

# Post Show Report



## Highlights



**LIVESTOCK** **ASIA**  
**EXPO & FORUM** **2018**

Co-located events



## Asia's International Feed, Livestock & Meat Industry Show



Former Minister of Agriculture and Agro-Based Industry Malaysia, Dato' Seri Ahmad Shabery Cheek (middle) and Co-Chairman of UBM Malaysia, General Tan Sri Dato' Seri Panglima Mohd Azumi (left), during their tour of Livestock Asia

## Leading Excellence towards an Integrated Industry

Held at the heart of Kuala Lumpur, the region's leading show in international Feeds, Livestock and Meat, and Aquaculture industries, Livestock Asia 2018, along with its co-located events, Asia MEATEC and Aquaculture Asia, emerged as one of the most important business platforms for the Livestock industry in Asia.

With an impressive growth of 19% from the previous edition in 2015, Livestock Asia 2018 gathered 6,286 attendees comprising of trade visitors and industry professionals from 31 countries from around the world and held international conferences and seminars with 63 different subjects covering various topics.

Officiated by the former Minister of Agriculture and Agro-Based Industry Malaysia, Dato' Seri Ahmad Shabery Cheek, the show received tremendous support from the government and industry associations, and also played host to a roundtable meeting on the promotion of livestock products between Vietnam and Malaysia.

Livestock Asia will return on 7 - 9 April 2020 and will continue to play an important role in gathering innovators, thought-leaders and experts from around the world to meet, network and discuss the challenges the industry is facing and the latest developments in the market today, eventually enhancing the Livestock sector globally.



# Happenings at Livestock Asia 2018

## Strengthening Ties across the Region



**01** The roundtable meeting on the promotion of livestock products between Vietnam and Malaysia took place at Livestock Asia 2018 to seek collaboration from the two countries. The meeting was led by Mr. Tran Thanh Nam, Vice Minister of the Ministry of Agriculture and Rural Development of Vietnam, and Y.Bhg. Dato' Dr. Quaza Nizamuddin Bin Hassan Nizam, Director General of the Department of Veterinary Services Malaysia. Also present were private sector representatives, who are key producers in the Livestock industry from the dairy, poultry and swine sectors.

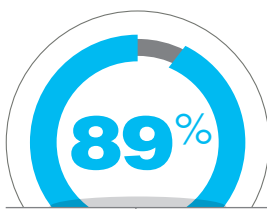


## International Conferences and Seminars

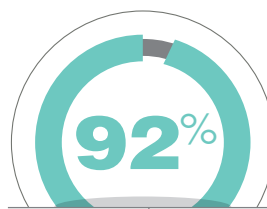


**02** A total of 63 international conferences and seminars were held throughout the three-day show. All of the seminars were well-attended by professionals from the Livestock, Meat, Feeds and Aquaculture industry, covering subjects of poultry, meat and aquaculture, more specifically feed and farm management to biosecurity, health and disease, and animal nutrition and animal health, amongst others.

The conferences include the International Poultry Forum, the 3rd WPSA-WVPA (Malaysia Branch) Scientific Conference 2018, Livestock Asia 2018 Technical Seminars, and the inaugural Aquaculture Asia 2018 Technical Seminar by the Department of Fisheries Malaysia.



Exhibitors Set  
to Return in 2020



Exhibitors Achieved  
their Objective at  
Livestock Asia 2018

\* The figures shown above were extracted from a collection of multiple surveys during the show.

Our goal in joining Livestock Asia 2018 is to create a platform to interact with existing customers. Also, we like to bring in our suppliers all over the world to meet our customers and share the latest updates. We would also like to have the opportunity to expand our business in the future. So far, through this show we are achieving our goals such as engaging with new customers, meeting potential prospects overseas and so on.



**Dr. Lim Hang Chern, DVM (UPM)**  
Director  
APSN Biotech Sdn Bhd

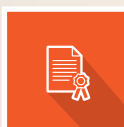




# Celebrating the Achievements of the Livestock Industry



**03** Livestock Asia organised the 9th Livestock Industry Awards to honour those who have accomplished significant achievements in Malaysia's livestock and meat processing sectors and have dedicated their work into improving the industry within the region. The awards were presented by former Malaysian Minister of Agriculture and Agro-Based Industry, Dato' Seri Ahmad Shabery Cheek.



## 9th Malaysian Livestock Industry Awards

### Lifetime Achievement

- ▶ Tan Sri Dato' Dr. Ahmad Mustaffa Babjee

### Lifetime Achievement - Academic and Veterinarian

- ▶ Prof. Datin Paduka Dato' Dr. Aini Ideris

### Lifetime Excellent Industry Contribution

- ▶ Datuk Lee Ah Fat

### Outstanding Industry Achievement - ASEAN

- ▶ Leong Hup International Sdn Bhd

### Outstanding Industry Achievement - Individual

- ▶ Mr. Nam Yok San

### Outstanding Industry Achievement - Organisation

- ▶ CAB Cakaran Corporation Berhad

### Outstanding Technology Adoption in Farm Production

- ▶ Dindings Poultry Development Centre Sdn Bhd

### Outstanding Environment - Friendly Farm

- ▶ QL Poultry Farms Sdn Bhd

### Outstanding Broiler Farm

- ▶ Chop Cheong Bee Sdn Bhd

### Outstanding Layer Farm

- ▶ LTKM Berhad

### Outstanding Breeder Farm

- ▶ Huat Lai Broiler Breeders Sdn Bhd

### Outstanding Feed Mill

- ▶ PK Agro-Industrial Products (M) Sdn Bhd

### Outstanding Product Innovation - Animal Health Product

- ▶ Rhone Ma Malaysia Sdn Bhd

### Outstanding Product Innovation - Farm Product

- ▶ Hyfresh Group of Companies

### Outstanding Product Innovation in Food Product from Meat

- ▶ QSR Trading Sdn Bhd

### Outstanding Dairy Farm

- ▶ Evergreen Livestock Sdn Bhd

### Outstanding Small Ruminant

- ▶ Ternakan Kamran Sdn Bhd

### Outstanding Animal Health Provider

- ▶ Elanco Animal Health Malaysia

### Outstanding Meat Processor

- ▶ Nippon Premium Nutriplus

### Outstanding Emerging Organisation in the Livestock Industry

- ▶ Kee Song Agriculture (M) Sdn Bhd

### Outstanding Veterinarian Service / Practitioner

- ▶ Dr. S. Sivagurunathan

### Outstanding Pig Farm

- ▶ Chau Yang Farming Sdn Bhd

### Outstanding Small Entrepreneurs in the Livestock Industry

- ▶ Tenox Agrobusiness (M) Sdn Bhd  
Muhammad Hariz Bin Nordin

## Exhibitor Testimonials

We are happy with the quality of visitors, which are B2B and direct customers. I believe that this can be a major habit of the countries that usually join here, including Malaysia, Vietnam, Indonesia, Thailand and others. I also believe that Livestock Asia 2018 is a big help for businesses or companies' marketing activities, and is an excellent meeting point for the major companies here and in other parts of the world.

**Dr. Ali Asgar**  
Saife Overseas



The Agriculture and Agro-Based industry is growing rapidly in Malaysia, particularly in southern part of Malaysia, contributing greatly to the economic growth and development of the Malaysian Livestock industry. It is extremely timely for Livestock Asia to be held at the Melaka International Trade Centre in 2020 for continual support and encouragement of the local farmers and producers of the Livestock industry.

**Datuk Jeffrey Ng**  
President  
Federation of Livestock Farmers' Associations of Malaysia (FLFAM)



# Visitor Facts and Figures

**6,286**  
attendees

\* the figures above include the total number of trade & professional visitors and exhibitors



**18.4%**  
growth in  
attendance of  
trade visitors

**Loyalty**

**7.48**

**Overall  
Satisfaction**

**6.72**



**96%**

Visitors Likely to  
Recommend Livestock  
Asia to a Friend  
or Colleague

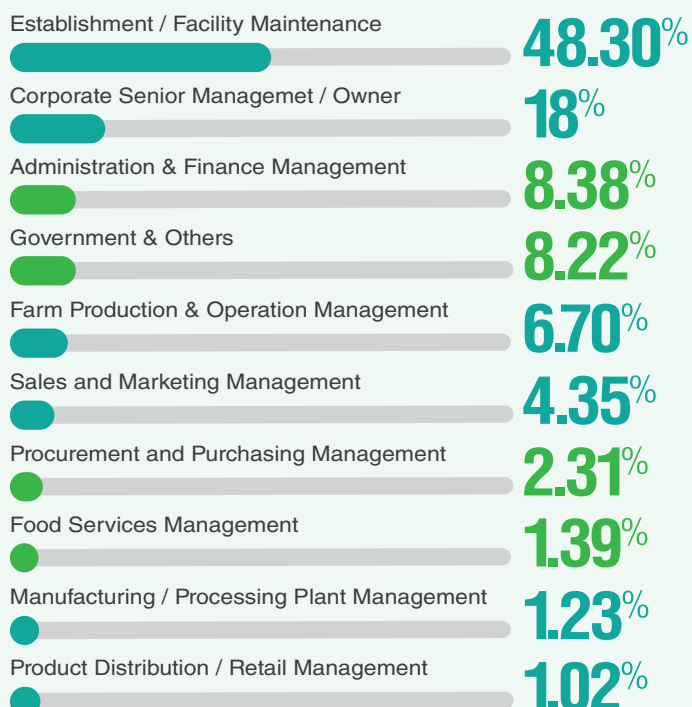
**93%**

Visitors Will Return to  
Visit Livestock in 2020



\* The figures shown above were extracted from a collection of multiple surveys during the show.

## Visitors by Business Activities



## Visitor Testimonials

I think that Livestock Asia 2018 is really a good show. I've been in Livestock Asia 2015 and I can see that here in Livestock Asia 2018, there is a lot more competition. Looking forward to go to Livestock Asia 2020, too!

**Bruno Mazzone**  
Sales Director  
Corti Zootechnici



This exhibition is very well-organized. Many suppliers are here wherein you can get direct contact with them, can get clear information from them. There are also a lot of agents, as I really find it difficult getting details from them on the internet. The exhibitors are very responsive to the needs and requirements of us, their customers. All those reasons are why I come here at Livestock Asia 2018.

**Mr. Kumaraguru A/L Murugiah**  
Manager  
Green Aquatic Feed (M) Sdn. Bhd.



Livestock Asia 2018 is quite interesting. Actually, I have never been to this exhibition and conference. I started raising kampung chicken and I am here to see what are the different methods and techniques out there that I can use. It is nice to know that Livestock Asia will be in Melaka in 2020. I will surely be there!

**Mr. Joel Chong**  
Operations Manager  
Sea to Table Sdn Bhd





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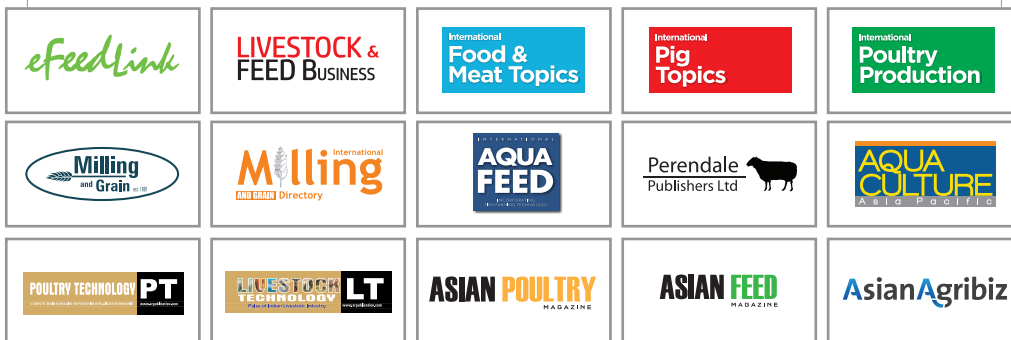
International Alliance



Official Bank



Supporting Publications



# Livestock Asia Will Be Back in 2020!

Livestock Asia 2020 will be held from 7 to 9 April 2020 at the Melaka International Trade Centre, Malacca, bringing you closer to local farmers and producers in the industry!

For sales enquiries and to secure a prime location, contact our sales team below

Organised by



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Thank you and  
see you again at



## 7-9 APRIL 2020

MELAKA INTERNATIONAL TRADE CENTRE, MALACCA, MALAYSIA

### Map to MITC

