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Asia is the fastest growing and developing region of the world with over 60% of the world's population. Among the region's growing economies, there is a rapid shift in population from rural to urban areas.

Demand for more diverse diets is increasing rapidly. These trends create a significant opportunity for the region's agriculture to apply more sophisticated, science-based production practices.

Diamond V recognized these evolving trends decades ago and has been developing relationships and partnerships in animal agriculture within the region for nearly 40 years. Our global expertise and the Diamond V brand and technologies – including Original XPC™ – have gained a reputation for trust, quality, and reliability throughout Asia.

More recently, Diamond V has significantly increased its commitment in the region and invested heavily in local expertise and research to support the changing needs of the market. Our China Office, based in Shenzhen, and our Asia Office, based in Bangkok, have been at the forefront.

Our Asia Office is preparing for one of the region's largest animal industry trade shows, [VIV Asia](#), scheduled for March 11-13 in Bangkok. With Diamond V global support, they're promoting the growth of profitable, sustainable, animal production for safe, economical, quality food throughout the region.



## President's Update

# Answering demand



**By Jeff Cannon**  
President & CEO  
Diamond V