



JABATAN PERKHIDMATAN VETERINAR MALAYSIA

LAPORAN LIPUTAN MEDIA

23 April 2018

1. Tree-in-one gathering of food producers; The Star

OLEH:

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23 April 2018			

Three-in-one gathering of food producers

Ninth edition of Livestock Asia the largest ever as it included aquaculture and fisheries sector for the first time

By RUBY LIM
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LIVESTOCK Asia 2018 was held at Kuala Lumpur Convention Centre to showcase the industry's latest innovations in products, services and technology.

The trade show's ninth edition was held alongside Asia Meatec 2018 and the inaugural Asian international aquaculture and fisheries industry event, Aquaculture Asia 2018 Conference, which focused on meat and aquaculture industries from production, processing and packaging to plate.

Agriculture and Agro-based Industry Minister Datuk Seri Ahmad Shabery Cheek, who launched the event, commended the organisers for making this edition one of the largest industry gatherings in the region with the

addition of the aquaculture sector. "The combination of three significant events covers the entire meat and aquaculture value chain from farm to fork.

"It is hoped that Livestock Asia, Asia Meatec and Aquaculture Asia will provide a channel for industry stakeholders and policy influencers to offer new ideas and directions in terms of improving production efficiency or management systems in improving consumers' quality of life.

"The event would be the most ideal marketing channel to establish partnerships, enhance recognition and improve businesses," he said.

During the opening ceremony, Veterinary Services Department (DVS) director-general Datuk Dr Quaza Nizamuddin Hassan Nizam also gave a presentation about the

development and government supporting the Malaysian livestock industry.

Additionally, 23 individuals and organisations in the Livestock industry were recognised through the ninth Malaysian Livestock Industry Awards.

Present at the event were UBM Malaysia chairman Tan Sri Dr Ahmad Mustaffa Babjee, who received the Lifetime Achievement Award during the Malaysian Livestock Industry Awards presentation, UBM Malaysia co-chairman General (Rtd) Tan Sri Mohd Azumi Mohamed and UBM Asia group managing director (Asean business) and vice-president M. Gandhi.

The three-day trade show featured over 200 leading local, regional and global manufacturers and distributors from 31 countries

including China, Germany, Singapore, Taiwan, the Netherlands, Japan, South Korea, in addition to Malaysian firms.

Targeting RM200m in transaction value, the highly anticipated trade event drew thousands of regional and international trade visitors and delegates, representing the entire value chain, including integrators, veterinarians, livestock and aquaculture farmers, feed millers, wholesalers, retailers, food processors, importers and distributors.

A series of conferences and seminars were held to discuss the latest innovations, trends and issues which include the International Poultry Forum, the third World Poultry Science Association-World Veterinary Poultry Association (Malaysia Branch) Scientific Conference, the DVS seminars on

edible bird's nest, meat industry, dairy industry as well as the Aquaculture Asia 2018 seminar.

There was also an online Business Matching Programme which helped delegates, exhibitors and visitors arrange on-site meetings prior to the event.

Livestock Asia 2018 is an ongoing collaboration between UBM Malaysia, DVS and the Agriculture and Agro-based Industry Ministry, with support from the Fisheries Department and Federation of Livestock Farmers' Associations of Malaysia (FLFAM), World's Poultry Science Association (WPSA) Malaysian Chapter, The World Veterinary Poultry Association (WVPA) Malaysian Branch, Veterinary Association Malaysia (VAM) and Malaysian Animal Health and Nutrition Industries Association (Mahnia).



Ahmad Shabery (third from left) presenting the Lifetime Achievement award to Dr Ahmad Mustaffa (in wheelchair) at the ninth Malaysian Livestock Industry Awards. Looking on are (from left) Gandhi, Mohd Azumi and Dr Quaza.