

Press release

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Meat Expo China returns on 13 September

Nichole Chang
Tel. +852 2230 9226
Fax +852 2598 7919
nichole.chang@
hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.meatexpochina.com
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Meat Expo China, the one-stop sourcing platform for the meat and catering industry, confirms its show dates for the 2018 edition as 13 – 16 September in Changsha.

Organised by Messe Frankfurt (Shanghai) Co Ltd and the Circulation Industry Promotion Center of Ministry of Commerce (CIPC), the fair will once again be held in conjunction with the China Food & Catering Expo (CFCE), which is jointly supported by the Ministry of Commerce and the People's Government of Hunan Province. The two shows are expected to gather 1,500 companies across 81,000 sqm of exhibition space, and welcome 25,000 trade visitors. Commenting on the collaborations arranged for the upcoming edition, Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: "I am very excited about Meat Expo China 2018. Following our successful cooperation with CIPC during the previous editions, we are pleased to announce that the China Society of Inspection and Quarantine, and the China Animal Agriculture Association will be joining us for the 2018 show. They will join us as co-organisers in full support of the show and its promotions as well as organising buyer delegations to visit the fair. I am looking forward to another successful edition to come!"

Boasting an annual turnover of over RMB 20 billion (USD 3.2 billion), Hunan has the largest pork wholesale and trading market in Changsha. It functions as a major province for pig breeding, and an active manufacturing and trading hub for the meat processing and packaging industry. With strong connections to various parts of the country, Hunan is a favourable meeting point for local buyers.

Having been relocated to Changsha, in 2017 the two shows combined attracted 1,200 companies from 14 countries and regions. Commenting on the benefits that Meat Expo China brought Hunan New Wellful Co Ltd, an exhibitor in 2017, Mr Wenxiong Sheng, said, "We have attended the fair since the very first edition as it's a great place to enhance our brand as a leading meat and frozen food company in Hunan. The show is a good sourcing platform as we can find customers, mingle with business partners and find more about our competitors. By doing so, we can explore even more opportunities." Along with Hunan New Wellful Co Ltd, satisfied exhibitors from the 2017 edition occupied 54,000 sqm of exhibition space and recorded 31,806 visits from professional buyers spanning 41 countries and regions. This included over 20 industry

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
25 Harbour Road, Wanchai, Hong Kong

related groups such as the Sichuan Hot Pot Association, the Hubei Packaging Federation and the Wuhan Meat Industry Association among others.

Continuing from the success of the previous edition, Meat Expo China 2018 will feature four key product zones dedicated to showcasing a comprehensive spectrum of industry products. The **Meat and related food products zone** will feature meat, meat-based products, seafood and related products, frozen food, ready meals and convenience products. The **Meat-related processing equipment and technology zone** will include abattoir technology, equipment and accessories, dismembering, weighing, measuring and deep processing equipment and technology. The **Packaging equipment, materials and technology zone** will showcase packaging materials, package printing, labelling machinery and spray code technology. Finally, the **Refrigeration equipment and technology zone** will include freezers and refrigeration showcases, cold storage, cooling material, refrigerator accessories and many more related products.

Enhancing and adding to the scope of the show, will be a variety of fringe events. This will include various business matching programmes for meat and hotel catering enterprises, meat and meat processing enterprises, and meat and meat packaging enterprises. These will take place during the four-day show to facilitate communication and networking opportunities between industry players.

Meat Expo China will be held from 13 – 16 September 2018 at the Changsha International Convention & Exhibition Center. For more information, please visit: www.meatexpochina.com, or e-mail meatexpo@china.messefrankfurt.com.

International trade fairs for food processing

Messe Frankfurt organises trade fairs relating to food processing all over the world. They are grouped under the heading of 'Food Technologies'. Currently, four events belong to this cluster. Alongside Meat Expo China there are IFFA, the No. 1 show for the meat industry, in Frankfurt am Main, Tecno Fidta – International Food Technology, Additives and Ingredients Trade Fair – in Argentina and Modern Bakery Moscow – International Trade Fair for Bakery and Confectionery in Russia.

You can find out more about these here:
www.food-technologies.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its

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headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary numbers 2017
For more information, please visit our website at:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de