



**Big potential:** (From left) Chitanuwat, World Poultry Science Association vice-president Prof Dr Abdul Rahman Omar, Ng, Dr Kamarudin, Livestock Asia 2015 co-chairman Dr V. Raghavan and Veterinary Association of Malaysia president Dr Paul Chelliah.

LIVESTOCK Asia 2015 is targeting 10,000 visitors for its upcoming expo and forum which will see the participation of 300 exhibitors from 32 countries including China, the US, Thailand and Korea.

Visitors can expect to see the latest trends in livestock production at the event.

Department of Veterinary Services Malaysia deputy director general Dr Kamarudin Md Isa said the event would be a milestone for the livestock industry as the local industry was undergoing transformation from the old open-house system to a closed-house system of farms to reduce the negative effects from the industry on the environment and communities.

—“We need to balance out the negative perception that the livestock industry is polluting the environment,” Kamarudin said.

“There are laws to discipline farmers and to ensure that we continue to produce food in a sustainable

## All about livestock

Some 300 exhibitors will be expo to showcase the latest trends in industry

manner. We need a strong commitment to ensure that the industry does not negatively impact the development of the country.

“This event will cover a wide range of fields related to livestock. I would like to welcome the interest of international professionals and researchers to establish partnerships and collaborations with Malaysia’s public and private sectors to enrich the quality and production of the livestock industry,” he added.

Federation of Livestock Farmer’s Association of Malaysia president Jeffrey Ng urged farmers to come

and see the latest technologies available to help them run their farms better.

Ng said among the topics that would be discussed at the event would be on the fake egg rumours.

Livestock Series Exhibition project director Rose Chitanuwat noted that there was a big potential for the local livestock industry to increase its export, particularly with the upcoming Asean Economic Community.

“The Malaysian industry has the potential because of the high standard for halal certification. And the government has put in a lot of effort

to grow this,” said Chitanuwat.

There will be two other related events taking place at the same venue, namely the Asia Meatec 2015 Expo and Forum and the Second World Veterinary Poultry Association and World Poultry Science Association Scientific Conference (WVPA-WPSA).

Asia Meatec will showcase everything about meat – from its production and processing to packaging, as well as discussions and live demonstrations on meat production.

Meanwhile, WVPA-WPSA will see

a gathering of veterinary professionals from around the world to discuss animal health and poultry nutrition.

In conjunction with Livestock Asia, the 8th Asian Livestock Industry Awards and Malaysian Livestock Industry Awards will also take place to recognise outstanding achievements in the industry with a total of 17 awards.

The Livestock Asia 2015 expo and forum, organised by UBM Malaysia, will be held on Sept 21-23 at the Kuala Lumpur Convention Centre.

For details, call 03-21768788 or email [livestockasia@ubm.com](mailto:livestockasia@ubm.com).