



AGRILIVESTOCK CAMBODIA 2017

CAMBODIA INTERNATIONAL AGRICULTURE, FEED & LIVESTOCK SHOW
10-12 NOV 2017 • DIEC, KOH PICH, PHNOM PENH

FEEDING SUCCESS IN CAMBODIA'S FEED AND LIVESTOCK INDUSTRY



10-12 NOVEMBER 2017 • DIECC, KOH PICH, PHNOM PENH



Organised by:

MAMBTarsus
EVENTS GROUP

www.agrilivestock.net



FEEDING SUCCESS IN CAMBODIA'S FEED AND LIVESTOCK INDUSTRY

The feed and livestock production industry in Cambodia has witnessed significant growth over the past few years. This can be seen from the increased in the number of feed mills in particular investments from major international producers such as CP, Betagro, New Hope, Green Feed, East Hope, SCF and major local players including Master Feed BVB and the Mong Rethy Group. Feed production is growing at an average of 15% per anum which show the rapid expansion of the livestock industry.

The demand for meat protein will continue to see significant growth as Cambodia has emerged as one of the fastest growing countries in Asia. The Asian Development Bank forecast that 2016 growth will be 7.5% - among the fastest in the ASEAN region. Furthermore, the number of tourist arrivals have also jumped and in 2016 reached 4.6 million. This also contributed to the increased demand of meat and eggs in the country.

At the same time, the increase in meat consumption has seen a sharp increase in aquaculture and modern animal husbandry production. More livestock farmers have moved towards intensive farming of poultry and pigs in particular. The key driver is the improved bio-security features of modern farming systems.

AgriLivestock Cambodia'17 which will be in its 3rd edition will provide suppliers of agriculture, feed and livestock production equipment and supplies to meet farmers, feed producers, veterinarians, processors and integrators.

Grow your business in Cambodia with AGRILIVESTOCK CAMBODIA'17 by booking your preferred exhibition booth today – contact Mr Andrew Siow at andrew@ambtarsus.com or Mr Richard at richard@ambtarsus.com in Cambodia for a free quotation today.



MARKET UPDATE - LIVESTOCK INDUSTRY



Cambodia's expanding population, urbanization, economic growth and the changing consumption patterns of the population have created opportunities for the growth of the livestock sub-sector in the country. The projected meat demand in Cambodia from 2014 - 2024 is anticipated to increase from 274,479 to 328,085 tons/year.

- The projected annual demand for pigs in Cambodia is 3.25 million heads compared to the country's annual domestic production of 2.7 million heads in 2014.
- The current broiler demand in Cambodia is around 800,000 – 1,000,000 birds per month

AGRILIVESTOCK'17- THE PROVEN TRACK RECORD

68.66 % EXHIBITORS EXPECTATION of exhibition met or exceeded their expectations on their participation.

76.77% QUALITY OF VISITORS of exhibitors are satisfied with the quality of visitors.

72.22% QUANTITY OF VISITORS of exhibitors are satisfied with the quantity of visitors.

78.42 % OVERALL PERFORMANCE of the exhibitors are satisfied with the overall performance of the organizer.

TOTAL ESTIMATED SALES ACIEVED BY EXHIBITORS AS RESULT OF THE SHOW

At exhibition: **USD 420,000**

Within 12 Months of Exhibition : **USD 1,110,000**

AGRILIVESTOCK CAMBODIA'17 - THE INTEGRATED INDUSTRY SHOW

AgriLivestock Cambodia'17 is an integrated event for the agriculture industry which will include



An International Exhibition



Seminar and Technology Workshops



Business Networking

AGRILIVESTOCK CAMBODIA'17 will complement the growth of the animal husbandry, grain & feed production, aquaculture and agriculture sectors. The event is organized by AMB Tarsus Events Group, the leading organisers in Southeast Asia. The Group focus on feed and livestock industry events in key emerging markets in Asia including Agrilivestock Cambodia in Cambodia, Agrilivestock Myanmar in Myanmar and LankaLivestock in Sri Lanka.



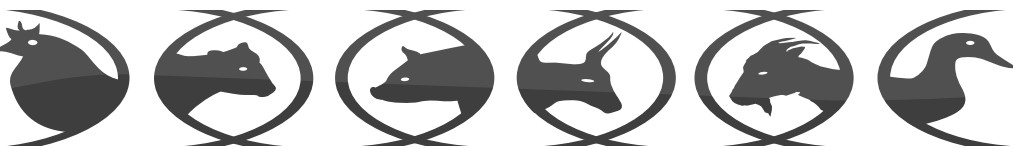
AGRILIVESTOCK CONFERENCE 2017

Theme: 'Transformation & Modernisation of Cambodia's Feed & Livestock Industry'

The AGRILIVESTOCK Conference 2017 aims to create a platform for discussion among top industry leaders on the challenges Cambodia will face in modernizing its agriculture and livestock farming and processing activities and the steps to overcome them. This conference is held in conjunction and concurrently with AGRILIVESTOCK CAMBODIA'17.



Should you be interested to present a paper on innovations and advances or case studies in animal health, feed management and production and animal production and processing, do submit the title and synopsis of your paper to Mr Andrew at andrew@ambtarsus.com



FACTS ABOUT THE HOST COUNTRY



- Capital (and the largest city) : **Phnom Penh, Cambodia**
- Official languages : **Khmer**
- Area : **181, 035 km² (2.5% Water)**
- Population : **14.8 million**

GDP :

\$16.71 billion (2014 est.)

GDP - real Growth rate :

7.1% (2014 est.)

Country comparison to the world : 30

- 6% (2010 est.)

- 2% (2009 est.)

GDP - per capita (PPP) :

\$3,093 (2014 est.)

GDP-composition by sector :

- agriculture : 30%

- industry : 30%

- services : 40%

(Note : data are in 2014 US dollars)



SPONSORSHIP OPPORTUNITIES

AGRILIVESTOCK CAMBODIA'17 is an excellent platform to increase your company's brand image and profile, as the show will cover a wide range of events, such as the exhibition, technical symposiums and conferences. Contact the Organiser to know more about the sponsorship opportunities available. Your logos could be featured prominently in many promotional materials and on site signage. Contact Mr Richard Yew richard@ambtarsus.com for more info.

HERE'S WHAT OUR EXHIBITORS SAID

"We want to see and participate this event every two years"

Tray Bunlay
B.K.P CO., LTD

"The first, excellent opportunity for our company to participate."

Chav Thou
I.M.I.S (Cambodia) Co.,Ltd

"Very active support from the Show Team. Thank you for bringing potential customers to our booth. Good support from contractor and nice hall environment."

Christoffer Ernst
Moba Asia Sdn Bhd

"Well organized and impressive show"

Chris Lin
Muyang Company

"Organized set up, very good opportunity opening to Cambodian market"

Motomi Yang
Efeedlink



www.agrilivestock.net

THE VENUE



The Diamond Island Exhibition & Convention Centre (DIECC) is a newly complete centre located in the centre of Phnom Penh and close to all major hotels and attractions. All halls are fitted with independent air cooling system. It also provides other supporting facilities including seminar rooms, café, restaurants, VIP rooms, internet and high-tech security system.

COST OF PARTICIPATION



INCLUSIVE OF

- Needle punch carpet
- White polyester laminated panels for back wall & two side walls and fascia board
- Adhesive Vinyl letters for exhibitor's name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- Information Counter
- Folding Chair
- Wastepaper Basket

BARE SPACE ONLY

- US\$338 per sq m

WALK ON PACKAGE

- US\$360 per sq m

THE PROFESSIONAL ORGANISER

AGRILIVESTOCK CAMBODIA'17 is organized by AMB Tarsus Events Group—the region's leading exhibition & conference organizer. Established in 1996 and headquartered in Malaysia, its portfolio covers the energy, water, oil & gas, hotel, food, building and infrastructure sectors. In addition, it has over 10 years of experience in organising feed, livestock and agriculture events in Sri Lanka, Malaysia, Indonesia, Vietnam, the Philippines, Laos, Myanmar and Cambodia. The organisation prides itself in working closely with local industry organisations and in delivering real results and return on investments for exhibiting and participating companies.

AMB Tarsus Events Group



AMB Tarsus Exhibitions (Cambodia) Pte. Ltd., a member of Tarsus Group PLC, a listed company in the London Stock Exchange is the leading international trade shows organiser in the region covering Singapore, Malaysia, Cambodia, Myanmar, Sri Lanka, the Philippines and Vietnam since 1996. It is market leader in key industry sectors including food & drinks, building and construction, water, energy, security, agriculture, oil & gas, infrastructure and auto aftermarket. It serves as the regional headquarters for the Southeast Asia region and provide marketing, sales and finance support to our offices in Cambodia, Myanmar, Philippines and Sri Lanka.

AMB TARSUS EXHIBITIONS GROUP

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EXHIBITS PROFILE

- *modern agricultural machineries and equipment
- *planting and harvesting machines
- *cultivators
- *tillers
- *milling equipment
- *aqua –production equipment and supplies
- *packaging & storage systems
- *silos
- *crop processing machineries
- *sprayers
- *hand tools
- *sowing and planting machineries
- *plant protection and plant care products
- *feedmilling equipment
- *feeds
- *feed additives
- *animal health
- *livestock production equipment
- *conveying equipments
- *organic farming
- *farm inputs
- *biotechnology
- *seed
- *fertilizers
- *plant protection
- *precision farming
- *management
- *information
- *science and research



**DELIVERING BUSINESS ACROSS
ASIA'S EMERGING MARKETS**