



# LIVESTOCK 2015 PHILIPPINES EXPO

PHILIPPINES' INTERNATIONAL LIVESTOCK INDUSTRY SHOW

Co-located with:



## Philippines' International Livestock Nutrition, Health, Production and Meat Industry Expo & Conference

24 - 26 JUNE 2015 • SMX CONVENTION CENTRE, PASAY CITY, PHILIPPINES



Endorsed & Supported by: Organised by:



[www.livestockphilippines.com](http://www.livestockphilippines.com)

# THE PHILIPPINES' NO. 1 LIVESTOCK INDUSTRY SHOW RETURNS – BIGGER & BETTER

LIVESTOCK PHILIPPINES has developed an outstanding reputation since 2011 as the Philippines' premier event for the livestock, feedmilling and meat industries and continues to grow bigger and better with each show.

Supported by the Department of Agriculture, LIVESTOCK PHILIPPINES 2015 EXPO AND CONFERENCE is expected to attract more than 5,000 local, regional and international exhibitors, visitors and delegates, representing the entire livestock value chain including integrators, farmers, feed millers, manufacturers and traders of feed ingredients, additives, supplements and premixes, meat and meat products processors, farm equipment fabricators and suppliers, slaughterhouse operators, veterinarians, veterinary drugs and products manufacturers, and other industry stakeholders from across the country as well as other neighbouring countries.

## PHILIPPINE LIVESTOCK, FEED & MEAT MARKETS – POSITIVE OUTLOOK

With one of the youngest (65% below 30 years old) and the fastest growing populations in the world (Annual Growth Rate of 2.04%, 2010 census) the population of the Philippines is expected to hit 100 million people in 2014. Combined with an improving macroeconomic outlook, a growing middle class, and a transforming food retail sector, the outlook for the Philippine livestock, feedmilling and meat industries remains positive.

- ✓ In 2013 the Livestock and Poultry sub-sectors out-performed the overall Philippine Agriculture Market in terms of Production Value, registering an increase of 1.75% and 4.20%, respectively. Livestock accounts for 16.2%, while Poultry follows at 14.8% of the total Agricultural Production. The Fisheries sub-sector which recovered from 2012's (-0.25%) setback, registered an increase of 1.25% in 2013. Fisheries sub-sector contributes 18.0% of total agricultural output.

## LIVESTOCK PHILIPPINES EXPO – AN UNEQUALLED RECORD OF SUCCESS



Over **88%** met or exceeded their expectations



More than **82%** were satisfied with the quality of visitors



**96%** were satisfied with the performance of UBM organisers



In summary, over **91%** of exhibitors rated the event successful or fair

**LIVESTOCK PHILIPPINES continues to deliver on business objectives, providing unrivalled value for exhibitors and visitors.**

## How Our Exhibitors rated LIVESTOCK PHILIPPINES 2013 EXPO & CONFERENCE

## SHOW HIGHLIGHTS

### Livestock Philippines 2015 Conference

The 2015 conference will carry the theme "Food Safety from Farm to Shelf". It will present topics that will track the flow of animals as food from the raising of livestock to the processing stage for commercial or residential use. It will link technology from LIVESTOCK PHILIPPINES 2015 and FEEDS EXPO PHILIPPINES 2015 (farm sector) to FOOD PROCESSING AND PACKAGING 2015 and PHILMEAT 2015 (shelf sector).



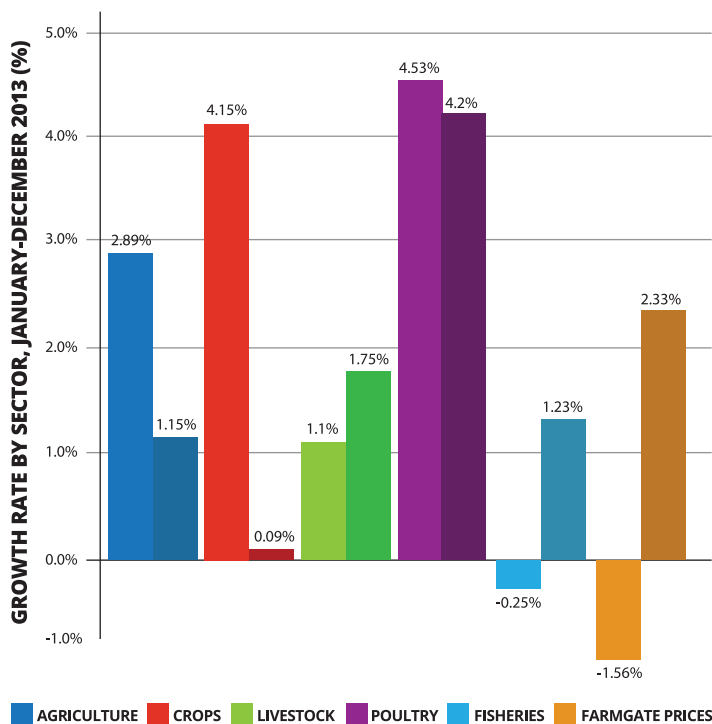


## Feeds Expo Philippines 2015 Industry Awards

Co-organised by the Animal Feeds Standard Division, Bureau of Animal Industry & the Steering Committee of LIVESTOCK PHILIPPINES 2015 EXPO, companies, organisations and individuals that have made significant contributions to the development of the Philippine Feed Industry will continue to be honoured and recognised with the prestigious FEEDS EXPO PHILIPPINES 2015 INDUSTRY AWARDS.



## Performance of Philippine Agriculture, by Sub-sector 2013



Data source: Bureau of Agricultural Statistics - Philippines

- ✓ Business Monitor International in their Philippines Agribusiness Report Q1 2014 believes that the livestock sector will continue to post healthy growth rates. BMI forecasts pork production growth to 2016/17 to increase 13.3% to 1.5million tonnes. Growth will be driven by an increase in commercial farming, as well as rising domestic consumption.
- ✓ The Philippine Government has passed the Agriculture and Fisheries Modernization Act (AFMA), aimed at strengthening the agriculture and fishery sectors. One of the main development goals is to transform the local livestock industry from a resource-based to technology-based industry; and enhance the market competitiveness of the local livestock and poultry sub-sector.
- ✓ The Philippines maintains its status as being free from Avian Influenza and Foot-and-Mouth Disease – enhancing the country's export capability.
- ✓ Tarlac, Batangas, Pangasinan and Ilocos Sur provinces have signed agreements with the Department of Agriculture to have double-A and triple-A slaughterhouses built to process meat for local and international markets, which is expected to reduce the need for imported meat.
- ✓ The country's meat consumption is predicted to reach three million tons in 2015.
- ✓ The Philippines continues to explore possibilities of expanding the exportation of processed meat and meat products to the United Arab Emirates, Brunei, Indonesia and Malaysia, all of which require Halal Certification.
- ✓ Increasing demand for animal protein, as a result of continued growth of the Philippine economy (GDP grew by 6.7% in 2013), has enhanced demand for animal and aquaculture feeds.



Such was the satisfaction from exhibitors that many have already booked for **LIVESTOCK PHILIPPINES 2015 EXPO & CONFERENCE**, but don't take our word for it, here's what some of our exhibitors and visitors had to say about **LIVESTOCK PHILIPPINES 2013 EXPO & CONFERENCE**:

Events like this bring local and foreign stakeholders together - hopefully, to forge partnerships that will spur the growth of the Philippine livestock and poultry industry.

This event shows that government is not alone in its efforts. The sheer number of attendees alone assures me that the Expo and Conference is indeed a breeding ground for even greater opportunities for the industry.

**Pres. Benigno S. Aquino III**  
Republic of the Philippines



LIVESTOCK PHILIPPINES 2013 will be a great help to expose new products and technologies. I hope this continues. I am glad this has prospered.

**Mr. Daniel Javellana**  
President, National Federation of Hog Farmers, Inc.

The presence of President Aquino of the Philippines during the opening ceremonies of LIVESTOCK PHILIPPINES 2013, clearly demonstrated how important agriculture is to your country and to the rest of the world. It also speaks well of the credibility of the organiser to invite distinguished guests and potential trade investors. I look forward to more events like this.

**Mr. Chris Jackson**  
Export Director  
UK TAG Technology for Agriculture and Genetics

This is impressive. This is a venue for all of us to interact.

**Mr. Mario M. Labadan, PhD.**  
President, Agrispecialist, Inc.  
Honouree,  
Feeds Expo Philippines 2013 Industry Recognition

Actually, our company has close ties with the organisers of LIVESTOCK ASIA, and now with LIVESTOCK PHILIPPINES. With this show, we are expecting to have more buyers and more tie-ups with potential trade partners.

**Mr. Attapol T. Boonsith**  
President, Agro-Industrial Business Group (Livestock)  
CP Foods Philippines Corp.

As Thailand is already advanced on Broiler Production, the show will be a great platform to share our experiences to Filipino farmers to make a 'shortcut' to improve Philippine Broiler Production. The Philippines is already making progress and this discussion will help Filipino farmers not to face the problems that we had

**Dr. Narin Upagrarin**  
Asst. Professor in Avian Medicine  
Faculty of Veterinary Medicine, Kasetsart University, Thailand  
Seminar Speaker on Poultry Health

## WHY EXHIBIT?

No matter what your business objectives are **LIVESTOCK PHILIPPINES 2015 EXPO & CONFERENCE** is the ideal event that offers you a range of business opportunities;

- ▶ An ideal platform to promote your company, products and solutions to industry professionals, decision makers and buyers and generate sales – all in one place in just three days
- ▶ Face-to-face interaction is the best way to communicate and deliver clear messages, expand networks and develop business partnerships
- ▶ Launch new products and services
- ▶ On-site conference and seminar program delivered by experts will keep you up to date about industry issues, trends and regulations
- ▶ Gather valuable market insights
- ▶ Find new customers, suppliers or distributors

## VISITOR PROFILE

**LIVESTOCK PHILIPPINES 2015 EXPO** is open to trade and business visitors only and attracts a wide range of key decision makers, influencers and buyers including;

- Buyers & Specifiers
- Consultants & Researchers
- Feedmillers
- Food exporters, wholesalers, retailers & distributors
- Food Scientists
- Government & Education
- Livestock & Aquaculture Farmers & Integrators
- Nutritionists
- Processed Food Manufacturers
- Producer Associations
- Quality Controllers
- Senior Management
- Slaughterhouses
- Traders, Suppliers & Distributors
- Veterinarians
- Plus Many Others

## EXHIBITOR PROFILE

**LIVESTOCK PHILIPPINES 2015 EXPO** will be attended by market-leading local, regional and international suppliers covering all sectors of the feed, livestock and meat including;

- Animal Health
- Aquaculture & Livestock Feed
- Aquaculture & Livestock Supplies
- Cleaning & Disinfection Chemicals & Equipment
- Climate Control Equipment
- Dairy Equipment
- Drinking Water Equipment
- Farm Supplies
- Feed Additives & Animal Nutrition
- Feed Ingredients & Premixes
- Feed Processing & Manufacturing Equipment & Software
- Feeding Systems
- Food Packaging & Processing Equipment
- Hatchery Equipment
- Industry Associations
- Information Systems
- Meat, Egg & Dairy Processing & Packaging Materials & Technology
- Media & Trade Publications
- Poultry & Livestock Genetics & Artificial Insemination
- Plus Many Others



## SPONSORSHIP OPPORTUNITIES

If you wish to increase brand awareness, drive traffic to your booth and create a distinctive impression, LIVESTOCK PHILIPPINES 2015 EXPO & CONFERENCE offers a range of marketing and promotional opportunities, including print, on-line and on-site promotions. Take advantage of our sponsorship and event marketing opportunities to set yourself apart from your competition. We offer sponsorship opportunities with the flexibility to fit your budget, and fully customisable to meet your particular marketing objectives. Our experienced sales representatives will work closely with you to create a marketing program that is uniquely yours. Please contact your local UBM office for more information.

## THE VENUE

Once again, the Philippines' largest exhibition and convention facility, the SMX Convention Centre, Pasay City, strategically located in metro, has been selected as the venue for LIVESTOCK PHILIPPINES 2015 EXPO. In addition the Centre has ample parking and is situated next to the Mall of Asia, which is one of the largest shopping malls in the region, with many dining options.



## ABOUT THE ORGANISER

UBM Exhibitions Philippines, Inc. 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.

Organised by :



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## COST OF PARTICIPATION

Prices for **Unfurnished** space  
**US\$298 per sqm**

We also provide a **Walk-On Package**  
**US\$328 per sqm**



Walk-On Package inclusive of :

- Needle-punch carpet
- White polyester laminated panels for board
- Adhesive vinyl letters for exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watt)
- Information counter
- Folding chairs
- Waste basket
- Convenience outlet (two-prong)

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