trade.

The depth of this year's conference program reflects the central role VIV Europe plays in the global agrifood calendar. The event has served as the essential meeting point where science, business, and policy converge, bringing together professionals from all over the world to exchange knowledge, forge partnerships, and drive the industry forward. In a sector facing simultaneous pressure from climate change, food security demands, regulatory shifts, and rapid technological change, the quality of dialogue that VIV Europe enables has never been more consequential.

## A PROGRAM BUILT AROUND WHAT MATTERS MOST

Innovation and technology run as a defining thread throughout the agenda. Sessions such as the AgriBITS Seminar and Wageningen University & Research's Future Poultry Farming: From Science To Practical Solutions series explore how AI, digital twinning, smart feedmill automation, and precision nutrition are moving from concept to competitive advantage on farms worldwide.

Sustainability is addressed with equal depth and ambition. Sustainability & Profit: Can You Have Both? by Misset and From Footprint To Foodprint jointly Hosted By World's Poultry Science Association (WPSA), World Veterinary Poultry Association (WVPA), and Agrivaknet make the business case for greener production, while Friends of the Ecosystem Restoration Communities brings a global perspective on restoring soils, water cycles, and ecosystems through farming practice.

Animal health and welfare form another critical pillar. Many Ways To Reduce The Need For Antimicrobials by World Veterinary Education In Production Animal Health (WVEPAH) brings together veterinarians and researchers from the Food and Agriculture Organization of the United Nations (FAO), Utrecht University, and industry to address antimicrobial resistance, biosecurity, and disease prevention, among the most urgent challenges livestock producers are facing today.

On global markets and trade, sessions including Hungry For What's Next? The Future Of Poultry & Eggs In A Changing World by Rabobank and Bridging Continents: Partnerships For Sustainable Poultry Value Chains In Africa, by Netherlands African Business Council (NABC) equip decision-makers to navigate geopolitical risk and seize emerging opportunities. The event will also host the official launch of Developments In The Poultry Market In Kazakhstan & Launch Of The Partners International Business (PIB) Programme: 'Poultry Forward Kazakhstan', hosted By Dutch Poultry Centre (DPC), marking a significant new Dutch-Kazakh industry collaboration.

A dedicated multi-day strand, Cities Leading Food Production, positions urban communities as active drivers of food system change. Through workshops, roundtables, and matchmaking sessions, participants explore short supply chains, circular food models, agroforestry, and community resilience across the full breadth of the protein value chain.

## SECTORS AND KNOWLEDGE PARTNERS

The program spans poultry and eggs, dairy, feed production, and urban food systems. Dairy 2030: Smarter Farming In A Changing World, by Global Dairy Farmers (GDF) brings international farm-level perspectives on data-driven decision-making, while the Build My Feedmill Seminar covers the full spectrum of feed processing technology from grinding and pelleting to automation and control systems.

Knowledge leadership comes from world-class institutions including Wageningen University & Research, Rabobank, DPC, WPSA, WVPA, WVEPAH, and the NABC, with additional contributions from The Weather Makers, the Bionutrient Institute, and the BSV Association on ecosystem restoration, nutrient density, and supply chain transparency.

[VIEW THE CONFERENCE PROGRAM](#)



## ALREADY REGISTERED AS A VISITOR?

You can now bookmark and sign up for conference sessions onsite on VISIT Discover.

[TAKE ME TO VISIT DISCOVER](#)



## INVESTING IN THE NEXT GENERATION

### THE VIV PASSPORT PROGRAM

Alongside its conference program, VIV Europe 2026 is also launching the VIV Passport, a structured student engagement initiative designed to connect the next generation of talent with the international agrifood industry. Participating students get to attend selected keynote sessions and industry talks during the first two days of the exhibition, engaging directly with professionals and companies across the full animal protein supply chain.

Each student receives a branded Student Kit and a Show Passport to guide their experience onsite, collecting stamps by attending at least three key sessions. Upon completion, participants earn a digital certificate of participation that can be added to their LinkedIn profile or CV as a career-relevant credential. The program offers students meaningful industry exposure while providing a tangible outcome in support of their professional development.



# PRACTICAL INFORMATION

## PLAN YOUR TRIP TO JAARBEURS

Whether you arrive by car, bike or public transport, we are easily accessible by all means. There is plenty of parking available and from Utrecht Central Station, you'll be here in no time. Moreover, Jaarbeurs is located just 30 minutes from Schiphol Amsterdam Airport.

### BY CAR

Jaarbeurs is easily accessible by car. With no fewer than 3,100 parking spaces, including 1,400 covered spots, there's always a place for you. The venue offers 44 charging stations for electric vehicles and 24 designated parking spaces for people with disabilities.

### BY TRAIN

From Utrecht Central Station, follow the signs for 'Jaarbeursplein'. Within a few minutes, you will reach the Beatrix Building and via the Jaarbeursboulevard you will reach the exhibition and conference location.

### BY BUS

Take a bus to the bus stop CS Jaarbeurszijde. Within a few minutes, you will reach the Beatrix Building and via the Jaarbeursboulevard you will reach the exhibition and conference location.

### BY TRAM

Take a tram that stops at stop CS Jaarbeursplein. Within a few minutes, you will reach the Beatrix Building and via the Jaarbeursboulevard you will reach the exhibition and conference location.

### BY PLANE

Amsterdam Airport Schiphol is just 30 minutes by train from Jaarbeurs. Upon arrival at Utrecht Central Station, follow the signs for 'Jaarbeursplein' and you'll be there in no time.

# SUPPORTING ASSOCIATIONS



**HubOrange!**



**THANK YOU FOR BEING PART OF  
OUR JOURNEY IN EUROPE!**

# MEDIA PARTNERS





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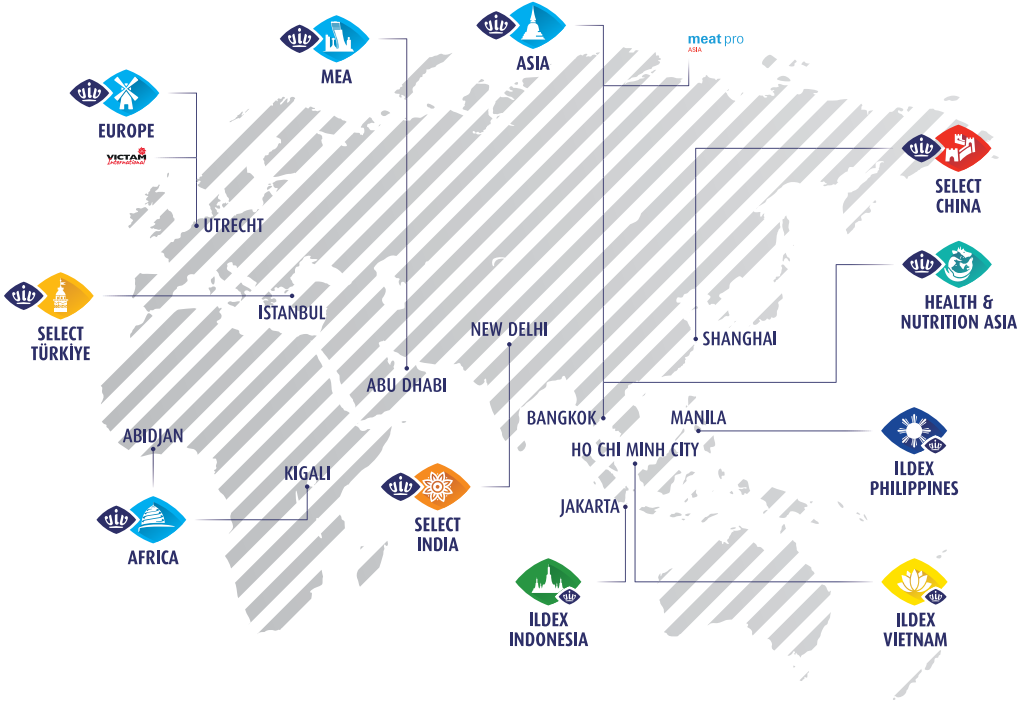
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**THANK YOU FOR BEING PART OF  
OUR JOURNEY IN EUROPE!**

# VNU AGRIFOOD CALENDAR 2026 AND BEYOND

THE BUSINESS NETWORK LINKING PROFESSIONALS FROM FEED TO FOOD



## VIV AFRICA 2026

7-8 OCTOBER 2026 • KIGALI, RWANDA

## VIV ASIA 2027

10-12 MARCH 2027 • BANGKOK, THAILAND



## VIV AFRICA 2027

6-7 OCTOBER 2027 • ABIDJAN, CÔTE D'IVOIRE



## VIV MEA 2027

23-25 NOVEMBER 2027 • ABU DHABI, UAE



## VIV HEALTH & NUTRITION ASIA 2028

14-16 MARCH 2028 • BANGKOK, THAILAND

## VIV EUROPE 2028

13-15 JUNE 2028 • UTRECHT, THE NETHERLANDS

## VIV SELECT CHINA 2026

19-21 AUGUST 2026 • SHANGHAI, CHINA

## ILDEX PHILIPPINES 2026

26-28 AUGUST 2026 • MANILA, PHILIPPINES

## ILDEX INDONESIA 2026

16-18 SEPTEMBER 2026 • JAKARTA, INDONESIA

## VIV SELECT INDIA 2027

21-23 APRIL 2027 • NEW DELHI, INDIA

## VIV SELECT TURKIYE 2027

9-11 JUNE 2027 • ISTANBUL, TURKIYE

## ILDEX INDONESIA 2027

15-17 SEPTEMBER 2027 • JAKARTA, INDONESIA

## VIV SELECT INDIA 2028

19-21 APRIL 2028 • NEW DELHI, INDIA

## ILDEX VIETNAM 2028

31 MAY - 2 JUNE 2028 • HO CHI MINH CITY, VIETNAM

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