

Press Release: ILDEX Vietnam 2010

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N.C.C. Exhibition Organizer (NEO), in cooperation with Minh Vi Exhibition and Advertising Services, launches the third edition of ILDEX Vietnam 2010 during 25-27 March 2010 at SECC, Phu My Hung, HCMC. Ministry of Agriculture and Rural Development (MARD) fully supports the organization of ILDEX Vietnam 2010.

Mr. Nguyen Xuan Duong - Vice General Director, Department of Livestock Production, Ministry of Agriculture and Rural Development (MARD) delivers the speech and presentation "Vietnam Livestock Production - Opportunities and Challenges" which will provide organizations and companies general views and new path for the Vietnam's livestock industry in the near future.

Ms. Ladda Mongkolkehaivivat, General Manager of N.C.C. Exhibition Organizer or NEO presets that the record of success in ILDEX Vietnam in 2008 has led to our confidence and belief in the growth, not only our show in Vietnam, but also nation's livestock industry as a whole. ILDEX Vietnam 2010 will enhance the show positioning through *4 New Concepts* which include *New Exhibitor Profiles, New Value-Added Activities, New Partner, and New Venue*. She further explains that ILDEX Vietnam 2010 for the first time expands their exhibiting profile to cover Dairy, Aquaculture, and Meat Processing to serve the potential growth in Vietnamese market. In additions, to embrace foreign direct investment and trade value to Vietnam, ILDEX Vietnam 2010 adds value to the trade activities by continuing its most talk-about International Meet & Match Program.

Moreover, Ms. Ladda highlights the newly cooperation with VNU Exhibitions Europe, the Dutch-based exhibition company, to create number of international exhibitors to ILDEX Vietnam 2010. Apart from that, NEO also reaches agreement with CCPIT Shanghai to recruit numbers of Chinese exhibitors to join ILDEX Vietnam 2010 in the form of China Pavilion. Lastly, she explains about the new venue for ILDEX Vietnam 2010 to be more international standard as the newly-opened Saigon Exhibition & Convention Center or SECC as the Hall.

ILDEX Vietnam 2010 increases its exhibit space for over 1,000 square meters and expects to welcome more than 112 companies from all over the world, together with 15,000 trade visitors during 3 days of the show.

Conference program would be presented by national and international experts at ILDEX Vietnam 2010 during 25 - 27 March 2010. Topics include

- The role of feed production in the stable development of livestock and aquaculture.
- Livestock development and environment protections.
- Livestock and diseases safety.
- Livestock production and food safety.
- Market of livestock production and meat processing.

ILDEX brand itself is now being expanded into many countries in Southeast Asia as to maintain the positioning of "*Bringing International Expertise to Satisfy Local Needs*". There are ILDEX Vietnam, ILDEX India, ILDEX Pavilion in the Philippines, and ILDEX China etc.

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