



PRESS RELEASE

For Immediate Release | www.ildex.com

All That Is New at ILDEX Vietnam 2012

After a successful 2010 edition, NEO & VNU plan to bring ILDEX Vietnam 2012 to an even higher level. The show is now a full-blown, not-to-be-missed international event. With the theme *'Bringing International Expertise To Satisfy Local Needs,'* ILDEX Vietnam 2012 is scheduled between March 22-24, 2012 at SECC, HCMC, Vietnam. This show is going to offer a lot to Vietnam's livestock, dairy, meat-processing and aquaculture industries.

A Successful 2010 Edition

Mr. Jobe Smithtun, Senior Project Manager, N.C.C. Exhibition Organizer Co., Ltd., (NEO) said, *"ILDEX Vietnam 2010 is definitely Vietnam's largest international livestock trade exhibition ever. The 2010 exhibitors' number has reached a record high of 220 companies from 26 nations. Such world-wide interest proves that our show's timely concept of 'Bringing International Expertise To Satisfy Local Needs', is already an established success. This indicates even brighter prospects for Vietnam's livestock, dairy, meat-processing and aquaculture"*.

ILDEX Vietnam 2012

In anticipation that rising demand for livestock and aquaculture products will continue both locally and internationally, NEO & VNU promise that it will make the next edition of ILDEX Vietnam tailored to serve industry needs especially aquaculture in Vietnam. The new date of ILDEX Vietnam 2012 -- or the 4th International Livestock, Dairy, Meat processing, and Aquaculture Trade Exhibition -- is set for March 22-24, 2012 at SECC, HCMC, Vietnam while this edition will focus mainly on aquaculture.

Aquaculture on the Rise!

Vietnam is one of the fastest growing countries in aquaculture production in the world and the future for the Vietnamese aquaculture looks bright. Vietnam has become the world's third largest producer in aquaculture volume and one of the Top Ten seafood exporting countries. However, the future of Vietnam aquaculture development and growth will depend largely on how well the country can develop sustainability with food safety guidelines and meet the international standards.

Export

In 2010, the value of seafood export turnover reached 4.94 billion, up 16.3% over the same period in 2009. Expected in 2011, according to the fishery sector plans strive general growth rate of 7% compared to 2010. Total fish production reached 5.3 million tons, consisting of 2.3 million tons capturing

Gearing Toward International Event

ILDEX Vietnam 2012 is moving fast towards becoming a complete international event. The main reason for this is the increasing number of international participants, but there is also the full involvement of VNU Exhibitions Europe in ILDEX Vietnam 2012. This world leading exhibition organizer has been a long-time partner of NEO. They jointly developed VIV Asia, the region's largest livestock exhibition, more than 20 years ago.





VNU is offering its strength on database marketing to ILDEX Vietnam 2012. As a result, NEO believes VNU will help bring in even more international exhibitors as well as international visitors.

More Country Pavilions

“In the 2010 edition, there were 6 international pavilions from France, Singapore, Korea, China, Shanghai City and the Netherlands,” Mr. Smithtun said. “In regard to ILDEX Vietnam 2012, we have already got confirmation of participation from places as far away as Eastern Europe and Central America. It will be their first time to attend and again underlines that more and more international players are interested in the Vietnamese market. So now opportunity for Vietnam’s own industry can only increase.”

ILDEX Meet & Match (Business Matching)

The “Meet & Match” session has been part of ILDEX Vietnam since its first launch in 2006. The objective of the first meet & match sessions was to facilitate trade activity between buyers and sellers during the show. Things will be a little different (and better) at ILDEX Vietnam 2012. There you will see an official launch of “ILDEX Meet & Match” with full operation and back-up. Better still, both exhibitor and visitor can benefit from ILDEX Meet & Match *before* the show’s start. This can be done through online matching systems.

Strong Support from the Government

Mr. Smithtun emphasizes that ILDEX Vietnam 2012 continues to get good support from Vietnam’s Department of Livestock Production, the Ministry of Agriculture & Rural Development (MARD), and the Ministry of Industry and Trade (MoIT). NEO & VNU will continue to work closely with Minh Vi Exhibition and Advertisement Services Co. (VEAS) - its local partner -- for greater success in the 2012 edition.

See You At ILDEX Vietnam 2012

ILDEX Vietnam 2012 is set for March 22-24 at SECC, HCMC, Vietnam. For more information of ILDEX Vietnam 2012, please contact Mr. Chinakit Viphavakit - Senior Sales Manager at Tel: +66 2 203 4260-6, E-mail: info@ildex.com or visit www.ildex.com

###

NOTES FOR EDITOR

About ILDEX VIETNAM:

ILDEX, the international trade show series of N.C.C. Exhibition Organizer Co., Ltd., (NEO), is widely known as the International Livestock, Dairy, Meat processing, and Aquaculture Exhibition. The series was first launched in 2006 in 3 emerging agricultural countries in Asia, namely Vietnam (**ILDEX Vietnam**), India (**ILDEX India**), and China (**ILDEX China**). Today, ILDEX has expanded its coverage to offer effective business platforms in the region, and will be present in the Thai market in 2012 (**ILDEX Bangkok**).

ILDEX Vietnam 2012 is the 4th edition of ILDEX Vietnam series that NEO organizes in cooperation with VNU Exhibitions Europe out of Holland and Minh Vi Exhibition and Advertising Services (VEAS), its local partner. The show is supported by the Department of Livestock Production and Ministry of Agriculture & Rural Development, Vietnam (MARD). It all will take place on 22-24 March 2012 at The New Saigon Exhibition and Convention Center (SECC), Phu My Hung, HCMC, Vietnam.





About NEO:

N.C.C. Exhibition Organizer Co., Ltd. (NEO) is an experienced, complete professional exhibition organizer which handles both domestic and international events. Neo has a strong commitment to deliver non-stop innovation that is initiated by a team of top-flight professionals. NEO has become *the* leading organizer for international trade and consumer exhibitions in Southeast Asia. For more information please visit www.nccexhibition.com

Media Contact:

Mr. Akachai Ponsomboon - Key Account Manager

T: +66 2 203-4260-6 F: +66 2 203-4250 E: info@ildex.com

