

## Key Buyer Appreciation Program

### About the Program

VIV worldwide is the business network linking professionals from Feed to Food. The combination of VIV trade shows, VIV online 24/7 and VIV trade summits shapes a unique platform that offers boundless opportunities to the animal protein supply chain players. Started in the Netherlands, VIV developed with dedication a worldwide network through 40 years of experience and interactions with the industry, becoming the leading platform today in and for some of the most promising markets of the world. VIV is multispecies: the network and its events include poultry broilers and layers, pig, cattle & calves and aquaculture.

The Key Buyer Appreciation program applies to both face-to-face physical/online forms in current & future livestock events under VIV worldwide portfolio, including regional and global VIV shows, Meat Pro Asia, and the ILDEX shows.

Through an advanced digital platform, it creates business opportunities even during travel restriction periods. The platform we set up enables our exhibitors and buyers to make use of key features such as: online exhibitor list, company digital profiling, AI supported business matching with meetings arranged via video call and chat functions, online conferences, and more.

The Key Buyer Appreciation program, powered by a new digital experience, provides effective business opportunities to our exhibitors, filling the gap left by the postponed physical events.

Over the previous years, each project ran different buyers' program independently. Via a unified Key Buyer Appreciation program, buyers in the feed to food supply chain will be identified and selected based on each project's focus, and offered a similar, but customized, buyer experience at all VIV worldwide events.

The digital platform supporting the Key Buyer Appreciation program online is provided by Converve for VIV Asia and platform supplier for ILDEX events are to be confirmed.

A key element to the success of a virtual platform like '**V-Connect**' is that suppliers are put in the conditions to actively make business, place orders, sell. That is possible only when a good number of quality **key buyers** are joining the event and interacting with the **suppliers**. Looking at this result oriented (sales) side of the platform, which is the **deal making**, a deeper focus on the Buyers is needed to enable online orders and guarantee satisfaction and ROI to the exhibitors.

## WHO ARE THE KEY BUYERS?

Key buyers are:

- Buyer groups
- Buyer company representatives of all levels: from owners, to CEO, to working staff, managers, etc.

with:

- purchasing power and plan
- decision (or co-decision)-making power

**Note:** The C-level of the buyer groups, should be offered the possibility to join the Key Buyers program first. In case the C-level profile rejects the buyer program offered by VIV, he/she will be then guaranteed the regular VIV Industry Leaders (VIP) treatment.

## **Target Buyer Groups**

- Focus: pig, poultry(broiler), poultry(layer), aquaculture, others.
- Business sectors: Farm production, feed ingredients & additives, animal health, FeedTech & CropTech, meat processing, breeding & hatching, egg processing & handling, waste management.
- Criteria: distributor/trade, technical manager, engineer, sales manager, nutritionist, researcher, senior management (CEO, MD, GM, owner), consultant, farm owner, farmer, procurement.

## **Key Buyer Appreciation program   Physical event benefits**

- 1) Round-trip flight tickets (economy class)
- 2) 1 room 2-nights' accommodation in official hotels at event location
- 3) Access to onsite business lounge
- 4) Pre-arranged onsite business matching meetings

## **Key Buyer Appreciation program   Digital event benefits**

### **V-Connect Vietnam Edition**

- 1) Labelled as Buyer in the platform
- 2) Higher ranking in the suggestion feed to exhibitors
- 3) Unlimited access to online webinar and conferences (normal visitors get up to 10 business matching meetings and 5 open online sessions)
- 4) Top 30 buyers with the most succeed matchings to receive \$50 Amazon coupon
- 5) Top 10 buyers with the most succeed matchings to be hosted with round-trip tickets and 2-night accommodation in the next physical event of ILDEX series

## **What is the Procedure?**

### **1) Online Recruitment via Event Registration**

#### **a.   Online Recruitment via Event Registration**

When someone chooses “Buyer/Purchase/Procurement manager” via the online event registration link (+ other details, depending on project requirements, such as “decision making” and/or “place order”), the backend will automatically ask additional questions (compared to normal visitors) that the event team has planned in order to identify new buyers within the visitors registration process. Upon completion, the user will receive a confirmation email from the system as buyer if the replies meet the internal buyers' selection criteria or as normal visitor (team to approve/reject buyer status)

#### **b.   Internal Selection**

VNU and each project team will select qualified buyers based on multiple criteria, eg. business sector, business scope, country origin etc. and invite them to join the event via the buyers registration link-code.

#### **c.   “Spontaneous” buyers application**

Interested buyers may complete an online application link (not same as events registration) for buyers created by project team within a specific deadline. Upon completion, buyers will receive a confirmation or rejection email from the organizer.

**2) Confirmation of Travel & Personal Details**

Selected buyers will be contacted by VNU and the respective project team to complete flight and accommodation details, or other benefits follow-up.

**3) Evaluation**

*For onsite Buyers:* a minimum of meetings must be fulfilled in order to receive hotel/flight reimbursement. Evaluation and follow up.

*For online Buyers:* evaluate the exhibitor's satisfaction after event and keep/exclude buyers from next event selection also based on exhibitor feedbacks.