SMART FARMING AND THE FUTURE OF THE FEED





PETASIA2023



POST SHOW REPORT

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EXPO SUMMARY

Poultry Asia 2023 Expo 1st edition has been successfully launched with the theme Smart Farming and the Future of the Feed on 6-8 September at Setia City Convention Centre. It has been officiated by YB Tuan Chan Foong Hin, Deputy Minister, Ministry of Agriculture and Food Security (MOA) on the 6th September and was well attended by other VIP guests including Prof Dato' Dr Mohd Hair bin Bejo, President of World Poultry Science Associaton (WPSA) - Malaysia Branch, Dr Than Hla, Advisor of Myanmar Livestock Federation (MLF), Dato Dr Tee, President of Malaysian Animal Health & Nutrition Industries Association (MAHNIA), Dr Helen Mitin, President of Malaysian Veterinary Medical Association (MAVMA), and Dr Mohd Hishammfariz bin Mohd Amin, the Department of Veterinary Services (DVS).

Poultry Asia/ Meat Asia & Pet Asia Expo was attended not only by local visitors and but also internationally from country including China, HK, Singapore, India, Thailand, Indonesia, Myanmar, Cambodia, UK, Taiwan, the Netherlands, the Philippines, India, Pakistan, Dubai, and US.

Smart Farming and the Future of the Feed Conference 2023, a scientific conference, collaboration with World Poultry Science Association -Malaysia Branch has brought together 150 delegates and distinguished speakers from local and overseas to share about the latest and smart farming approach and technologies of the poultry industry.



DATA FACTS 2023

3450 VISITORS 70 EXHIBITORS

J DAYS 4325
AREA (SQM)

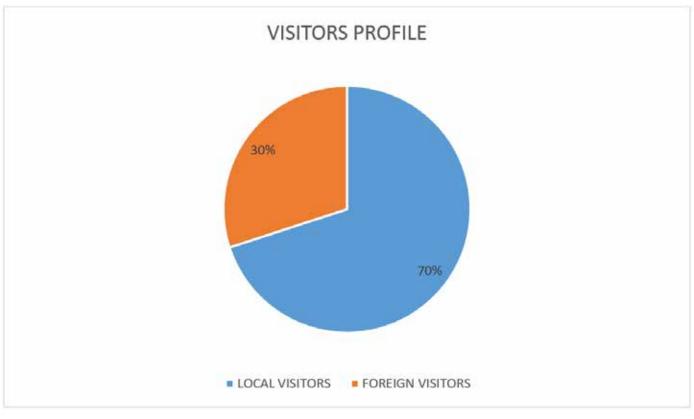
COUNTRIES

75% EXHIBITORS QUOTED THE SHOW IS SUCCESSFULLY

55% MET EXHIBITORS EXPECTATIONS

51% SATISFIED WITH QUALITY OF VISITORS



























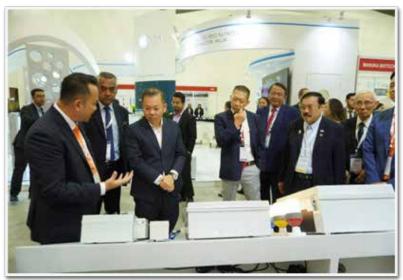




































































CO-LOCATED WITH

SMART FARMING & THE FUTURE FEED WORLDPOULTRY SCIENCE ASSOCIATION
- MALAYSIA CHAPTER



WPSA (MALAYSIA BRANCH) SCIENTIFIC CONFERENCE-2023

THEME:

SMART FARMING AND THE FUTURE OF FEED

6 & 7 SEPTEMBER 2023

FUNCTION ROOM 1, MEZZANINE FLOOR, SETIA CITY CONVENTION CENTRE, SHAH ALAM

In-conjunction with:



Supporting Partners:





Hosted by:





wpsa-malaysia.com

CO-LOCATED WITH

SMART FARMING & THE FUTURE FEED WORLD POULTRY SCIENCE ASSOCIATION - MALAYSIA CHAPTER

THE SPEAKERS



6th September 2023, 3.00pm -3.30pm

Black soldier fly larvae meal as a potential protein source for poultry

Prof. Dato' Dr. Zulkifli Idrus, Universiti Putra Malaysia



6th September 2023, 3.30am - 4.00am

Forensic Feed Science

Mr Steven Goh, Delst Asia



7th September 2023, 8.30am -10.00am

Workshop – Feed Formulation managing costs

Mr Matthew Clark



7th September 2023, 10.30am -11.00am

Hi tech Poultry Production

Mr Coen Boonstra. Big Dutchman



7th September 2023, 11.00am -11.30am

Breeding of tomorrow's broilers for better profitability and well-being

Dr Loh Chee Soon, Cobb Asia-Pacific



6th September 2023, 9:00am -9:35am

Sustainability of the Malaysian Poultry Industry to meet the future market demand

Dr. Mohd Hishammfariz bin Mohd Amin, the Department of Veterinary Services



6th September 2023, 9.35am-10.05am

Enabling the Malaysian feed industry to rise to the global ingredient supply challenges

Mr. Matthew Clark, FeedGuys Resources



6th September 2023, 10.05pm-10.35pm

Maximizing Profit with Smart Poultry Farming Solutions

Pieter Brons, PoultryPlan



6th September 2023, 11.30pm-12.00pm

IoT-based smart poultry farm

Datuk Jeffrey Ng. Federation of Livestock Farmers' Associations of Malaysia



6th September, 12.00pm-12.30pm

In -ovo sexing technologies in hatching eggs

Mr Simao Monteiro Belo dos Santos, KU Leuven, Belgium



6th September, 2023 12.30pm-1.00pm

Are spiritual, ethical, and eating qualities of poultry meat influenced by electrical waterbath stunning?

Prof. Dr Awis Qurni Sazili Universiti Putra Malaysia



6th September, 2.00pm-2.30pm

Optimizing feed strategy for efficient and sustainable poultry production

Dr Will Lin , Alltech, Alltech



6th September, 2.30pm-3.00pm

Nutrition, gut microbiome and poultry health

Ms Jean-Marjorie Ensendencia, dsm-firmenich

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- MALAYSIA CHAPTER



















MARKETING CAMPAIGNS

LINKEDIN ADVERTISEMENTS







MARKETING CAMPAIGN

BANGLADESH POULTRY & FISH MAGAZINE





MARKETING CAMPAIGNS

PENTERNAKAN MALAYSIA / MALAYSIAN LIVESTOCK MAGAZINE BY MAHNIA





BY EFEEDLINK





6-8 SEPTEMBER 2023
SETIA CITY CONVENTION CENTRE
SHAM ALAM, SELANGOR

Poultry Asia is the 1st regional expo focus on poult and Pet Asia will showcase more than 300 exhibitors

MARKETING CAMPAIGNS

HIND POULTRY MAGAZINE







MARKETING CAMPAIGNS

ASIA ONE, SAIGON TIMES, BERNAMA, PR NEWSWIRE, FINANZEN.NET

















MARKETING CAMPAIGNS

SMS BLASTING





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Aug 30, 10:30 SIM1 1

RM0 MX:Poultry Asia Expo 2023, Asia's Biggest Poultry Focus, Feed & Equipment Exhibition 6-8 September Setia City Convention Centre, Shah Alam. Register to visit:www.poultryasiaexpo.com

RM0 MX:Poultry Asia Expo 2023, Asia's Biggest Poultry Focus, Feed & Equipment Exhibition 6-8 September Setia City Convention Centre, Shah Alam. Register to visit:www.poultryasiaexpo.com

Sep 5, 15:00 SIM1 1

RM0 MX:Opens tomorrow:Poultry Asia Expo ,Meat Asia and Pet Asia 2023 6-8 September Setia City Convention Centre, Shah Alam. Free entrance:10am-5:30pm

NEWSPAP VERTISEMEN

THE STAR PAPER, CHINA PRESS, SIN JIT, CHEW PO



POULTRY ASIA 2023 06 07 08 SEPTEMBER 2023 MEAT ASIA 2023 ASIA'S BIGGEST PETASIA2023 POULTRY FOCUS EXPO SMART FARMING AND THE FUTURE OF FEED - Asia's Biggest Prelity Faces Expe will gather 300 exhibitors for 3 days expe Y 💯 💆 🍦 📨 🏰 🖿 😩 "AND... FAMSUN HUALI Affects (2) duting Expenses Children

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也是地方政府发展部长的倪可敏表示, 大 马的经济处在正轨, 马币也开始渐稳, 经济基 本面依然强稳, 无论是棕油、天然气和石油价

吉兰丹、吉打和登嘉楼, 这是因为这些/ 靠,聪明绝顶的全球首富已用钱来投票让 切。

上场 橙。 保衣へ **保护草场** (苏俐婵 联维摄 , 盟的居 民的



PETASIA2023

6-8 September 2023





- 一个团结该地区主要分销商、零售商和兽医参与者的 平台。
- 与 100 多家专注于宠物保健、宠物技术、宠物食品配 料等领域的顶级参展商会面并建立联系
- 新产品、创新、成分和医疗保健解决方案的全球采购 中心



巴也加拉斯多

報道▶蘇俐嬋 攝

(双溪毛糯16日讯 巴也加拉斯原任州议员 出, 若公正党委派他继续 他乐意在原区寻求守土。

"若可以选择(州》 很乐意继续在巴也加拉斯 寻求蝉联。"

凯鲁丁指出, 巴也太 席将会由公正党候选人 非交由巫统候选人竞选, 前还不确定候选人,包挂 由他上阵巴也加拉斯。

凯鲁丁今日上午出 毛糯武吉拉曼布特拉 Rahman Putra)休闲公员 程动土仪式后,接受采让 指出。

捍卫武吉拉曼布! 休闲公园草坛

他表示,该地区有 题需要处理,大部分都是

"这个州席有7万3 不同种族、不同的要求,

阿米魯丁: '

(八打灵再也16F 因内心认同雪州政府5年 雪州,包括指雪州如今

曾入

他接受《马来西》 续玩弄3R(宗教、种 绪;但有智慧的大众-口令工帐长率则人



IOTIMES

EVENT BANNER



488

City Listing

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Tradeshow Listing
Page

Industry Listing Page Country Listing Page

FACEBOOK

ADS













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BILLBOARDS













E-BANNERS















Poultry Asia Expo 2023 Opens in September at SCCC

☆ > Latest News >

Poultry Asia Expo 2023 Opens in September at SCCC



Poultry Asia Expo 2023 Opens for Registration!

☆ > Latest News >

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Poultry Asia Expo 2023 Opens for Registration!



Poultry Asia Expo 2023 -Day 1

A > Latest News >
Poultry Asia Expo 2023 - Day 1



Poultry Asia Expo 2023 was successful opened on the 6th September 2023 by YB Tuan Chan Foong Yin, Deputy Minister, Ministry of Agriculture and Food Security. The Smart Farming and the Future of Feed Conference 2023 was well attended by the industry players to get the latest update of the poultry industry, smart farming solutions and technologies.

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E-BANNERS @NONG YEH ONLINE PLATFORM









EVENTS





Event Info

Poultry Asia Expo 2024

Contact: +60123345696

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EVENTS

Scientific Conference 2024 - Smart Farming and the Future of Feed



Event Info

Scientific Conference 2024 - Smart Farming and the Future of Feed

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E-INVITATIONS & VIP INVITATIONS















STREET BUNTINGS

















WEBCAST

PROMOTION



Poultry Asia, Meat Asia and Pet Asia Expo 2023 - Day 2

The 2nd day show kicked off with a workshop - "Feed FormulationManaging Costs conducted by MPSA.

The organiser are thankful to Y.S.P. Industries for leading a group of Taiwan poultry and pig rms to visit the show. We had also invited group delegation from India, Myanmar Livestock ederation, and Cambodia Livestock Raisers Association.

Here's what our visitors say.

The Poultry Asia show is fantastic and well organized. We manage to meet with the new and oxisting suppliers and customers.

Mr Yong Yaw Ming.

nior General Manage ijiliam Enterprise Sdn Bhd

is a good start for Pet Asia Expo and business matching meeting get connected with new susiness opportunities. We look forward to the next show.

Manager, Marketing & Management



These prominent buyers have registered to visit us on 6-8 September at Setia City Convention Centre

















Poultry Asia, Meat Asia and Pet Asia 2023 Expo Opens Tomorrow!

alling all farm owners, integrators, feedmillers, veterinarians, distributors, agents, researchers, susiness owners, contract farmers, importers and investors. Show open this week from 6-8 eptember at Setia City Convention Centre from 10am- 5.30pm. Free entrance to the expo. See

femanggil semua pemilik ladang ayam, penyepadu, pengilangan makanan, doktor haiwan, engedar, eien, pengimport, penyelidik, pemilik pemiagaan, peladang kontrak dan pelabur. meran akan dibuka pada minggu ini dari tarikh 6-8 September di Pusat Konvensyen Setia City fari 10 pagi- 5 30 petang. Masuk percuma ke ekspo. Jumpa awak di sana II

FFF所有次场主,集成商、饲料厂、棚筐、分销商、代理商、研究人员、企业主、合同农民、进 □教祀設治者。展会的于本阁9月6日至8日在Seta City Convention Centre 上午10点至下午5点半开放。博送会免费人场,到时候即里见!!





Market Opportunities For Meat and Poultry

he thriving meat and poultry sectors in ASEAN and Malaysia offers immerse growth potential nd opportunities for industry players in the marketplace.



- l growth rate (CAGR 2023-2027): 9.2%

Company Profile



PAMEDUN
Muyang Holdings Co., Ltd. is an integrated solution
provider of plants, equipment and services, headquartered
in Yangzhou, China. After almost 50 years' development,
Muyang has grown into a global technology partner
for plant, equipment and services in feed manufacturing,
grain milling, grain handling and storage, oilseed
processing, animal farming, food processing, blomass
processing, steel structure construction and industrial
automatica.



SHOW VIDEO





https://drive.google.com/file/d/1nGk2vm-58_yC45jzL8jbkq3tlzYinKsq/view?usp=drive_link

EXHIBITOR QUOTES

The show is well organized and huge potential for bigger market and hope to see more international participants for the next event. We have a good turnout at our booth and definitely will join Poultry Asia Expo in 2024.

大牧人 Big Herdsman

Mr Edvent Chin

Big Herdsman Regional General Manager (SEA & SA) Big Herdsman

We like to take this opportunity to thank the organiser, Jederns International for inviting us to this event. It was well organized with a lot of help from your staff. We hope to be a part of this wonderful event again in a coming future.



Mr Wilson Lai CPM

The event was a success and hoping for more successful show in the future for Poultry Asia 2024 Expo!



Mr Won Foo Yee

MD, Nam PharmaCPM

It is our first time to participate in the exhibition and we are very satisfied with it. We look forward to participating again next time.



Mr. Wong Kam Hui

Zhuhai Tianran Lighting Co Ltd





VISITOR QUOTES

Poultry Asia Expo was a good exposure of B2B poultry tradeshow and very informative platform for the industry players.

Mr Chalothon Nueanim AVP Feed Division, CP Group Malaysia

The Poultry Asia show is fantastic and well organized. We manage to meet with the new and existing suppliers and customers.

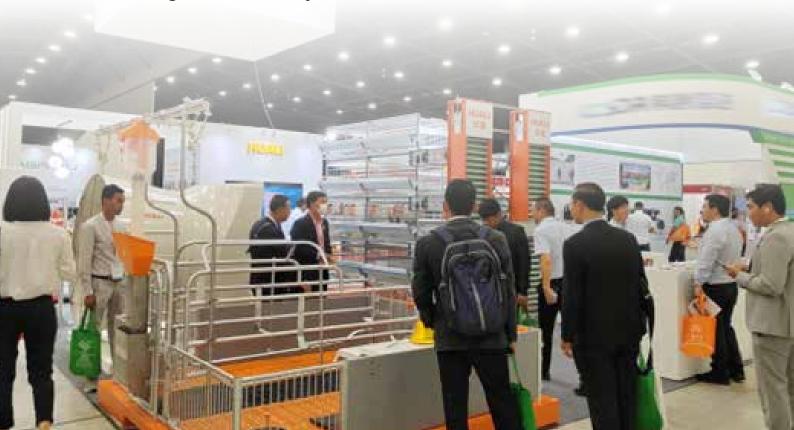
Yong Yaw Ming

Senior General Manager, Fijiliam Enterprise Sdn Bhd

It's a good start and business matching meetings get us connected with new business opportunities. We look forward to the next show.

Ms Joanne Wong

Manager, DKSH Malaysia Sdn Bhd

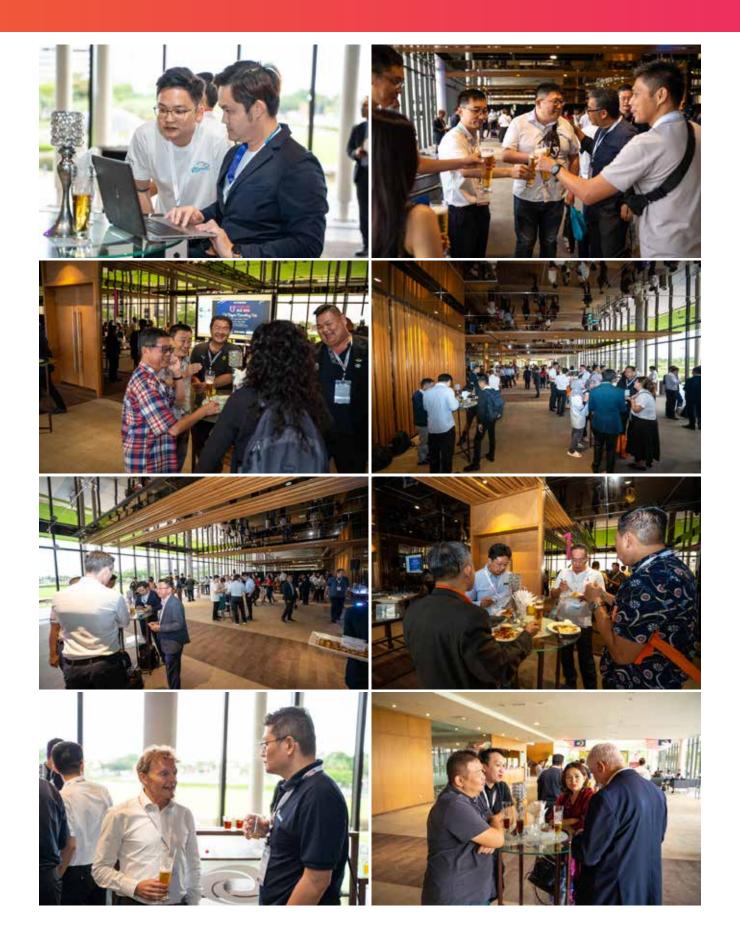


VIP BUYERS NETWORKING NIGHT



VIP BUYERS

NETWORKING NIGHT







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