



VIV Qingdao International Summit

--- the 2nd Farm and Food Integration Seminar

09:00 – 17:00 , Sep 20th , 2019

Hall S1 – Conference Area, Qingdao Cosmopolitan Exposition

Supported by:

Shandong Provincial Department of Agriculture and Rural Affairs
Qingdao Municipal Government

Organizers:

VIV worldwide
VNU Exhibitions Asia Ltd.
China pig industry chain ecosystem platform (CPICP)

Co-organizers:

Euromonitor International
Rabobank
Business Information of Shanghai
He Jun Consultant Co., Ltd

Supporting Media:

China Poultry Media





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Who will attend? (200+ pax)

Representatives of domestic and global farm and food enterprises

Representatives of domestic institutions and organizations

Representatives of international institutions and organizations

Medias

Registration Fee:

398 RMB/pax (lunch and conference materials included only)

Language :

Simultaneous Interpretation Onsite





AGENDA

09:00 – 09:15	Registration
09:15 – 09:20	Opening Remarks by MC
Session 1	General market and trend
09:20 - 10:00	Is there a substitute for meat? Mr. Tim Foulds, Head of Research, Euromonitor International
10:00 – 10:40	Industry trends in the poultry, pig and beef sector Mr. Ben Santoso, Sr. Analyst, Rabobank Singapore
10:40 – 11:00	Business Information of Shanghai
Session 2	Best Brand Case Sharing
11:00 – 11:40	Ari D Jadwin, Manager of AquaSelect
11:40 – 12:00	The promotion and traceability of ID-Pork Mr. Zhang Bin, General Manager, Chongqing Nongxin Pig Trading Co., Ltd
12:00 – 12:20	The brand building of agricultural and livestock products Mr. Huang Xueyi, Visiting Professor of Xiamen University
12:20 – 13:20	Lunch
Session 3	New Retail & Block Chain
13:30 – 14:00	Deep Blue Technology (Shanghai) Co., Ltd (TBC)
14:00 – 14:20	TBC
Session 4	Business Model & Capital Operation
14:20 – 14:50	Hungry for innovation: Partnering with agrifood tech startups to create new growth opportunities Daniel Hsu , VP, Partnerships & Corporate Innovation, Bits x Bites
14:50 – 15:10	The business strategy for the pig industry chain of Tie Qi Li Shi Group Mr. Li Zongjun, President of Swine Business Unit, Tie Qi Li Shi Group
15:10 – 15:30	The business strategy for the broiler industry chain of Da Xiang Farming Group Mr. Lv Ruifeng, General Manager of Shanxi Da Xiang Farming Group
15:30 – 15:50	The business strategy for the aquaculture industry chain of Da Bei Nong Group Mr. Yi Ganfeng, President of Da Bei Nong Aquatic Group
15:50 – 16:10	The business strategy for the egg industry chain of DQY Ecological Mr. Yuan Zhengdong, President of Beijing Deqingyuan Agricultural Science and Technology Co., Ltd; President of Poultry Branch, China Animal Agriculture Association
16:10 – 16:30	The capital operation of agricultural corporations He Jun Consultant Co., Ltd
16:30 – 17:00	Coffee Break & Networking



VIV Qingdao 2019
亚洲国际集约化畜牧展览会（青岛）



Contacts

Contact: Snow Bai (VIV China organizer)

Tel : +86 21 6195 3509 Mob : 13917372737

E-mail : snow.bai@vnuexhibitions.com.cn

We are looking forward to meeting you all in VIV Qingdao 2019!

VIV Qingdao 2019

July 4th , 2019