

Organised by :



LIVESTOCK **ASIA** EXPO & FORUM 2015

Asia's International Feed, Livestock & Meat Industry Show

21 - 23 SEPTEMBER 2015 • KUALA LUMPUR CONVENTION CENTRE

Feeding AEC's Future



Hosted by :



Department of Veterinary Services,
Ministry of Agriculture and
Agro-Based Industry Malaysia

Co-located with :



www.livestockasia.com

One of Asia's Most Popular Feed, Livestock & Meat Expos Returns - Bigger & Better

Asia's International Feed, Livestock & Meat Industry biennial show will return to Malaysia at the **Kuala Lumpur Convention Centre** from **21 - 23 September 2015**. Supported by the Department of Veterinary Services, the Ministry for Agriculture and Agro-Based Industries the event is expected to attract more than 7,000 local, regional and international trade visitors and delegates, representing integrators, veterinarians, livestock farmers, feedmillers, wholesalers, retailers, food processors, importers and distributors. With the theme **"Feeding AEC's Future"** LIVESTOCK ASIA 2015 EXPO & FORUM is timely before the single integrated market and production base ASEAN Economic Community (AEC) becomes effective on 31st December 2015.

LIVESTOCK ASIA EXPO & FORUM has developed an outstanding reputation since 2001 as Asia's leading event for the feed, livestock and meat industries. LIVESTOCK ASIA 2015 EXPO & FORUM will be the 8th event, and continues to grow bigger and better each time.

8th Malaysian Livestock Industry Awards

Endorsed by the Department of Veterinary Services Malaysia and organised by the LIVESTOCK ASIA steering committee, the prestigious 8th biennial Malaysian Livestock Industry Awards will recognise individuals and companies that have made an outstanding contribution to the livestock and meat processing sector since 2013. Awards will be presented to the winners during the opening ceremony.

Congratulations again to 2013 7th Malaysian Livestock Industry Award winners:

MR. LOW KAN

- Industry Pioneer Award

TAN SRI FRANCIS LAU TUANG NGUANG

- Lifetime Achievement Award

CAB CAKARAN CORPORATION BERHAD

- Industry Achievement Award

TEO SENG FARMING SDN BHD

- Outstanding Layer Farm Award

LEONG HUP FEEDMILL SDN BHD

- Outstanding Feed miller Award

PETERLABS SDN BHD

- Outstanding Product Innovation: Animal Health Product

TERNAKAN KAMRAN SDN BHD

- Outstanding Ruminant Entrepreneurship

PAHANG PHARMACY SDN BHD

- Outstanding Animal Health Provider

LANDYORK FARMING SDN BHD

- Outstanding Pig Farm Award

DR. VIJAYA RAGHAVAN

- Outstanding Contribution For Malaysian Feed Industry

MALAYSIAN
LIVESTOCK
INDUSTRY
AWARDS
2015



This international fair was, in our opinion, a great success. It was a tremendous opportunity to market our products, provide solutions and development opportunities to stakeholders. As the pioneer in the industry, Leong Hup Holdings Sdn Bhd, the largest integrator in Malaysia has consistently participated in this event since its inception. We are able to provide all your solutions from farm to marketing and confident that your business needs will be realized through our participation. In sum, we were simply thrilled with the overall organisation, turnout, and quality of the LIVESTOCK ASIA EXPO & FORUM. We look forward to participating again in 2015, and for many years to come!

Y.Bhg Tan Sri Francis Lau

Executive Director of Leong Hup Group of Companies, Malaysia

As this is our first time taking part in LIVESTOCK ASIA EXPO & FORUM, we are quite impressed on the atmosphere which is great! We met new potential buyers from Vietnam, Thailand and Pakistan that needful for us to promote our brand in Southeast Asia market. It is also a great way for visitors to really look further for something needed for their business.

Mr. Hubert Wei

Sales Manager International Department of GBW, China

8th Asian Livestock Industry Awards

Once again, this landmark award is co-organised by Asian Poultry Magazine and the Organising Committee of LIVESTOCK ASIA acknowledges exceptional achievements judged by an independent panel on four broad categories, namely: Industry Leadership, Use of Technology in Operation, Health and Safety, and Marketing and Promotions.

Well done to the 2013 winners of the 7th Asian Livestock Industry Awards:

CAB CAKARAN CORPORATION BHD (Malaysia)

- Asian Livestock Industry Award

INDIAN BROILER GROUP (India)

- Emerging Poultry Integrator Award



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ASEAN Livestock Market Update

Growing populations, increasing disposable incomes and changing dietary habits within ASEAN countries have rapidly increased the demand for livestock products. The AEC will encourage livestock producers and allied feed and food industries to raise and harmonise their standards to meet the increasingly stringent demands of not only ASEAN markets, but also to export higher quality products to global markets. This single AEC market will facilitate the development of production networks and enhance ASEAN's capacity to serve as a global production centre and as part of the global supply chain for the feed, livestock and meat industries.

The AEC will be home to an estimated almost 625 million people in 2015, and comprises a significant livestock population and a diversity of livestock production systems. ASEAN countries (with the exception of Singapore and Brunei) have excellent potential to expand their feed, livestock and livestock products production.

Malaysia in particular and also non-Muslim ASEAN countries like Thailand, the Philippines and Singapore are establishing themselves as world-class centres of halal food certification, production and processing.



Feeding AEC's Future

We are using LIVESTOCK ASIA 2013 EXPO & FORUM to introduce SILOS CORDOBA our name and brand in Malaysia. The show is very important for us to showcase our products completely to the Southeast Asia market in the post agricultural sector.

Mr. Pablo Fernandez Moriana
Area Manager of SILOS CORDOBA, Spain

Many customers showed interest during LIVESTOCK ASIA 2013 EXPO & FORUM by visiting our booth. The organiser did a good job and this is a good time for us to penetrate Southeast Asia market in animal feed industry.

Mr. Gunnar Nilsson
Area Sales Manager of Perten, Sweden

A must attend event for all those involved local and international livestock industry. Apart from this, LIVESTOCK ASIA 2013 EXPO & FORUM is simply unique and unrivalled especially in terms of the quality of exhibitors.

Mr. Bahman Mehrpour
Visitor from Dubai



ASIAMEATEC
2015 EXPO & FORUM
 INTERNATIONAL MEAT PROCESSING AND PACKAGING INDUSTRY EVENT

NEW

**LIVESTOCK ASIA 2015
 EXPO & FORUM
 Expands To Include
 ASIA MEATEC**

ASIA MEATEC will focus specifically on the needs of the meat industry - from production, processing & packaging to plate. Co-located with LIVESTOCK ASIA 2015 EXPO & FORUM 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 visitors alike.



Halal Certification



Meeting new and ongoing challenges for livestock production in the AEC, such as food safety, mitigating environmental impacts, animal and human health (as many livestock diseases are zoonotic) and animal welfare will be a focus for LIVESTOCK ASIA 2015 EXPO & FORUM. In this context the show will include face-to-face networking opportunities and a number of seminars and panel discussions which take a regional and whole value chain approach to increasing the potential and competitiveness of the feed, livestock and meat industries in ASEAN to benefit not only domestic markets, but also to drive export opportunities.

As predicted by many experts, Asia's consumption of pork, beef and other livestock will double by 2020.

Many ASEAN countries have low per capita meat consumption, as a result of low incomes and often a lack of a developed livestock industry. These countries, however, are showing some of the fastest growth in consumption terms, and although from a low base, the impact in terms of global meat demand is significant. Modernising livestock production in these developing countries provides investment opportunities for improved farming systems, genetics and feed, as well as the need to educate producers as well as to adjust to different challenges and opportunities within the AEC.

This is my second show at LIVESTOCK ASIA EXPO & FORUM and the atmosphere is great! The mix of conference and showcase is really useful and a great way for visitors to really look further for something needed for their business.

Mr. Prem Kansal
 Visitor from India

I met very many international visitors at the exhibition this year. I have noticed the presence of many small and medium enterprises, which is very positive. I think these particularly profit from their presence at the exhibition. We will, of course, have a visit again at LIVESTOCK ASIA 2015.

Mr. Robert French
 Visitor from Seoul, Korea

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

Why Exhibit?

No matter what your business objectives are LIVESTOCK ASIA 2015 EXPO & FORUM 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 including the harmonised standards for the single AEC market and innovations.
- Gather valuable market insights.
- Find new customers, suppliers or distributors.

Exhibitor Profile

LIVESTOCK ASIA 2015 EXPO & FORUM will be attended by market-leading local, regional and international suppliers covering all sectors of the feed, livestock and meat including :

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



Visitor Profile

LIVESTOCK ASIA 2015 EXPO & FORUM is open to trade and business visitors only and attracts a wide range of key decision makers, influencers and buyers including :

- Livestock & Aquaculture Farmers & Integrators
- Senior Management
- Veterinarians
- Nutritionists
- Feedmillers
- Buyers & Specifiers
- Slaughterhouses
- Food Scientists
- Processed Food Manufacturers
- Food Exporters, Wholesalers, Retailers & Distributors
- Consultants & Researchers
- Quality Controllers
- Government & Education
- Producer Associations
- Traders, Suppliers & Distributors
- Plus Many Other



About The Organiser

UBM Asia (Thailand) 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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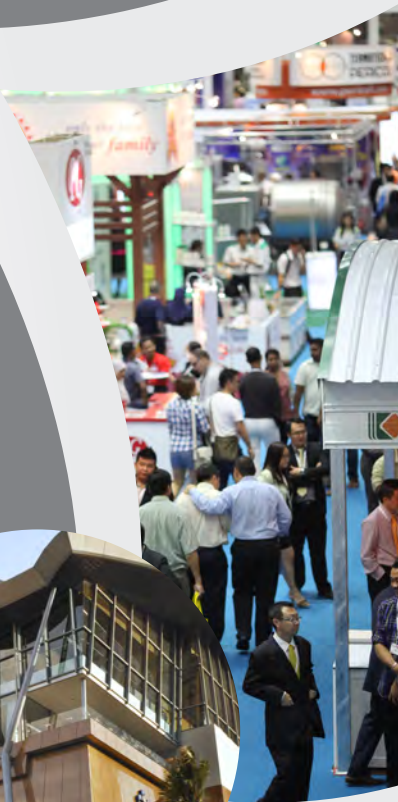
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Sponsorship Opportunities

If you wish to increase brand awareness, drive traffic to your booth and create a distinctive impression, **LIVESTOCK ASIA 2015 EXPO & FORUM** 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 Kuala Lumpur Convention Centre (KLCC) located next to the Petronas Twin Towers in the centre of Kuala Lumpur has been selected as the venue for **LIVESTOCK ASIA 2015 EXPO & FORUM**. Full facilities such as an advanced exhibition hall and meeting rooms are provided. In addition, the venue has ample parking and is conveniently served by an extensive public transport system, such as the KLIA Express from Kuala Lumpur International Airport to KLCC. It is positioned within walking distance of several hotels, food and entertainment outlets.



Cost of participation

Prices for **Unfurnished** space
RM 1384 per sqm

We also provide a **Walk-On Package**
RM 1541 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 watts)
- Information counter
- Folding chair
- Waste basket

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