

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Thailand

**Post:** Bangkok

### **VIV Asia 2011 USA Pavilion Generates Projected Sales of \$26Million**

**Report Categories:**

Export Accomplishments - Events

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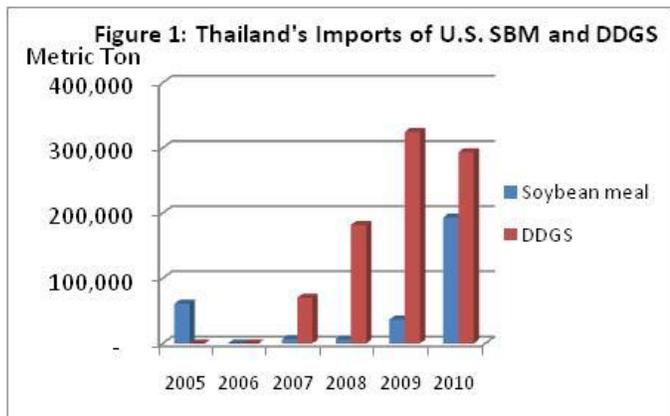
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**Report Highlights:**

TH1036 FAS endorsed the USA Pavilion at VIV Asia 2011 with on-site sales of nearly \$10 million and twelve-month projected sales of \$16 million. Most of the sales were from DDGS (distillers dried grain with soluble) which is an alternative protein-source feed ingredient.

For the first time ever FAS sponsored VIV Asia, the leading feed industry trade show in Asia. The show was held from March 9-11, 2011 at the Bangkok International Trade & Exhibition Center (BITEC). The USA Pavilion was conformed of 12 companies spread in two exhibits where they were able to showcase the latest developments of the entire supply- chain of feed to meat technologies, such as feed ingredients, feed additives, animal genetics, milling equipment and food safety applications. Due to the quality and diversity of the products offered in the USA pavilion, the exhibitors were able to generate 350 serious contacts on approximately 60 U.S. products with on-site sales of \$10.0 million and twelve-month projected sales of \$16 million. Most of the sales were DDGS (distillers dried grain with soluble) with on-site sales of \$9.6 million and twelve-month projected sales of \$10 million. The rotund success is attested by the sharp increase in the number of visitors to 28,978 from 98 countries- up 39 percent from the previous show-, and FAS/Bangkok’s support in providing trade leads, contact information, on-site interviews and matching services.

This result is a direct testament of the efforts being carried-out by FAS/Bangkok and cooperator groups for promoting U.S. feed ingredients on their quality, availability and consistency. As Figure 1 demonstrates, market share of U.S. soybean meal was marginal at less than 3.0 percent of Thailand’s total feed ingredient imports from 2005-2008, and imports of DDGS started taking off in 2007. By 2010,



market share of U.S. feed ingredients increased to nearly 20 percent of total feed ingredient imports of \$1.4 billion. Of these imports, U.S. soybean meal accounted for \$87 million and DDGS for \$72 million. The success of VIV Asia, the growing feed demand in Thailand and feedback from Thai feed manufactures provides a positive outlook for U.S. feed ingredients in the upcoming years.

End of Report