



Informa Markets
Unit I, Mezzanine Floor,
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13 Coral Way, Central Business Park,
1308 Pasay City, Metro Manila

FOR IMMEDIATE RELEASE

Livestock Philippines and Aquaculture Philippines 2024 to help push the subsector's development

Pasay City, March 2024 – The country's premiere trade event for the Philippine livestock, poultry, and aquaculture industries will open its gates to the public from May 22 to 24, 2024 at the World Trade Center in Pasay City.

With the theme "*Harnessing Innovation and Technology for Sustainable Farm Development*," this year's edition of Livestock Philippines and Aquaculture Philippines aims to bridge the activities of public and private sectors, establish business opportunities for manufacturers and suppliers with potential distributors, partners, and buyers, and create an environment of knowledge and expertise sharing.

"The livestock and aquaculture subsectors of the country's agriculture industry are pivotal growth drivers of the economy and a generator of jobs. And by bringing together the actors and stakeholders in those subsectors through Livestock Philippines and Aquaculture Philippines, we can level up the production and efficiency of those subsectors to become major drivers of economic growth and poverty reduction," said Ms. Rungphech Chitanuwat, the Country General Manager of Informa Markets in the Philippines.

This year's Livestock Philippines and Aquaculture Philippines will feature at least 250 exhibitors and more than 10,000 visitors are expected to troop to the three-day event. Visitors from at least 30 countries are anticipated to attend the trade show, making it international in scope. Furthermore, the ongoing success of the events is attributed to the valuable support from partner industry associations. They pose strong collaboration by bringing in industry experts to discuss topics and potential buyers seeking products and technology.

The Department of Agriculture (DA) fully endorses Livestock Philippines and its efforts to highlight innovation and technology. These elements are crucial in assisting local farmers and fisherfolks to enhance agricultural production cost-effectively, boost profitability, and secure food sustainability.

Key Show Highlights

Before the three-day event in May, the Livestock Philippines and Aquaculture Philippines organizers conduct provincial roadshows in Pampanga, Batangas, and Cebu. These roadshows aim to engage with the community and bring together practitioners and stakeholders for an educational seminar that would be beneficial for all involved. The team will continue the last leg of the roadshow in the aquaculture and swine sectors in Pampanga on May 8 – 9, 2024.

Livestock Philippines is also expected to host its first ASEAN Associations Roundtable involving industry associations, particularly for swine and poultry sectors from Cambodia, Indonesia, Malaysia, Myanmar, Thailand, Vietnam, and the Philippines. With the Department of Agriculture's support and endorsement, the roundtable discussion fosters a collaborative environment where industry insights are shared, challenges are addressed, questions are raised, and best practices are exchanged. Additionally, a specialized forum on Biosecurity will be overseen by international speakers and attended by local industry professionals and stakeholders. The Biosecurity Asia Forum provides a platform to address current biosecurity issues, share challenges, and exchange effective strategies to tackle these urgent concerns.



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This year also marks the return of the Livestock Awards, recognizing and acknowledging the remarkable and substantial contributions made by select individuals, groups, associations, cooperatives, or private companies to the development of the agriculture sector.

Another must-see show highlight is the nationwide launch of Bidang Egg Kids in the afternoon of May 22. This project, led by the Batangas Egg Producers Cooperative, private egg sectors, and agricultural organizations, aims to combat protein malnutrition in Filipino children.

As a Learning Hub for the Industry

Livestock Philippines and Aquaculture Philippines offer meticulously curated content through extensive seminars and conferences featuring industry experts discussing relevant topics. The three-day event will include almost 50 technical workshops and seminar sessions. On May 23, the highly awaited Aquaculture Conference will return, hosting a day of educational talks focusing on the aquaculture sector. The Bureau of Fisheries and Aquatic Resources, along with the Southeast Asian Fisheries Development Center/Aquaculture Department (SEAFDEC/AQD) and partner aquaculture associations, commit to providing informative discussions for attendees.

Livestock Philippines and Aquaculture Philippines remain steadfast in their commitment to promoting sustainability by incorporating content that aligns with the United Nations' 17 Sustainable Development Goals. These goals serve as a global initiative to end poverty, combat hunger, preserve the environment, and work towards a more sustainable future for everyone. The event will include a Sustainability Corner to highlight sustainable practices and a forum to raise awareness on sustainability led by our Sustainability Partners: Prestige Paper Products, Philippines Partnership for Sustainable Agriculture (PPSA), and Central Luzon State University (CLSU).

According to statistics from the Philippine Statistics Authority (PSA), livestock production in the country saw a growth of 2.7% in the final quarter of 2023, reaching P71.1 billion. Concurrently, poultry production rose by 7.8%, totaling P67.65 billion. Contrastingly, domestic aquaculture was the sole subsector within the fishery industry that demonstrated growth in 2023, increasing by 1.5% annually to 2.38 million metric tons. The PSA highlighted that aquaculture accounted for the largest share, comprising 56% of the total fisheries production in 2023.

Livestock Philippines and Aquaculture Philippines welcome trade buyers from the livestock and aquaculture sectors. Interested visitors can pre-register on this link <https://ers-th.informa-info.com/lsp24> for free.

About Informa Markets

Livestock Philippines and Aquaculture Philippines are organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate, and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology, and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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