



FOR IMMEDIATE RELEASE

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VIV Select China and Pet Fair Asia Launch First Joint Initiative in Shanghai

Concurrent exhibitions will connect livestock production, animal health and the pet industry value chain in August 2026

VIV Select China and Pet Fair Asia will launch their first strategic collaboration in Shanghai this August, creating a cross-sector business platform linking livestock production and animal health with the global pet industry.

VIV Select China 2026 will take place from August 19–21, 2026 at the Shanghai World Expo Exhibition & Convention Center (SWECC). The 28th Pet Fair Asia will be held concurrently from August 19–23, 2026 at the Shanghai New International Expo Centre.

Organized by the same event organizer, Globus Events, the two exhibitions will enable international buyers, manufacturers and industry professionals to explore complementary resources across livestock production, feed and ingredients, animal health, supply chain services, pet food and finished pet products during one business trip to Shanghai.

Connecting Upstream Expertise with Downstream Demand

The collaboration brings together VIV Worldwide's more than 40 years of experience across the global feed-to-food value chain and Pet Fair Asia's established position as a leading pet industry exhibition in the Asia-Pacific region.

VIV Select China 2026 will host more than 500 exhibitors across over 50,000 square meters and will cover poultry, waterfowl, swine and other livestock sectors, with solutions spanning animal health, feed and feed additives, farm equipment, biosecurity and production technology.

Meanwhile, Pet Fair Asia will occupy 320,000 square meters, including 17 main exhibition halls, 10 supply chain halls, and an outdoor area. The event is expected to bring together more than 2,600 domestic and international exhibitors and approximately 530,000 trade and public visitors.



Together, the exhibitions will provide an integrated sourcing and business development platform connecting upstream technologies and ingredients with downstream product innovation and consumer demand.

New Opportunities in Animal Health and Pet Food

Animal health is one of the key areas linking the two sectors. At VIV Select China, international suppliers will present solutions in disease prevention, biosecurity, vaccines, antibiotic-reduction strategies and animal nutrition. Technologies proven in livestock production may also support innovation in companion animal healthcare, veterinary products and clinical disease management.

Pet food provides another important point of connection. Pet Fair Asia will showcase products across staple diets, functional treats, veterinary diets and specialized nutrition, bringing together established brands, emerging companies and OEM manufacturers.

Insights into pet food innovation and consumer trends can help livestock producers and ingredient suppliers identify new opportunities in raw material development, formulation, sourcing and production planning. The collaboration is designed to encourage more efficient coordination across the value chain, from farm and ingredient supply to finished pet products.

Complimentary Shuttle Service Between Venues

To help professional visitors attend both exhibitions efficiently, the organizer will operate a complimentary shuttle bus service between the two venues on August 20 and 21. Frequent point-to-point departures will connect the Shanghai World Expo Exhibition & Convention Center with the Shanghai New International Expo Centre.

Current and previous VIV Select China visitors may also qualify for dedicated Pet Fair Asia trade visitor benefits, including access to the professional visitor days on August 20 and 21, subject to advance registration and eligibility requirements.

Event Information

VIV Select China 2026

Dates: August 19–21, 2026

Venue: Shanghai World Expo Exhibition & Convention Center



The 28th Pet Fair Asia

Dates: August 19–23, 2026

Venue: Shanghai New International Expo Centre

- August 19: VIP Trade Day, invitation only
- August 20–21: Trade Visitor Days, advance registration required
- August 21–23: Public Days, ticket required

Visitor registration for both exhibitions is now open.

The first joint initiative between VIV Select China and Pet Fair Asia will offer global industry professionals a new opportunity to connect livestock expertise, animal health technologies, ingredient sourcing and pet market innovation in one city. Shanghai will serve as a central meeting point for cross-sector sourcing, knowledge exchange and international business development in August 2026.

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About VIV Worldwide | VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 50 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. Visit www.viv.net.

About VNU Europe | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV and Horti Agri Next. For more information, visit www.vnueurope.com

About Globus Events | GLOBUS Events (formerly known as VNU Exhibitions Asia) is one of the first exhibition organizers to establish its presence in China and has been a leader in the industry for over three decades. Through the commitment of a team of 150 professional employees, it organizes over 20 local and international leading exhibitions and conferences each year, in a total exhibiting space of over 1,000,000 sqm. Headquartered in Shanghai, it has operations in different cities across China and abroad, such as Bangkok, Beijing, Guangzhou, Shenzhen, etc. The company is a member of the Global Association of the Exhibition Industry (UFI) and "Level A Qualification Unit" of the Shanghai Convention & Exhibition Industries Association (SCEIA). In February 2024, GLOBUS Events became part of Advent International portfolio, one of the world's largest private equity investors. For more information, visit www.globusevents.com.