

#### VIV WORLDWIDE EXHIBITION DATES

|                    |       |           |      |
|--------------------|-------|-----------|------|
| VIV INDIA          | 22-24 | February  | 2012 |
| VIV CHINA          | 23-25 | September | 2012 |
| VIV AMERICA LATINA | 17-19 | October   | 2012 |
| VIV ASIA           | 13-15 | March     | 2013 |
| VIV RUSSIA         | 28-30 | May       | 2013 |
| VIV TURKEY         | 13-15 | June      | 2013 |
| VIV EUROPE         | 20-22 | May       | 2014 |



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#### Organizer :



#### VIV Turkey Organizers

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#### Supporting Authorities, Associations and Organizations:



"THIS FAIR IS HELD UPON THE AUTHORIZATION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH LAW NUMBER 5174."

#### Organizer :



# VIV Turkey 2013

Istanbul

6th INTERNATIONAL TRADE FAIR FOR POULTRY TECHNOLOGIES

13-15 June 2013, Istanbul Expo Center, Hall 9-10-11, Yesilkoy, Istanbul / Turkey



Reach the world's new markets from your key market Turkey

Istanbul



# VIV Turkey 2013

6th INTERNATIONAL TRADE FAIR FOR POULTRY TECHNOLOGIES



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## INNOVATIVE POULTRY PRODUCTION AND PROCESSING FROM FEED TO MEAT

### PURPOSE OF THE EXHIBITION

**VIV TURKEY**, the leading international trade fair of its kind in the region, is the only by UFI, The Global Association of the Exhibition Industry aims the knowledge and technology transfer between Turkish Poultry sector and sector professionals and provides the international platforms to realize targeted development. VIV TURKEY is a member of the VIV World Wide Exhibitions owned by **VNU Exhibitions Europe in the Netherlands**.

VIV TURKEY was honoured on 10 – 13 June 2004 as **22th WPCA World Congress Exhibition** and on 25 – 27 August as **14th World's Veterinary Poultry Congress Exhibition** and entertained international professionals as guest in Major innovation platforms.

### FOR VIV TURKEY 2013, VIV SELECTED THE FOLLOWING THEMES

- Prevention** : Animale disease control, animal welfare.
- Efficiency** : Production, optimisation feed systems.
- Processing** : Meeting consumer demand for food safety.

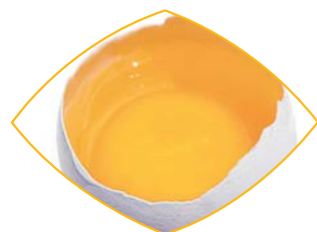
### VIV TURKEY 2013: THE MOST IMPORTANT DATE ON THE CALENDER FOR THE POULTRY INDUSTRY

There is no doubt that **VIV TURKEY 2013**, The International Trade fair for Poultry Technologies, is the most prestigious and productive trade fair of its type bringing together the leading firms from home and abroad thus playing a pivotal role in the development of the Turkish poultry industry and in the production of equipment and plant.

**VIV TURKEY 2013** is organised round the concept of "Meat health and safety from feed through to the consumer", with participants, with a commitment to health and safety, exhibiting products and equipment covering every stage of production from feed through to meat packing.

### THE TURKISH PER CAPITA DEMAND FOR POULTRY PRODUCTS (kg)

|                              | 2004         | 2005         | 2006         | 2007         | 2008         | 2009         | 2010         | 2011         | 2012         | 2013         |
|------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Chicken                      | 13.20        | 13.73        | 14.28        | 14.85        | 15.44        | 16.05        | 16.69        | 17.36        | 18.05        | 18.77        |
| Turkey                       | 0.70         | 0.73         | 0.76         | 0.79         | 0.82         | 0.85         | 0.89         | 0.92         | 0.96         | 1.00         |
| <b>Total Poultry (Flesh)</b> | <b>13.90</b> | <b>14.46</b> | <b>15.04</b> | <b>15.64</b> | <b>16.26</b> | <b>16.91</b> | <b>17.58</b> | <b>18.28</b> | <b>19.01</b> | <b>19.77</b> |
| Chicken Eggs                 | 8.14         | 8.37         | 8.60         | 8.84         | 9.09         | 9.34         | 9.60         | 9.87         | 10.15        | 10.43        |



### VIV EXHIBITOR PROFILE

Additives and Water, Animal Breeding and Equipments, Animal Health and Hygiene, Bank and Insurance Companies, Budding and Biological Products, Cleaning and Sanitation Systems, Climate Control, Dairy, Diagnostic Laboratories, Egg Processing, Farm Buildings and Equipments, Feed and Feed Ingredients, Feed Production and Supplements, Feeders & Mixers, Genetics and Registration, Industrial Feed Processing and Equipments, Inspection, Knowledge Transfer and Consultancy, Meat Industry and Equipments, Meat Ingredients, Meat Products, Medicines and Vitamine, Packaging-, Distribution and Logistic, Poultry Breeding Unions-, Associations and Cooperatives, Pharmaceuticals, Poultry-Meat Processing, Poultry Compound, Processing Machinery, Raw Materials, Refrigeration, Slaughter Equipment, Subjects Covering Parts or all of the above – mentioned items in the meat supply chain, Trucks and Commercial Vehicles, Ventilation and Air Purification, Veterinary Instruments, Weighing

### VIV VISITOR PROFILE

Agricultural Farms, Breeders, Broiler Farms, Distribution, Wholesale-Retail, Trade, Meat Products and Equipment Suppliers, Farmers, Farms and Industry Equipment Suppliers, Feed industry, Feed Ingredients and Additives Companies, Feed Mills, Food Processing Companies, Government Officials, Large-scale Integrated Companies, Layer Farms, Markets, - Restaurants and Hotels, Meat ( further ) Processing Companies, Meat Slaughtering Companies, National and Local Authorities, Other Distribution and Trade Agencies, Poultry Farms, Poultry Plant and Technical Managers, Research and Consultancy Professionals, Slaughter houses, Turkey farms, Veterinarians,

### VIV TURKEY 2011 POST SHOW REPORT (According to the UFI Standarts)

**Date** : 09 - 11 June 2011  
**Location** : Istanbul Expo Center, Yesilkoy, Istanbul  
**Net Stand Space** : 7.661 m<sup>2</sup>  
**Number of Exhibitors** : 339 companies (124 nat., 215 int.)  
**Domestic/International Participation Ratio** : 36,6% nat. - 63,4% int.  
**Number of Visitors** : 7.977 professional visitors (Int. Visitor : 1.298)  
**Percentage of Int. Visitors** : 16,27%

#### Exhibiting Countries

Argentina:1, Australia:1, Austria:1, Belgium:7, Bulgaria:1, Canada:1, China:21, Denmark:4, Egypt:2, France:18, Germany:30, Greece:1, Hungary:1, India:7, Iran:1, Iraq:1, Ireland:1, Israel:7, Italy:14, Japan:3, Jordan:1, Libia:1, Mexico:1, Poland:3, South Korea:1, Spain:9, Sweden:1, Switzerland:6, Syria:1, Taiwan:2, Thailand:2, The Netherlands:30, Tunisia:1, U.A.E.:1, U.K.:12, Ukraine:2, U.S.A.:18  
**Total: 215**

### GENERAL INFORMATION

**Location:** Istanbul Expo Center / Hall 9-10-11 Yesilkoy – Istanbul, Turkey  
**Exhibition Date :** 13-15 June 2013  
**Official Opening :** 13 June 2013, 11:30  
**Build-Up :** 10 June 2013  
**Dismantling :** 15 June 2013

#### PARTICIPATION FEE RATES:

| m <sup>2</sup> | = | EURO/ m <sup>2</sup> + VAT (18%) |
|----------------|---|----------------------------------|
| 9 - 49         | = | 175                              |
| 50 - 99        | = | 160                              |
| 100 - (+)      | = | 145                              |

#### Included in the Standard stand rental are:

- Standard booth construction
- Fascia board with company name
- 1 power socket /100W
- 1 spotlight per 3 sqm
- Carpet
- General cleaning & security systems
- Company advertisement in catalogue
- Entrance fee for scientific events of the fair

**Opening Hours:** 10:00 – 19:00

**Entrance Fee:** Fee of charge on invitation (trade only)

**Organizer:** HKF Trade Fairs (Under Licence of VNU)

#### Visiting Countries

Albania:1, Algeria:14, Argentina:2, Armenia:9, Australia:1, Austria:1, Azerbaijan:22, Belgium:14, Benin:2, Bulgaria:51, Chile:2, China:5, Croatia:2, Cyprus:12, Czech Republic:2, Egypt:56, England:11, Ethiopia:3, France:18, Georgia:19, Germany:14, Greece:29, India:9, Iran:546, Iraq:90, Ireland:3, Israel:11, Italy:23, Jordan:34, Korea:8, Kosovo:4, Krygyzstan:1, Kuweyt:3, Lebanon:15, Libya:2, Macedonia:4, Moldova:3, Morocco:1, The Netherlands:21, Nigeria:4, Pakistan:24, Palestina:12, Poland:6, Portugal:2, Romania:7, Russia: 20, Saudi Arabia:24, Senegal:3, Serbia:2, Slovakia:2, South Africa:3, Spain:14, Sri Lanka:2, Sudan:7, Swaziland:2, Sweden:2, Switzerland:2, Syria:34, Taiwan:3, Turkmenia:6, U.A.E.:15, Ukraine:13, U.S.A.:9, Uzbekistan:11, Yemen:1 **Total: 1.298**