

Press release

May 30, 2010, Moscow

VIV Europe 2010 – to be continued in Moscow

One of the largest exhibitions on meat and poultry farming – VIV Europe 2010 - is over. It took place in Utrecht (Holland) in April 20-22, 2010 at the height of raging of a volcano Ejjafjatlajokudl, due to which the air space in the whole of Europe was closed for more than a week. Nevertheless, the event proved to be a success. The event attended 6,894 exhibitors and 10 455 visitors from 87 countries of the world.

For the obvious reason, the main bulk of visitors came from the Netherlands (45,6%), Germany (12,3%) and Belgium (7,7%). There were also visitors from France (3,2%), Britain (2,2 %), Italy (1,6%), other Western countries (6,7%), Central Europe and the Russian Federation (12,9%), as well as the Middle East (3,1%), Asia (2,1%), Africa (1,1%), North, Central and South America (1,1%), Australia and New Zealand (0,4%).

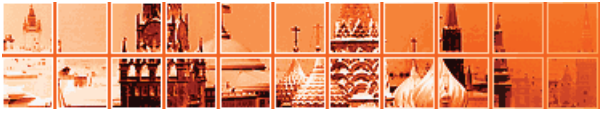
The exhibition organizer, the VNU Exhibition Europe, would like to thank all exhibitors and visitors for their understanding of the situation and creation of a favourable atmosphere at the exhibition. For the visitors and exhibitors who could not attend the exhibition due to the closing of airports, the VNU Exhibition Europe will have a special offer for visiting the VIV Asia 2011 which will take place in March, 9-11, 2011 in Bangkok (Thailand).

In the welcome speech at the official opening of VIV Europe 2010, Ms. Gerda Verburg, minister of Agriculture, Nature and Food Quality of the Netherlands stated that the sustainable agriculture is one of the primary factors of the stability of any country. She also emphasized that first and foremost the successes in agriculture can be achieved through the implementation of the new technologies of production of quality foodstuff for the end user. These priorities define the main goal of the VIV exhibitions, for sustainable development of agriculture and food is the basis of the life quality, stated Ms Verburg.

The exhibition also hosted the official awards ceremony where the VIV EUROPE 2010 PERSONALITY AWARDS were handed to the most prominent experts of the food industry. The president of the Rosptitsoyuz, doctor of agricultural sciences, professor, the academician of Russian Academy of Agrarian Sciences Vladimir Fisinin, became the winner of the STORK PERSONALITY AWARD. And, although the delegation of Russian experts could not come to the exhibition, this award for the outstanding contribution to the industry has been handed over to Vladimir Ivanovich Fisinin after the exhibition, in Moscow, by Christ Van Zandvoort and E.V. Korotkova from Morel Stork Poultry Processing and Nariner Bagmanyanyan, the president of Asti Group Exhibition



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Company. The Asti Group Exhibition Company warmly congratulates Vladimir Fisinin with this award and international recognition of his contribution to the poultry industry.

Asti Group & VNU Exhibition Europe invites all industry professionals to attend the VIV Russia 2011 exhibition. We hope that the air space of Russia, as well as its market will always be open to the introduction of new technologies, business discussions and practical solutions in the agricultural sector of our economy, as it will be demonstrated during the exhibition VIV Russia 2011 from 17th till 19th of May in Moscow.



Source: Press Service of Asti Group Exhibition Company