

FOR IMMEDIATE RELEASE

Royal Dutch Jaarbeurs Appoints Natasha Hall as Vice President VIV Worldwide

Utrecht, 5 March 2026 – Royal Dutch Jaarbeurs | VNU Group has appointed Natasha Hall as Vice President VIV Worldwide. With this appointment, the organisation takes an important next step in further strengthening its international VIV agrifood portfolio. The appointment comes at a strategic moment, ahead of VIV Europe, which will take place from 2 to 4 June 2026 at Koninklijke Jaarbeurs and celebrates its 25th edition this year. It also marks the preparation for the inaugural edition of VIV Select India, to be held from 22 to 24 April in New Delhi.

Next step in international VIV leadership

According to Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs, Hall's appointment aligns seamlessly with VIV's international ambitions. "From the very start of her time at Jaarbeurs in 2025, Natasha has made a clear mark on the development of VIV Asia, where her international work experience and strategic vision contributed to growth, positioning and market connection. Her new role sets her up for the next step within the organisation and for further developing VIV as a globally leading B2B platform for the poultry and livestock sector."

Responsible for the global VIV portfolio

In her role as Vice President VIV Worldwide, Hall is responsible for the complete VIV portfolio worldwide, spanning Asia, Africa, Europe and the MEA region. This encompasses the international VIV trade shows, VIV Connect and the VIV Trade Forums. In this capacity, she will focus on expanding the global network of exhibitors, visitors and strategic partners, as well as further strengthening the international visibility and cohesion of the VIV brand.

Extensive international experience as a foundation Natasha Hall brings broad international experience from the international exhibition and events industry, including more than ten years working in Dubai. "I see VIV as a unique global platform that brings together the entire feed-to-food chain, and I consider that integrated approach to be an important differentiating strength,"

said Hall. In her new role, she aims to work together with teams and partners to build a strong, connected and future-oriented VIV portfolio in which collaboration, knowledge sharing and sustainable market development are central.

VIV Europe as an international anchor point

Hall's appointment underscores the international character of VIV in a year that is historic for the brand. VIV Europe 2026 not only marks the 25th edition of the trade show, but also the announcement that the event will move to a biennial cycle from 2028 onwards. This allows VIV to respond to the sector's need for greater continuity, predictability and international coherence within the agrifood chain.

Van Hooff: "VIV Europe has grown into a reliable and forward-looking platform where strategy, technology and business come together. The anniversary edition in June will once again bring hundreds of international exhibitors and thousands of professionals from the global feed-to-food chain to Utrecht — a recognised hub for agrifood innovation, science and sustainable chain development."

Looking ahead: VIV Worldwide charts course toward new milestones

Koninklijke Jaarbeurs and VIV Worldwide continue to serve as the global stage for collaboration and transformation. In November 2025, VIV MEA took place in Abu Dhabi, with a focus on the fast-growing markets of the Middle East. In March 2026, VIV Health & Nutrition Asia follows in Bangkok, with a special emphasis on animal health and nutrition. In April 2026, VIV Select India makes its debut — a major step towards one of the world's most dynamic markets. In June 2026, the VIV series returns to its roots with VIV Europe in Utrecht — the flagship of the VIV trade shows, where the global livestock sector convenes to share knowledge, showcase innovations and set the agenda for sustainable transformation.

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About VIV Worldwide | VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide

developed with dedication a network through 50 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. Visit www.viv.net.

About VNU Europe | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV and Horti Agri Next. For more information, visit www.vnueurope.com