



VIV ASIA 2023  
BANGKOK, THAILAND, IMPACT  
8-10 MARCH



# VIV ASIA 2023



## BACK IN BANGKOK BACK TO OUR STRENGTH: DIRECT CUSTOMER CONTACT, DIRECT CUSTOMER SUPPORT

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After a period of four years, it was finally time again for VIV Asia 2023. From 08 - 10 March, this unique trade fair took place in one of the most exciting and pulsating cities: Bangkok. VIV Asia is the largest and most comprehensive feed to food trade shows in Asia. With around 45,000 visitors from over 120 countries and almost 1,200 exhibitors, VIV ASIA is a real top event for the industry.

**45,000**  
Visitors



**120**  
Countries



**1,200**  
Exhibitors



### Our stand – our flagship

As an internationally successful company, we could not miss one of the most important exhibitions worldwide. So it was a done deal that we want to be present with our own booth at the exhibition and thus also on the international market.

**The result of the detailed and intensive preparations of the LOHMANN BREEDERS marketing department could be proud of! An absolute success!**

### Our team – our key strength

And finally, it was here, the long-awaited first day of the fair. Our team was ready and waiting for the first interested visitors. And they came in huge numbers, since, as is generally known, personal contact and exchange of experience with customers and competent advice on all important issues of poultry management are the absolute strengths of LOHMANN BREEDERS.

**Therefore, our sales and technical service team could hardly wait to welcome the visitors at our stand.**

**As always, our marketing team took care of the smooth running and the culinary needs at the booth.**





### Above the rooftops of Bangkok - LOHMANN SPECIAL EVENING

Numerous guests accepted our invitation and spent an extraordinary evening with us above the rooftops of Bangkok - on the evening of the first successful day of the fair.

**With more than 100 customers, business partners and friends, we looked back on the opening of the trade fair, with culinary delights, a good drink, interesting conversations and, of course, a breathtaking view of Bangkok.**



### With our trade fair presentation we have once again proven that we at LOHMANN BREEDERS still fully stand behind our principle even after 65 years:

### Breeding for Success ... together!

