



Post Show Report

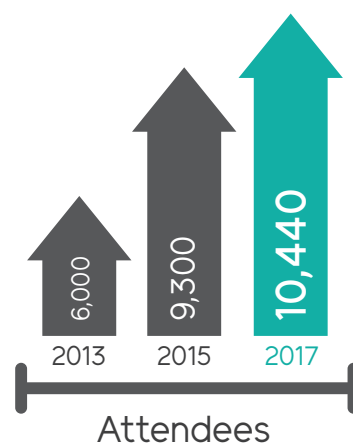
24-26 MAY 2017



Resounding Success for Twin Events

The 4th edition of Livestock Philippines 2017 and the first ever Aquaculture Philippines opened last 24 - 26 May 2017 at the SMX Convention Center in Pasay City. Staged simultaneous with Aquaculture Philippines, was the 2nd National Aquaculture Summit with the theme "Unity in Diversity - Developing Philippine Aquaculture Competitiveness" hosted by the Philippine Association of Fish Producers, Inc. (PAFPI).

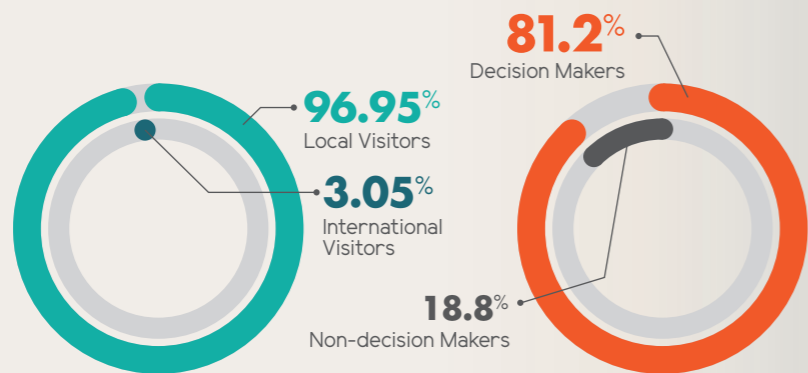
The series of seminars and conferences related to swine, feeds, poultry, and aquaculture during the three-day expo was also well-attended with international renowned industry speakers leading the discussions to a mixed audience of prospective investors / entrepreneurs, fisherfolks / farmers, local government units, NGOs, government agencies, academe and other stakeholders.



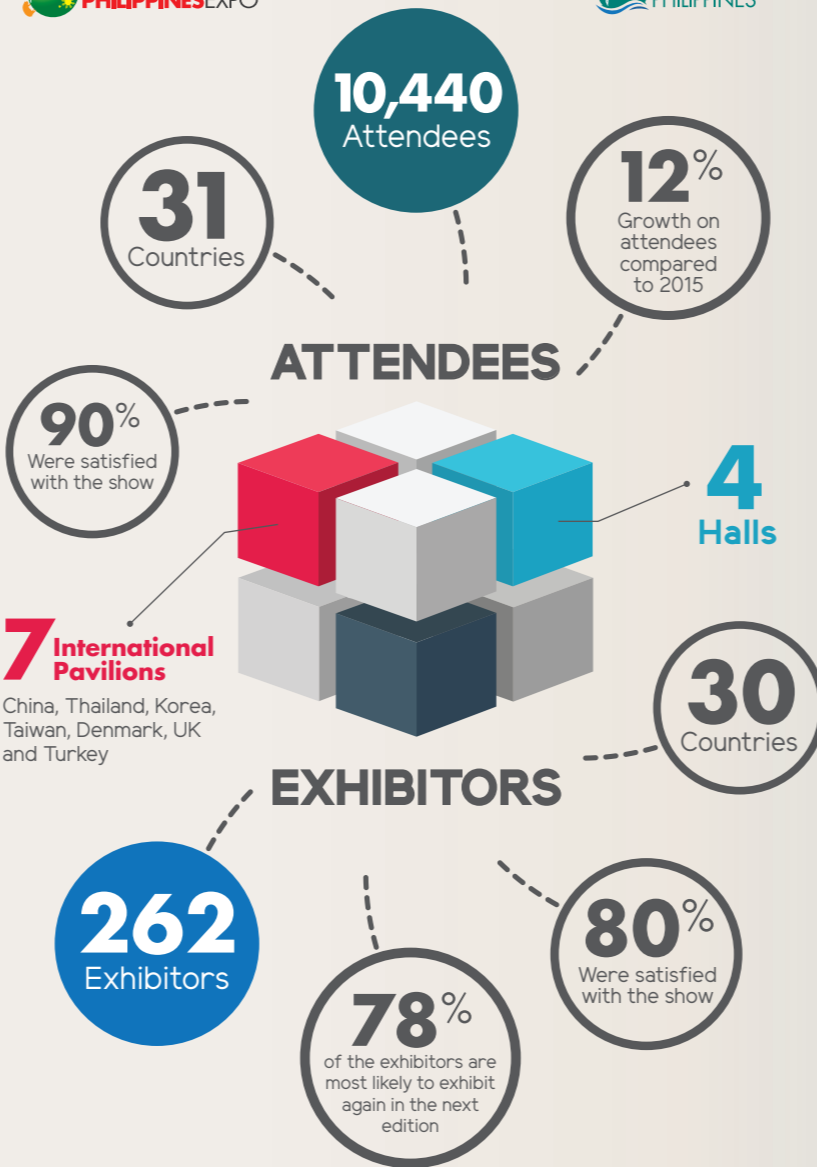
Attendees by Geographical Location

TOP 10 Countries

- | | |
|-----------------|--------------|
| 01. Philippines | 06. Thailand |
| 02. China | 07. Japan |
| 03. Korea | 08. USA |
| 04. Singapore | 09. India |
| 05. Malaysia | 10. Taiwan |



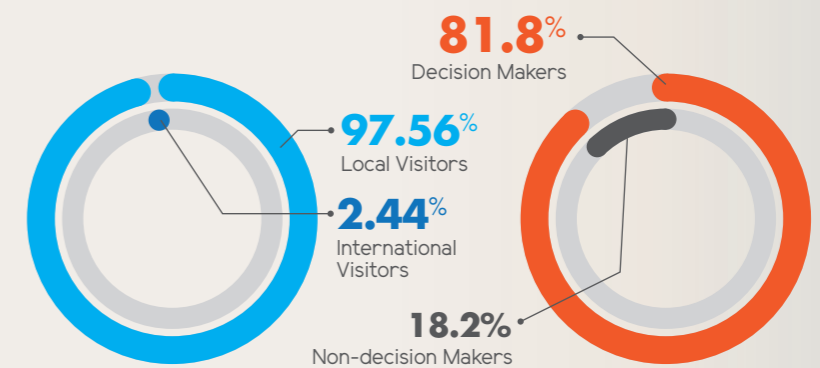
TOP 5 Job Positions of Attendees



Attendees by Geographical Location

TOP 10 Countries

- | | |
|-----------------|---------------|
| 01. Philippines | 06. Norway |
| 02. China | 07. Singapore |
| 03. Malaysia | 08. Pakistan |
| 04. India | 09. Thailand |
| 05. Korea | 10. USA |

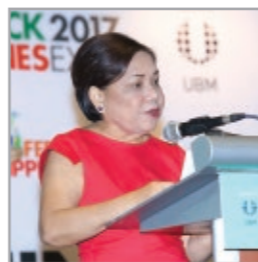


TOP 5 Job Positions of Attendees



Thank you very much to UBM Exhibitions Philippines and the entire UBM network, for inviting me to be part of this year's Livestock Philippines, which I must say has been growing significantly since it was first held in 2011. And this year's edition has all the signs of being the biggest yet, congratulations to the organizer as well as the participants!

Senator Cynthia A. Villar
Chairperson
Senate Committee on Agriculture and Food



What Attendees said?

A This exhibit is already complete because you already have aquaculture, the last time it was only livestock. We were able to see potential clients and the equipment we need for our farms.

Jose Leo Patricio
Superintendent
Rizal Poultry and Livestock Association

A I was in Indonesia last week for another expo and when I got here, I heard people talking about it so I thought I might well get here too. This is my first time in the Philippines and so my first time in the show, too. And it is very good, it is interesting. Maybe next time, we will have our own booth.

Jim Conroy
General Manager
Semex-Genetics for Life

What Exhibitors said?

E Alivira Animal Health is a global multinational company. We have manufacturing capabilities in India, Spain, Brazil and Turkey. And each region, we have the expertise based on customer requirements. The core objective of Alivira Animal Health is to supply cost-effective nutritional animal health product to different regions, including Europe, Africa and Middle East. Regarding product portfolio, we have a good range of feed additives, disinfectants and other lines of animal health nutrition.

We joined Livestock Philippines and VIETSTOCK. And from these shows, we're receiving good queries from valued customers. With our current distributor in the Philippines, we're getting good customers this time and we're very happy with what is happening to our company through Livestock Philippines.

Dr. Sumit Saxena

AVP, International Sales and Marketing
Alivira Animal Health

E We are Kaeser Kompressoren Philippines, Inc., a direct subsidiary of Kaeser Germany. We're a compressed air company and we've been in the Philippines for more than ten years, this is our first time to join Livestock Philippines. And so far, since yesterday, we've been getting several inquiries. It's a good trade show because we're able to discover different applications that we haven't touched before. This show is very good for our promotion.

Michelle Villapando

Systems Engineer
Kaeser Philippines

E We are CJ Philippines. We manufacture animal feeds for swine, broiler, layer, aqua and game fowl. This year's show is something different, the most notable is the business matching. It is interesting because you meet possible clients, prospective clients and you meet in a different manner because UBM is actually organizing for us. That is a big plus. We have met interesting clients already, clients from China, Thailand and even Korea. There are prospective distributors; there are prospective farm accounts so the business matching programme really helped us a lot. I think we have received 360 guests in the booth alone yesterday. We are hoping to get more today especially we are sponsoring a 30-minute seminar.

Polo Ablazo

Marketing Head
CJ Philippines Inc.

E This is my second time to the show and I find it getting bigger from the last time. And I can see the growth as well in the industry. We were able to get a local distributor during our first time in Livestock Philippines and now they are pleased with how their business goes. The show is a good way to advertise our company.

Won Foo Yee

Managing Director / Pharmacist
Nam Pharma Sdn. Bhd.

E We develop and produce equipment for feed milling, mixing, grinding and pelleting. We also build complete feedmills and we do this worldwide, among which is Southeast Asia and I represent this region. We have followed the show ever since it started. For us, the Philippines is special market because among the Asian countries, this is the only country where I am able to sell a complete turnkey feedmills. And it is good for our company. We were able to meet our existing customers again and we were glad to know that they are satisfied with our products and services. And we are happy to say that we have additional customers.

Jos Van de Berg

Area Sales Manager
Van Aarsen

E Our product is Empyreal 75 manufactured by Cargill Corn Milling in Nebraska, USA. The idea of combining aquaculture and livestock industries in one event, it is something that developed the interest of stakeholders to come here. Livestock Philippines is a two-in-one occasion where two important industries in the country meet. And we welcome the developments. For Empyreal, we have already talked to a number of prospective clients, some of which have already used our product and they were satisfied. This event is also a good opportunity for us to present our product to more livestock producers and so far, the show has been a good experience for us. This has been a perfect venue for our business and I hope the merging of aqua, livestock and feed industries through this event would continue.

Dr. Jayvee Ovejera

Consultant
Empyreal 75 Philippines Project

E We are manufacturers of fermented soybean meal and we are looking for distributors and so far, we are getting our target customers here. The show has been productive with many Filipino customers. We hope that they can use our products on their own feedmill.

Phon Songsirittanaphat

Sales and Marketing Director
Evershining Ingredient Co., Ltd.

E Shenyang Kinetica is a Swiss - Singaporean - Chinese Company. Our headquarters is in Switzerland and we have our production base in China. From the last time we were here two years ago, we were able to build contacts and we are still doing business with them until now. But the best part of the show so far was talking to young people who are agriculture students. As the future of farming, it is nice that they are here because they will learn so much here. Aside from getting potential customers, talking to these young people with bright potentials has been one of my good experiences.

Robert Walbeek, BSC

Export General Manager
Shenyang Kinetika



A Actually, we're planning to put up a growing farm in Batangas and we were able to see here all of our needs. Overall, the exhibit is very okay.

Christopher Samson

Golden Feather Farms

A The show is very informative and we also found new products which I think are very good for our livestock industry to catch up with latest technologies.

Meil Mullins

Veterinarian

Livestock Industry Recognition

Selected companies were presented plaques & trophies for their exemplary performance in 2016.



International-Accredited Animal Feeds Manufacturing Establishments

- › CJ Philippines Inc.
- › Agrispecialist Inc.
- › Philippine Foremost Milling Corporation - Manila
- › Philippine Foremost Milling Corporation - Iloilo
 - › Limcoma Multi-purpose Cooperative
 - › Santeh Foods Corporation
- › Pilmico Foods Corporation - Iligan City
- › Pilmico Foods Corporation - Tarlac
- › Sorosoro Ibaba Development Cooperative
- › Sunjin Philippines, Inc.

International-Accredited Veterinary Drugs And Products Facility

- › Refamed Research Laboratory Corporation
 - › JSN Laboratories, Inc.
- › Progressive Laboratories, Inc.
 - › Enson Laboratories, Inc.
- › Northfield Laboratories, Inc.
- › East Asia Laboratories, Inc.
- › Nutra Tech Biopharma, Inc.
- › Belman Laboratories, Inc.



The Hall of Fame Exporter of Poultry Meat

- › San Miguel Foods Inc. - Pasig City

2016 Chicken and Duck Meat Exporting Establishment

- › Maharlika Agro-Marine Ventures Corporation

Chicken Meat Exporting Establishment

- › ACES AMC Integrated Poultry Processing Corporation
 - › Aslax Phils Corporation
 - › Jikkoh Food Manufacturing Corporation
- › Johanna's Chicken Processing Center - Lucena City
- › Johanna's Chicken Processing Center - Tiaong
 - › LDP Farms Food Corporation
- › Maharlika Agro-Marine Ventures Corporation
 - › Mofels Food International Corporation
 - › Reitho Meat Cutting Plant, Inc.
 - › Silangan Poultry Farm, Inc.
 - › St. Jude Dressing Plant
 - › Sugoku Foods Corporation



2nd National Aquaculture Summit

Philippine Association of Fish Producers, Inc. (PAFFPI) held the 2nd National Aquaculture Summit on the same venue of Aquaculture Philippines. Topics centered on the recent state of local aquaculture industry. Experts who shared their knowledge and expertise were Mr. Roger Gilbert, Chairman of Aquaculture without Frontier, Ms. Kumudinie Mudalige, Senior Trade Promotion Officer of INFOFISH, Mr. Lukas Manomaitis, Southeast Asian Technical Director of USSEC, Ms. Obi Roco, Managing Director of Trading Room and Mr. Wilfredo Fajardo, NSDP.



Technical Seminars

Sessions of the technical seminars were packed, 24 sessions and 100 attendees each, sought 2400 participants who gained new knowledge from these series of technical seminars.



Business Matching Program

Meeting was never as convenient as Livestock Philippines and Aquaculture Philippines' Business Matching Program. Livestock and Aquaculture Philippines' visitors and exhibitors used this online business matching program to meet their prospective clients, suppliers and distributors without any hassle. Business Matching Lounge was designated to be the venue for the exhibitors' and visitors' scheduled meetings. Many exhibitors and visitors were satisfied and went off the lounge making their meetings and agendas successfully.



Founded in 1979, one of the biggest and leading poultry integrator in Malaysia which now a major poultry player in ASEAN - Leong Hup made its comeback in Livestock Philippines through its affiliate company Leong Hup (Philippines) Inc. and Perfect Breeding & Aquatic Corporation, after their last participation in 2013.



After Leong Hup established a stable foothold in Malaysia poultry industry, it began to penetrate into the overseas market. Its investments in the Philippines, Indonesia and Vietnam will allow the company to grow and widen its market. Furthermore, these ventures represent the gateway for further regional opportunities ahead.

SECURE PRIME LOCATION AS EARLY AS NOW!



Keep up to date, visit www.livestockphilippines.com and www.aquafisheriesexpo.com or contact:

26-28 JUNE 2019
WORLD TRADE CENTER, PASAY CITY



Organised by **UBM Exhibitions Philippines, Inc.**
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UBM Exhibitions Philippines, Inc. would like to extend its sincere appreciation to its supporters for the huge success of Livestock Philippines 2017 and Aquaculture Philippines 2017.



SEE YOU AGAIN

at the new venue,
World Trade Center Manila, Pasay City!