

All about livestock industry

Most comprehensive event in Asia to include scientific conference, forum and expo



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LIVESTOCK Asia 2015 will be held from Sept 21 to 23 at the Kuala Lumpur Convention Centre.

Livestock Asia 2015 is the most comprehensive feed, livestock, and meat value chain event in Asia.

The event has also expanded with the second WPSA-WPVA Scientific Conference and the

debut of the Asia Meatec Expo and Forum.

Focusing on the theme "Enhancing Innovation in Poultry Health and Production", the WPSA-WPVA Scientific Conference will bring together experienced industry experts and practitioners from universities, research institutes and industries to share knowledge and technologies, and network to foster future collaborations in poultry production, nutrition and health.

Veterinary Services Department director-general Datuk Dr Mohamad Azmie, who launched the event at Universiti



Towards greater innovation: (From left) World Poultry Science Association – Malaysia Chapter president Prof Dr Zulkifli Idrus, UBM Malaysia chairman Tan Sri Dr Ahmad Mustafa Babjee, Dr Mohamad Azmie and World Veterinary Poultry Association – Malaysia Chapter president Prof Datin Paduka Dr Aini Ideris launching the Livestock Asia 2015 at Universiti Putra Malaysia.

Putra Malaysia, said the second edition of the conference would discuss threats and challenges faced by the industry.

"Malaysia is self-sufficient in poultry, pork and eggs, but imports about 80% of its beef.

"Demand will increase significantly in tandem with population growth and the livestock industry in struggling to meet the requirements," he said.

An increase in the demand for quality, taste and food safety can be solved with modern processing equipment and improved technologies.

The Asia Meatec 2015 Expo and Forum will feature everything from meat production and processing to packaging with an intensive showcase of knowledge and application of meat production being shared by renowned experts in the global

meat sector.

The series of sessions will offer new ideas to meet ongoing challenges in the industry, particularly during the Asean Economic Community 2015 where the trade accord is expected to give the regional grouping a more crucial role in the meat trade

For more information, visit www.livestockasia.com or email livestockasia@ubm.com.