

JOB POSITION

16.73%
Others

7.69% Farm/Operating Management
7.41% Factory Management
4.22% R&D/Laboratory Management
1.22% Financial Management

5.19% Purchasing/Procurement Management
2.68% Retail Management
6.94% Technical/Engineering Management

26.05%
Corporate Senior Management/Owner

21.86%
Marketing/Sales Management

70%

of attendees play a role in purchase decisions



MARKETING CAMPAIGN

VIETSTOCK 2018 also focus on other marketing campaigns to approach all livestock stakeholders.

Newspaper & Print Ads Material



Online Media

Monthly E-newsletter



TV News

Street Banners



SMS

