



LIVESTOCK

ASIA
EXPO & FORUM

2018



19-21 APRIL 2018

KUALA LUMPUR CONVENTION CENTRE, MALAYSIA

Asia's International Feed, Livestock & Meat Industry Show



Co-located events:



Organised by:



www.livestockasia.com



Once again, the event will opens their remarkable 9th edition featuring on the exhibition floor and informative presentations given at the international conferences. Conceived in the year 2001, **Livestock Asia 2018 Expo & Forum** has become one of the most awaited agricultural events to take a lead and gather industry players representing integrators, veterinarian, livestock farmers, feed millers, wholesalers, retailers, food processors, importers, and distributors. The last edition has recorded approximately over **6,000** visitors who source the best solution in Asian feed and livestock industry with more than **300** exhibitors from over **37** countries.

Asia Meatec 2018

Asia's International Meat Processing & Packaging Industry Event

In one of the well-attended event held with **Livestock Asia 2018 Expo & Forum**, Asia Meatec will focus specifically on the needs of the meat industry - from production, processing and packaging to plate. Asia Meatec is the practical combination of these shows just makes sense, as it covers the entire meat value chain from farm to fork. This powerful partnership will greatly add to the practical appeal of both shows to exhibitors and visitor alike.

12th world broiler meat producer

(Source: USDA)

3rd largest poultry meat producer in the Asia Pacific region

(Source: USDA)

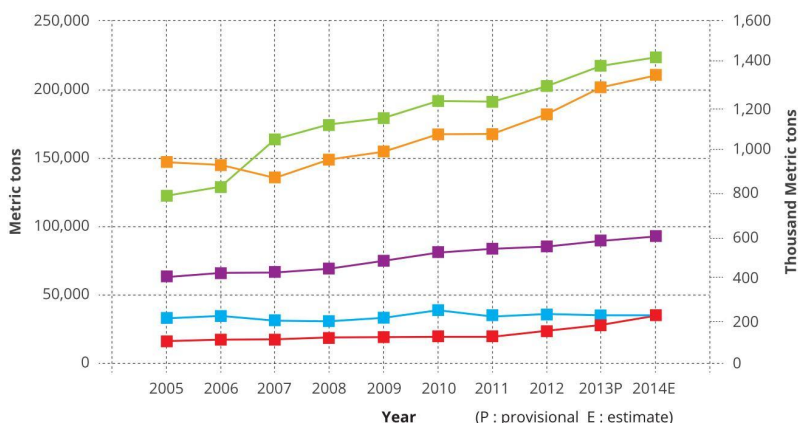
As Malaysia is experiencing rapid economic and human population growth, it has led to an increase in the demand-driven consumption of livestock products. Based on the Malaysian National Agro-food Policy 2011 - 2020, the demand and production for meat are expected to increase. The demand is expected to increase from 1.4 million MT in 2010 to 1.8 million MT in 2020 with a grow of 2.4% per annum while meat production is forecast to increase from 1.6 million MT to 2.1 million MT respectively with a growth of 2.7% per annum in the same period.

(Source: USDA)



Livestock consumption in Malaysia

(Source: Department of Veterinary Services, Malaysia)



■ Poultry Meat (thous. MT)
■ Beef (MT)
■ Eggs (thous. MT)
■ Pork (thous. MT)
■ Mutton (MT)

Top 5 visitors by type of organisation

6.66%

Feed Manufacturing / Feed Ingredient Distributor / Indentor / Importer

8.73%

Crop, Maize, Corn, Raw Material or Feed

7.31%

Consultancy

9.64%

Small Ruminant Production: Goat / Sheep

19.62%

Poultry Production: Layer / Broiler / Game Fowl (Chicken, Duck, etc.)

Aquaculture Asia 2018

Asia's International Aquaculture and Fisheries Industry Event

Livestock Asia 2018 Expo & Forum is the ideal platform for staging Aquaculture Asia. The event will offer an excellent platform to meet, deliberate on various aspect of aquaculture and involving an exposition of recent developments in aquaculture industry connecting a large number of farmers, hatchery operators, feed manufacturers, suppliers and manufacturers of aquaculture, scientists and experts from the regions.

18th world aquaculture producer

(Source: FAO)

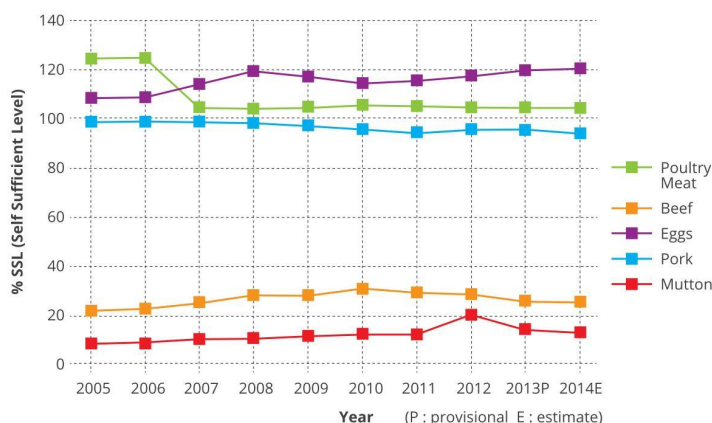
Within Eleventh Malaysia Plan, fisheries industry including aquaculture expected to reach the average of annual growth by 3.7%. Demand for fish expected to increase by 3.8% annually from 1.3 million tan metric at the year 2010 to 1.9 million metrics tons at the year 2020. The fish consumption per capita is expected to increase from 46kg to 55kg which is 1.9% of annual growth.

Consistent of Aquaculture Development Plan, contribution for aquaculture is expected to increase to 50% or 1.76 million metric tons from the total of fish producers when approaching the year 2020. Export value of aquaculture including fish product expected to increase from RM 1.4 billion at the year 2010 to RM 3.2 billion at the year 2020. During the period of Eleventh Malaysia Plan, aquaculture industry development strategy are adding the supply of high quality fish eggs, transforming small-scale of aquaculture farmers, increase production of high-value aquaculture, ensure supply of high quality fish feeds and affordable, improve the sustainable management of fishery resources and strengthen the capacity of coastal fishing and deep-sea fishing. (Source: Department of Fisheries Malaysia)



Livestock product self-sufficiency level in Malaysia

(Source: Department of Veterinary Services, Malaysia)



Visitor Profiles

Livestock Asia is open to trade and business visitors and attracts a wide range of decision makers, influencers and buyers including:

- Buyers & Specifiers
- Consultants & Researchers
- Feedmillers
- Fish Farmers
- Food Exporters, Wholesalers, Retailers & Distributors
- Food Scientists
- Government & Education
- Importers and Exporters
- Livestock & Aquaculture Farmers & Integrators
- Meat / Fish / Seafood Processors
- Nutritionists
- Processed Food Manufactures
- Producer Associations
- Quality Controllers
- Senior Management
- Slaughterhouses
- Supermarkets, Hotel, Restaurants
- Traders, Suppliers & Distributors
- Veterinarians plus many others

Market Overview

Policies that support livestock industry in Malaysia

Third National Agriculture Policy (1984-2010) and the National Agro-Food Policy (2011-2020) were designed to ensure the livestock industry remains significant as one of the important sectors in its National economic growth. Among the strategies to develop the livestock industry as well as address the issues and challenges are:

Increase the efficiency of the ruminants industry

Through this strategy, the focus is to increase the efficiency of meat production and become environmentally friendly. Efforts also focus on increasing productive ruminant populations through effective breeding services. Improve quality of local breeds through public-private partnership research.

Increase the production of animal feeds

Local animal feed production is needed to meet the growing demand from the livestock industry. The government has provided incentives to encourage farmers and the private sector to produce fodder for ruminants and non-ruminants. At the same time, MARDI also strengthened the R&D on animal feed production by using local raw materials and agricultural by-products. These animal feed formulations should be of high quality while maintaining its competitive prices.

Toward a free-diseases nation

Government efforts are toward foot and mouth diseases (FMD) free nation through vaccine programs. Nine zones have been recognized to be Newcastle disease free and five quarantine area for birds and pigs have also been established in five production zones.

(Source: Department of Veterinary Services, Malaysia)

Why should you exhibit?

- Generate new business opportunities.
- Launch new products and educate buyers on products.
- Meet with high volume potential buyers.
- Expand professional networks and connections.
- Learn from emerging industry topics and technologies.

Why Livestock Asia?

Reputation: Since 2001 as Asia's leading event for the feed, livestock, and meat industries.

High-level conference: A series of informative seminars and conferences led by world-renowned experts.

Strong support from Government and Associations.

Comprehensive marketing strategy to attract quality visitors.

Good response from trade visitor and exhibitor.



9th Asian Livestock Industry Award

This landmark award is co-organised by Asian Agribusiness Publication and the Organising Committee of **Livestock Asia** and it acknowledged exceptional achievements, as judged by an independent panel, in four broad categories. Namely: Industry Leadership, Use of Technology in Operation, Health, and Safety, and Marketing and Promotions.

ASIAN
LIVESTOCK
INDUSTRY
AWARDS
2018



9th Malaysian Livestock Industry Award

Endorsed by the Department of Veterinary Services Malaysia and organised by the **Livestock Asia** steering committee, the prestigious biennial Malaysian Livestock Industry Award will recognise individuals and organizations for their significant contributions to the development of the feed, livestock, and meat processing sector.

MALAYSIAN
LIVESTOCK
INDUSTRY
AWARDS
2018



5 top dominant professions of visitors

13.17%          

Sales & Marketing Management

11.61%          

Manufacturing / Processing Plant Management

09.77%          

Administrative & Finance Management

16.12%          

Farm Production & Operation Management

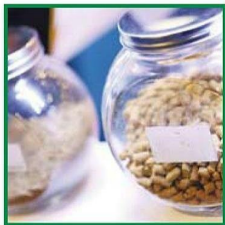
24.89%          

Corporate Senior Management / Owner

Exhibitor Profiles

Livestock Asia will be attended by market-leading local, regional and international suppliers covering all sectors of the feed, livestock and meat including:

- Animal Health / Pharmaceutical
- Biosecurity
- Breeding / Hatchery
- Crop / Grain / Raw Material
- Egg Processing Equipment
- Farm Equipment / Supplies / Accessories
- Feed Additives / Feed Ingredients
- Feed Products
- Feed Machinery / Equipment / Supplies
- Grain Storage
- Laboratories
- Integrator
- Meat Processing
- Packaging
- Publication / Organization
- Service
- Transportation
- Water Treatment
- plus many others



Cost of Participation

Option 1: Space Only

USD 383 per sqm (min. 18 sqm)

* excluded GST 6%

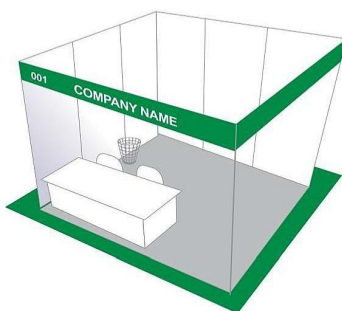
Space only and does not include any form of construction, furnishing and electrical fittings. Exhibitor is responsible for design, construction, carpeting, furnishing and electrical fittings.

Option 2: Walk-On Package

USD 424 per sqm (min. 9 sqm)

* excluded GST 6%

Walk-On Package is a basic stand framework build by our appointed stand contractor on your behalf. Walk-On Package is inclusive of:



- Information Desk
- Folding Chair
- Round Table
- Easy Arm Chair
- Waste Basket
- Lockable Cabinet
- Spotlight
- 13 Amp Socket

Book Your Stand Now!

Please contact our sales offices for the best location

About the Organiser

UBM Malaysia is part of UBM Asia, the leading organiser of exhibitions in Asia. Owned by United Business Media plc which is listed on the London Stock Exchange, UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 240 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, we stage the leading events of their kind across the region. Our 200 events, 24 publications and 16 vertical portals serve over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant market news and industry trends, and round-the-clock online trading networks and sourcing platforms. We have over 1,100 staff in 21 major cities across Asia.

We deliver high value to our partners and customers through our:

- ✓ Over 25-year track record of operating large scale international exhibitions, conferences and major publications in Asia.
- ✓ Pioneering industry-specific B2B portals that provide year-round business-matching and high quality information.
- ✓ Highly professional management team with years of practical experience in the exhibition industry.
- ✓ Strong global network with wholly-owned subsidiary companies in major cities including, Bangkok, Beijing, Shanghai, Hong Kong, Tokyo, Guangzhou, Chengdu, Singapore, Mumbai, New Delhi, Bangalore, Chennai, Seoul, and Taipei in Asia and New York in the USA.



UBM

Don't Delay

- Prime Space Goes Quickly

Booths are allocated on a first come, first served basis, so book now for a prime location. Discover how easy we can make finding new business opportunities by booking your stand today. Contact your UBM office to help select your location and confirm your space.

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