

The 12th Asia Pacific Poultry Conference – APPC 2023

第十二届亚太家禽大会



Oct. 31st to Nov. 4th, 2023

Nanjing, China

<http://appc2023.bomeeting.net>

Organizers and the theme



第十二届亚太家禽大会
12th APPC, Nanjing, 2023



中国畜牧兽医学会
Chinese Association of Animal
Science and Veterinary Medicine



Organized by:

World's Poultry Science Association – Asia Pacific Federation (WPSA-APF)

Chinese Association of Animal Science and Veterinary Medicine (CAAV)

Beijing Boyar Communication Co., Ltd (PCO)

Scientific Solution for Safety and Healthy Poultry Industry

The sponsors



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MSD Animal Health

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Meritech Bioengineering Co., Ltd

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CPBIO



More to confirm...

Conference main topics



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The conference will cover the latest knowledge of all aspects related to poultry industry.

White
Broiler

Yellow
Broiler

Layer &
Egg

Waterfowl

The main topics will be presented through six parallel sessions

Well-known experts, scholars and chief technical officers will be invited to exchange classic theory, newest research and practical solutions through keynote speeches, lighting talks, and round-table discussions.

Nutrition
and Feed

Health and
Disease Control

Waterfowl

Prevalence of Avian
Influenza Globally
and Prevention Strategy

Precision Farming,
Equipment and
Environment Management

Genetics and
Breeding



You can get more information



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*You may also enjoy some
interesting talks and
innovative ideas during
special workshops,
networking moments or
technical visits*

What will be the most practical solutions for avian influenza, can world learn some from China experience?

Will the low protein feed work for poultry sector and meantime support sustainable development

What is the progress of native poultry breeding of in China and ASEAN?

Could the China local poultry species be raised in other countries?

Is the cage-free egg production really going to be a necessary model?

How will international trade of poultry meat develop in the coming period?

In China, how popular are the ready to cook products from poultry meat or egg?

Could the smart management system help you to make more money?

What is the general farm equipment level in poultry production of WPSA-APF members regions?

What are the main materials and products China poultry production needs to import from overseas?

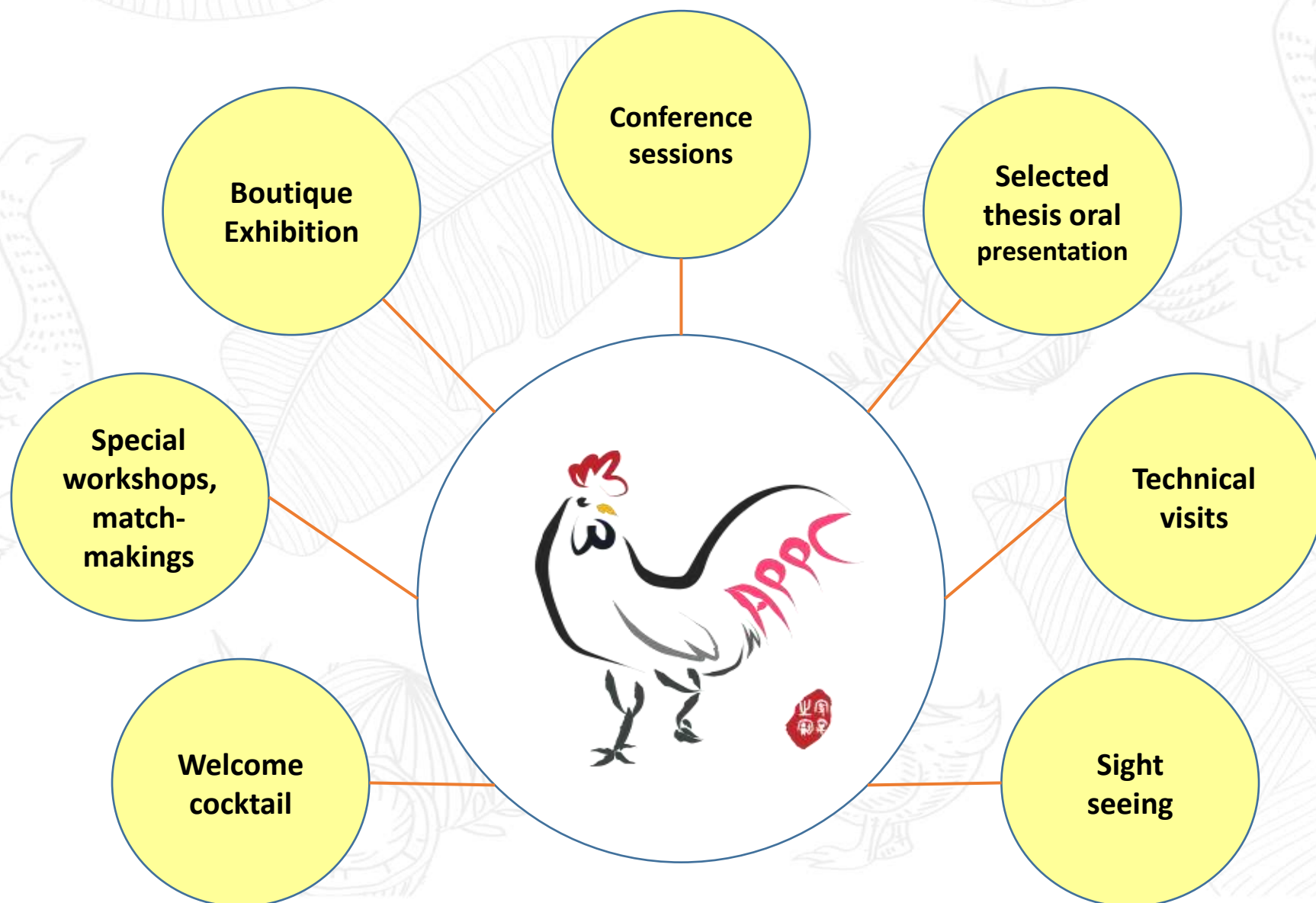
There are more activities



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*The nicely planned and
combined activities
will bring you
a wonderful experience!*

*Meet friends, learn
Knowledge, collect
information, share opinion,
networking, discuss
cooperation and enjoy
some leisure*



The Agenda



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Date		Time	Program and content			
2023/10/31	Tuesday	afternoon	Registration and speakers' PPT test			
2023/11/1	Wednesday	full day	Registration and speakers' PPT test			
		morning	WPSA-Asia Pacific Federation Annual Meeting 2023		Selected Thesis Oral presentation	
		afternoon	Plenary Opening and keynote speech (R303-R305)			
		dinner	Welcome cocktail (R303-R305)			
2023/11/2	Thursday	morning	Genetics and breeding -session 1, (R303)	Health and disease control - session 1 (R305)	Poultry Nutrition and Health Forum-session 1, (R401)	Waterfowl -session 1, (R405)
		afternoon	Genetics and breeding -session 2, (R303)	Health and disease control - session 2, (R305)	Poultry Nutrition and Health Forum-session 2, (R401)	Waterfowl -session 2, (R405)
2023/11/3	Friday	morning	Nutrition and Feed - session 1, (R303)	Precision Farming, Equipment and Environment Management - session 1 (R305)	Country market update of Asia-Pacific region (R401)	
		afternoon	Nutrition and Feed - session 2, (R303)	Precision Farming, Equipment and Environment Management - session 2 (R305)	Prevalence of Avian Influenza Globally and Prevention Strategy (R401)	
11/01- 11/03	Wednesday to Friday	full day	Exhibition, booth visit and business communication (R301-R302)			
2023/11/4	Saterdag	full day	technical visit and sight-seeing route 1, route 2 (about feed processing, poultry farm, farm equipment, science insitute)			

The key reasons to join APPC 2023



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1

APPC is a regular and famous international conference with **long history** under WPSA-APF structure and it covers all aspects of poultry industry.

2

Focusing on Asia Pacific region which are **the strongest area** in the poultry production among the whole world, and still have much potentials.

3

Hosting Country - China has a lot to be highlighted no matter on poultry production, science study, newest research, innovations or industry demand.

4

Conference will invite **more than 80 top level experts and scientists** from China and all around the world to share the latest knowledge on different topics.

5

In 2023, it is expected to have **1,500 to 2,000 attendees** to join the conference from Asia Pacific region and other areas of the world.

6

A series of **service and settings** will help to expand networking and exchange information. You can also enjoy the **local food, technical visits and sightseeing**.



1.1

The history of APPC

WPSA-Asia Pacific Federation was founded in Singapore in 1981, which was initiated by scientists from Australia, Japan, South Korea, Malaysia and New Zealand. At present, the membership of WPSA-APF has developed to ***Australia, Bangladesh, China, Fiji, India, Indonesia, Iran, Japan, South Korea, Malaysia, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Thailand and Vietnam.***

In 1983, the first Asia Pacific Poultry Conference (APPC) was held in Adelaide, Australia. The Asia Pacific Poultry Conference was successfully held in 8 other countries and regions for 11 editions and has become an very important platform for science, technology, innovation exchange and cooperation.

In 2023, it is the right time to follow the step of APPC to go to China to participate the 12th edition of the global top level conference for poultry industry.

1.2 A short review of last edition – the 11th APPC



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11th ASIA PACIFIC POULTRY CONFERENCE

March 25 - 27, 2018
The Athenee Hotel, a Luxury Collection Hotel, Bangkok, Thailand

PROGRAM BOOK

DIAMOND

ADISSEO Altech BETAGRO DPF DSM HUVEPHARMA KEMIN

JERSEN & JERSEN Jefe LALLMAND PHYTOBIOTICS Trouw nutrition ZINPRO

GOLD

Novus Norel Novus Phileo Zoetis

SILVER

Anitox Ltd, Emulsiflex Co., Ltd., Nutriad Asia Limited, Provimi Singapore Pte., Ltd., Sevecom (S.P.A.), Italy, Special Nutrients Inc., Vetagro Inc.

BRONZE

Aviagen Asia Pacific Ltd., Behn Meyer Chemicals (T) Co., Ltd., D.M.V. Nutrition Co., Ltd., Feed and Ingredients Technical Hub Co., Ltd., NF Protein /DPS, Nutraferma, Perstorp AB, Pro Test Kit Co., Ltd., Rubinum S.A., Top Feed Mills Co., Ltd.

WELCOME MESSAGE

The Asia Pacific region is one of the most important growing markets in animal production. Thailand is an agriculture country in this region with a very well integrated, significant poultry industry, which produces poultry products not only for the domestic market, but also for export.

In Year 2018, the World Poultry Science Association (WPSA) Thailand Branch will be an organizer for 11th Asia Pacific Poultry Conference (APPC2018). This event will be held on Mar.25-27, 2018 in Bangkok, Thailand. We do expect to have more than 1,200 participants. The Conference will be covering the latest knowledge of all aspects related to poultry industry such production (Nutrition and metabolism, Gut health management, Biotechnology and Molecular and Genetic), farm & health management / food safety, and nutrition and feed technology. There are 8 keynotes and 14 lectures from world-renowned speakers. Besides of lectures, there are more than 130 oral and poster presentations from over the globe joined this conference. This event will give an opportunity to the attendees to increase the knowledge and to exchange useful information.

I would like to welcome you to APPC 2018, Bangkok and I wish you to have a great time during you stay with us.

Sawasdee krab.

Dr. Sakchai Sriboonsue
The President, APPC 2018

The Poultry Production in WPSA-APF member's region



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Country/Statistic-2021	Slaughtered chickens (unit: 10,00)	Meat of chickens (unit : ton)	Laying hens (unit: 10,00)	Egg in shell (unit: ton)	Slaughtered ducks (unit: 10,00)
Australia	677,630	1,292,240	16,809	269,137	7,120
Bangladesh	308,840	216,198	217,500	798,592	60,460
China	11,514,920	15,420,668	3,233,167	34,544,017	3,610,640
Fiji	13,020	25,715	531	8,901	290
India	2,732,470	3,670,156	560,000	6,710,000	33,800
Indonesia	4,573,210	3,844,346	368,192	5,519,133	50,980
Iran	1,881,310	1,983,328	53,011	782,864	1,520
Japan	845,440	2,435,965	140,697	2,574,255	0
Malaysia	622,830	1,558,809	105,333	828,522	22,110
Nepal	272,850	226,959	11,374	75,018	590
New Zealand	118,760	226,259	4,147	69,866	370
Pakistan	1,533,000	1,809,000	108,720	1,022,254	3,970
Papua New Guinea	7,330	6,725	1,690	5,294	20
Philippines	1,123,700	1,343,496	119,056	711,841	15,620
Singapore	48,030	80,840	2,874	29,638	4,820
South Korea	1,052,230	935,000	72,612	767,690	21,730
Sri Lanka	180,840	230,616	7,040	109,453	20
Thailand	1,293,880	1,784,304	95,833	1,122,300	25,160
Vietnam	802,350	1,520,263	76,586	411,032	128,250
subtotal APF	29,602,630	38,610,887	5,195,172	56,359,808	3,987,470
World total	73,791,050	121,588,358	8,100,341	92,562,543	4,309,520
APF : World	40.12%	31.76%	64.14%	60.89%	92.53%

According to *FAO figures* in 2021, we can calculate the total poultry production of WPSA-APF members regions were taking very high percentage of the world total production on all the main sectors:

- slaughtered chickens: 40.12% ;
- meat of chickens: 31.76% ;
- laying hens: 64.14%;
- egg in shell: 60.89%
- slaughtered duck: 92.53%.



Advantages

According to “China animal husbandry industry statistic” in 2021, in China, there were:
Over 40,000 farms with scale more than 10,000 laying hens;
Over 32,000 farms with production of more than 50,000 chickens for slaughtering;
The total poultry production for slaughtering was more than 1.574 billions.

China has achieved obvious progress on native genetics and breeding development.

The farm and house equipment level in poultry sector is already very high, and smart management system has been put in use practically.

Although with massive vaccine, to some extent, China has effectively prevented the wave of global Avian Influenza with China model.

Already in post-COVID stage, now it is a right time for people from overseas to take international trip to go to China to travel and investigate industry since 2020.

4.1 About plenary session and keynote speakers



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"Highly pathogenic avian influenza control in China"

Prof. Hualan Chen

Academician of CAS,
Researcher, Harbin Veterinary Research
Institute, CAAS



"Waterfowl Industry and relevant technology Development"

Prof. Shuisheng Hou

Academician of CAE,
Researcher of Beijing Institute of
Animal Husbandry and Veterinary
Medicine, CAAS,
China Chief Scientist of the National
Waterfowl Industry Technology System



"Poultry genetics and breeding"

Yuval Cinnamon, Ph.D.

PI at Agricultural Research Organization -
The Volcani Institute,
CSO- Poultry by Huminn



"Global trends in meat and poultry development"

Nan-Dirk Mulder

Senior Global Specialist Animal
Protein at Rabobank



4.2

A glimpse of invited speakers

Prof. Yang Ning, Ph.D.

Chairman of Scientific Committee – APPC 2023, Former President of WPSA, Chief Scientist for the national system for layer production technology, China

Ma Chuang

*Co-Chair of organizing committee – APPC 2023
WPSA-APF President-elect*

Prof. Liao Ming, Ph.D.

Zhongkai University of Agriculture and Engineering

Prof. Liu Jinhua, Ph.D.

China Agricultural University

Prof. Zou Jianmin, Ph.D.

*Co-Chair of organizing committee – APPC 2023
Director of Poultry Institute, Chinese Academy of Agriculture Sciences,
Expert for the national system for broiler production technology, China*

Prof. Guo Yuming, Ph.D.

China Agricultural University

Prof. Wen Jie, Ph.D.

*Researcher - Chinese Academy of Agriculture Sciences, Chief Scientist
the national system for broiler production technology, China*

Prof. Li Baoming, Ph.D.

Prof. China Agricultural University, iAABE Fellow





4.3

A glimpse of invited speakers

Dr. Avigdor Cahaner

The Hebrew University of Jerusalem, ISRAEL

A.P. Zheng Jiangxia, Ph.D.

China Agricultural University (CAU)

Zhang Dexiang, Ph.D.

Deputy General Manager, Wen's Southern Poultry Breeding Co., Ltd

Prof. Venugopal Nair, Ph.D.

Scientist Emeritus, Viral Oncogenesis group, The Pirbright Institute, UK

Prof. Nie Qinghua, Ph.D.

South China Agricultural University

Prof. Jim Kaufman, Ph.D.

Chair of Immunology, University of Edinburgh

Wu Guiqin, Ph.D.

Deputy General Manager, Beijing Huadu Yukou Poultry Co.,Ltd.

Prof. Qin Aijian, Ph.D.

Yangzhou University





4.4

A glimpse of invited speakers

Prof. Liu Shengwang, Ph.D.

Harbin Veterinary Research Institute, Chinese Academy of Agricultural Sciences

Prof. Diao Youxiang, Ph.D.

Shandong Agricultural University

Prof. Zhou Zhengkui, Ph.D.

Chinese Academy of Agricultural Sciences

Prof. Tang Yi, Ph.D.

Shandong Agricultural University

Wouter Depondt, Ph.D.

Global Marketing Director and Lead of Veterinary products at Huvepharma

Munir Iqbal

Head of the Avian Influenza Virus (AIV) group at The Pirbright Institute, Visiting professor at the Royal Veterinary College, London.

Prof. Chen Guohong, Ph.D.

Yangzhou University

Prof. Yang Lin, Ph.D.

South China Agricultural University





4.5

A glimpse of invited speakers

Prof. Shi Zhendan, Ph.D.

Animal Husbandry Research Institute of Jiangsu Academy of Agricultural Sciences

A.P. Xie Ming, Ph.D.

Key expert of Waterfowl Nutrition and Breeding Innovation team of Institute of Beijing Animal Sciences

Prof. Dai Qiuzhong, Ph.D.

Hunan Academy of Agricultural Sciences

A.P. Wang Xiaojuan, Ph.D.

Shandong Agricultural University

Prof. Wang Qigui, Ph.D.

Chongqing Academy of Animal Science

Prof. Lu Lizhi, Ph.D.

Zhejiang University

Jin Lizhi, Ph.D.

Managing director of Meritech International Guangzhou and Singapore

Natalie Morgan, Ph.D.

Senior Lecturer in Animal Science at Curtin University





4.6

A glimpse of invited speakers

Prof. Zhang Bingkun, Ph.D.

China Agricultural University

Prof. Sun Lvhui, Ph.D.

Huazhong Agricultural University

Prof. Ma Qiugang, Ph.D.

Chinese Agricultural University(CAU)

Prof. Lin Hai, Ph.D.

Shandong Agriculture University

Prof. Nasir Mukhtar, Ph.D.

Department of Poultry Sciences, Faculty of Veterinary & Animal Science, PMAS Arid Agriculture University Rawalpindi –Pakistan,

Prof. Shi Shourong, Ph.D.

Jiangsu Institute of Poultry Sciences

Prof. Wang Jing, Ph.D.

Feed Research Institute of Chinese Academy of Agricultural Sciences

Prof. Dou Xinhong, Ph.D.

Jiangsu Institute of Poultry Sciences





A glimpse of invited speakers

Prof. Zhang Hongfu, Ph.D.

*Beijing Institute of Animal Husbandry and Veterinary Medicine,
Chinese Academy of Agricultural Sciences*

Prof. Zheng Weichao, Ph.D.

China Agricultural University(CAU)

Prof. Yang Xiaojun, Ph.D.

Northwest Agriculture and Forestry University, China

Prof. Zuo Jianjun, Ph.D.

South China Agricultural University

Prof. Theo Demmers, Ph.D.

*Senior Research Scientist, Royal Veterinary College, University of
London*

Prof. Liao Xindi, Ph.D.

South China Agricultural University

Prof. Hu Yongjun, Ph.D.

China Agricultural University(CAU)

A.P. Zhao Lihong, Ph.D.

China Agricultural University(CAU)





4.8

A glimpse of invited speakers

Prof. Zhang Haijun, Ph.D.

Feed Research Institute of Chinese Academy of Agricultural Sciences

Laura LAN

Ceva China R&D Center manager

Cai Chang, Ph.D.

Expert - global One Health Expert for the Food and Agriculture Organization (FAO) of the United Nations.

Prof. Shi Donghui, Ph.D.

Animal Husbandry and Veterinary Institute, Jinzhou Medical University

More invited speakers will be updated continuously



5.1

Expected Participation

There will be 1,500 to 2,000 professionals from the whole chain of poultry industry, including the professors and scholars from university, the representatives and officers from institute and government, the chief technical officers from enterprises, the decision makers and management from large farms and poultry production related sectors (feed, feed additives, animal health – vaccine, veterinary medicine, farm & house equipment, waste treatment, etc.).

The joint participation from China, from WPSA-APF and from all around the world

10+

Countries to participate

1,500-2,000

Poultry Industry Professionals

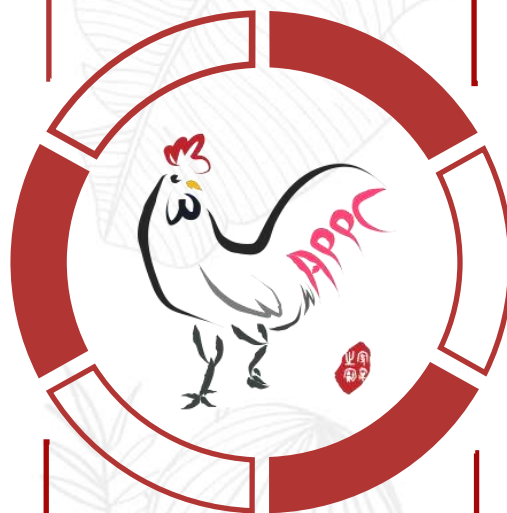
300+ PhDs

500+

Companies, Institutes and
organizations

2,000 SQM+

Boutique Exhibition

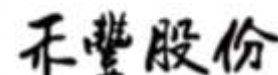
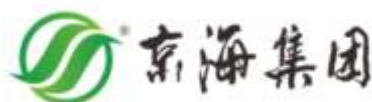


A part of China top poultry groups under organizer's invitation



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- Wens Foodstuff Group Co., Ltd.
- FUJIAN SUNNER GROUP
- Li Hua Mu Ye/Jiangsu Lihua Animal Husbandry Co., Ltd
- Jiangsu Jinghai Poultry Industry Group Co., Ltd.
- Beijing Huadu Yukou Poultry Co., Ltd
- Ningxia Xiaoming Agriculture and Animal Husbandry Co., Ltd.
- Shandong Yi Sheng Breeding
- CP China
- TQLS Tie Qi Li Shi Group
- Ovodan Foods China
- NEW HOPE LIUHE (NHL)
- Well Hope
- DQY Ecological
- Guangxi Fufeng Farming and Animal Husbandry Group
- Ningxia 930 ecological agriculture and animal husbandry Co., Ltd
- DaChan Food (Asia) Limited
- Shandong Minhe Animal Husbandry Co., Ltd.
- Spring Snow Food
- Shandong XIANTAN Co., Ltd
- DAFAUN PRODUCT
- Cargill Investments (China) Ltd.





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6.1

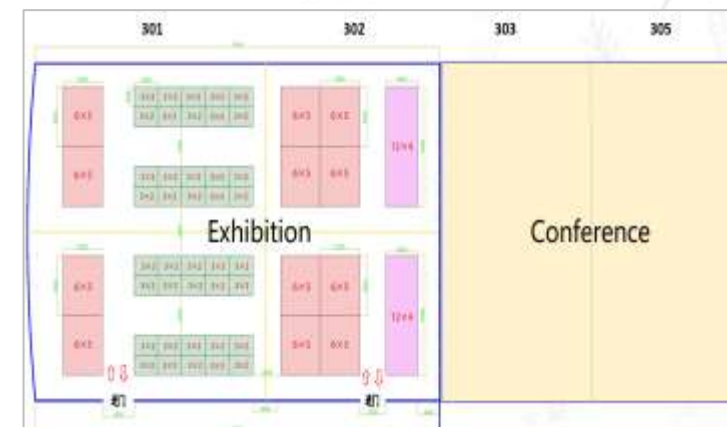
Conference services



Live streaming for the Plenary Session,
simultaneous interpretation for all sessions -
professional translators and AI Technology



Delegations from WPSA-APF members and
special invited countries





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6.2

Conference venue – Nan Jing Platinum HanJue Hotel and other service



Exhibition floorplan



第十二届亚太家禽大会
12th APPC, Nanjing, 2023

301

302

303

305

J12
5mx6m

J11
5mx6m

S36 3mx2m	S37 3mx2m	S38 3mx2m	S39 3mx2m	S40 3mx2m
S31 3mx2m	S32 3mx2m	S33 3mx2m	S34 3mx2m	S35 3mx2m

S26 3mx2m	S27 3mx2m	S28 3mx2m	S29 3mx2m	S30 3mx2m
S21 3mx2m	S22 3mx2m	S23 3mx2m	S24 3mx2m	S25 3mx2m

J08
5mx6m

J04
5mx6m

J07
5mx6m

J03
5mx6m

Z02
4mx12m

Exhibition area

J10
5mx6m

J09
5mx6m

S16 3mx2m	S17 3mx2m	S18 3mx2m	S19 3mx2m	S20 3mx2m
S11 3mx2m	S12 3mx2m	S13 3mx2m	S14 3mx2m	S15 3mx2m

S06 3mx2m	S07 3mx2m	S08 3mx2m	S09 3mx2m	S10 3mx2m
S01 3mx2m	S02 3mx2m	S03 3mx2m	S04 3mx2m	S05 3mx2m

J06
5mx6m

J02
5mx6m

J05
5mx6m

J01
5mx6m

Z01
4mx12m

The block of
conference area and
exhibition area will be
removed and people
can walk from the
conference to
exhibition directly,
during the opening
and plenary

Conference Area

S
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entry/exit

entry/exit

entry/exit

entry/exit

entry/exit

aisle/coffee brea

aisle/coffee brea

aisle/coffee brea



Sponsor the conference and promote your business

Promotion Opportunity Overview (sponsorship, presentation, booth, advertisement)

No.	Item	Cost in RMB	Presentation opportunity	Booth Size (m ²)	Number of free badges	Colored Ad in the proceedings	Total amount
1	Strategic Partner	500,000	company conference session (4 hours)	48	100	1 page	2
2	Platinum Sponsor	300,000	company conference session (3 hours)	30	50	1 page	4
3	Gold Sponsor	150,000	one speaker - 30 mins	30	25	1 page	8
4	Silver Sponsor	100,000	one speaker - 15 mins	6	10	1 page	10
5	Title Sponsor - Welcome Cocktail	120,000	-	6	15	1 page	Exclusive
6	Title Sponsor - Conference Information Bag	160,000	-	6	10	1 page	Sold
7	Title Sponsor - Bottle Water	120,000	-	6	5	1 page	Exclusive
8	Title Sponsor - Collection of Selected Papers	120,000	-	6	5	1 page	Exclusive
9	Title Sponsor - Conference Pen & Notebook	120,000	-	6	5	1 page	Exclusive
10	Title Sponsor - Coffee Break (1xhalf day)	50,000	-	6	5	1 page	4
11	Title Sponsor - Coffee Break (4xhalf day)	150,000	-	6	15	1 page	Exclusive
12	Title Sponsor - Simultaneous Interpretation	100,000	-	6	5	1 page	Exclusive
13	Advertisement on Conference Guidebook	80,000	-	6	5	1 page	Sold
14	Advertisement on Conference Badges	60,000	-	6	5	1 page	Sold
15	Gift Sponsor	50,000	-	6	5	1 page	4
16	Reception Booth, 6mx5m, Raw space	65,000	-	30	5	1 page	15
17	Reception Booth, 6mx4m, Raw space	52,000	-	24	4	1 page	
18	Reception booth, 3mx2m, Standard	15,000	-	6	1	-	40
19	Products Display Shelf 1.8mx0.6m	15,000	-	-	1	-	8

For more details, please don't hesitate to contact us:

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Website: APPC2023.bomeeting.net

Registration is open now for the 12th APPC



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Registration Price

Payment Date	Early Bird Until August 20 th , 2023 Dollars/person	Regular Until October 20 th , 2023 Dollars/person	Late/Onsite Dollars/person
WPSA member*	\$300	\$350	\$400
non-WPSA member	\$400	\$450	\$500
Student	\$240	\$300	\$350

* WPSA member: If you are WPSA member, please contact us to check the information, Email: appc_2023@163.com

Please don't hesitate to contact us:

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12TH ASIA PACIFIC POULTRY CONFERENCE

第十二届亚太家禽大会

暨第一届中国禽业科技大会

中国·南京 / 2023.10.31-11.04

Nanjing • China / Oct. 31st to Nov. 4th, 2023

