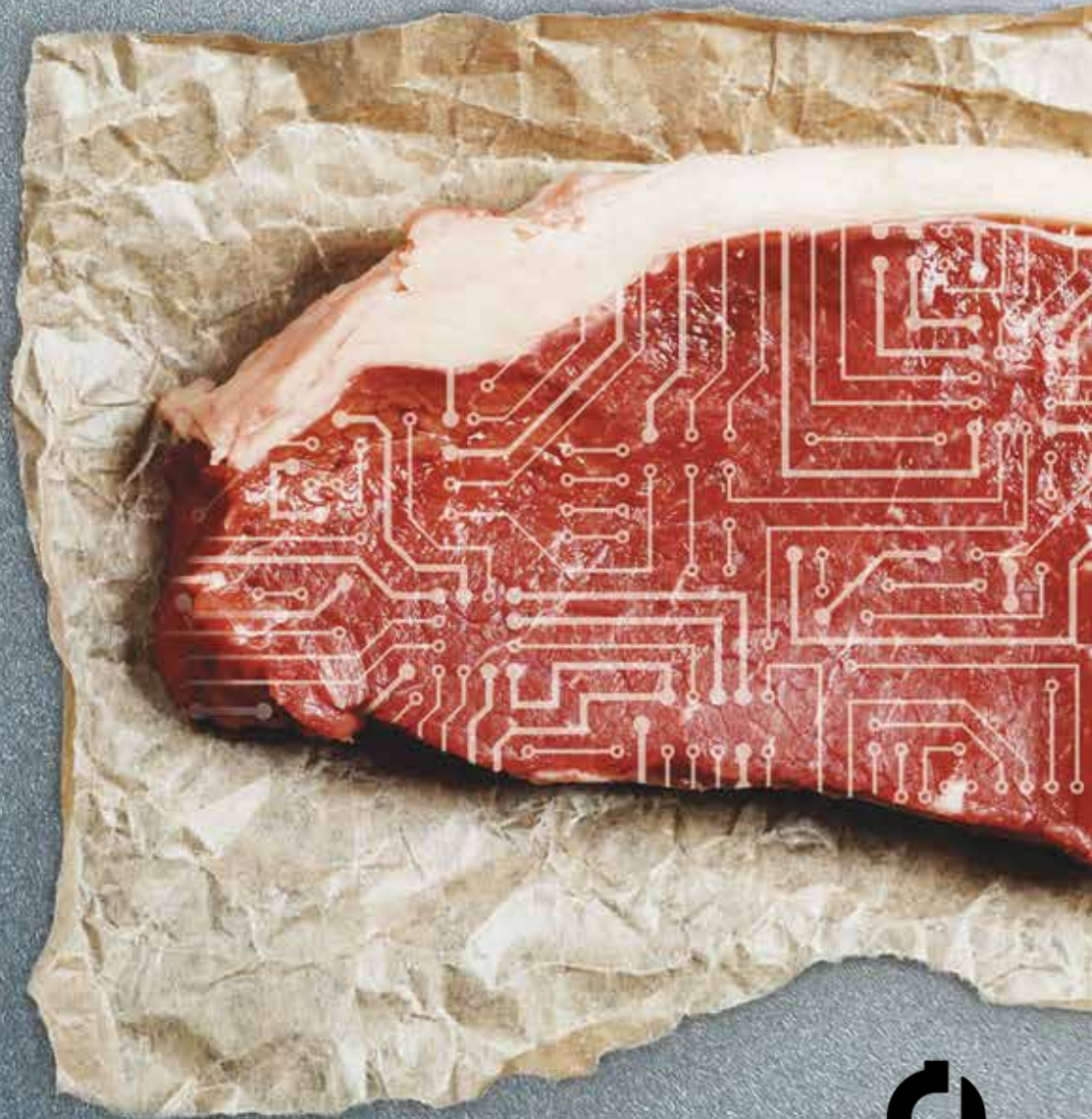


meat expo

CHINA

25 – 27.11.2015

Shanghai New International Expo Centre
Shanghai, China



messe frankfurt



Capture the emerging Chinese industry potential at Meat Expo China

Meat Expo China, one of the most leading trade fairs for the Meat Industry in China, will take place in Shanghai for its first time at Shanghai New International Expo Center from 25 – 27 November 2015. Co-organised by Messe Frankfurt and Circulation Industry Promotion Center of P.R. China (CIPC), the show will span 12,600 sqm of exhibition space and cover the entire meat-processing supply chain with the presence of market leaders around the world.

Exhibitors at the show will be able to receive around 10,000 visitors from China and other parts in Asia to see their showcases, achieving greater potential in these burgeoning markets in the world.





China: a prosperous market for suppliers worldwide

Stricter government regulation boosts the demand for better food safety and smart meat processing

Safety, quality and hygiene have become prime concerns of China's meat processing market, particularly for pork. In late 2011, the Chinese government launched a series of inspections on hog slaughter facilities around the country, eliminating all operations which failed to meet national standards. The majority of domestic pork processors, mainly district-based small- and medium-scale companies, are required to mechanise processing procedures and develop central hog processing plants to maintain their businesses.

In addition to the Chinese government's ambitious rectification, the country's Ministry of Agriculture has recently initiated research for drafting the "National Pig Slaughtering Industry Development Plan (2016 – 2025)", unveiling its determination to move forward the consolidation of slaughterhouse and restructuring of the meat industry. Financial subsidies, taxation relief and more measures will be implemented for domestic industry players to assist equipment upgrade and system enhancement.

*Source: National Bureau of Statistics of China

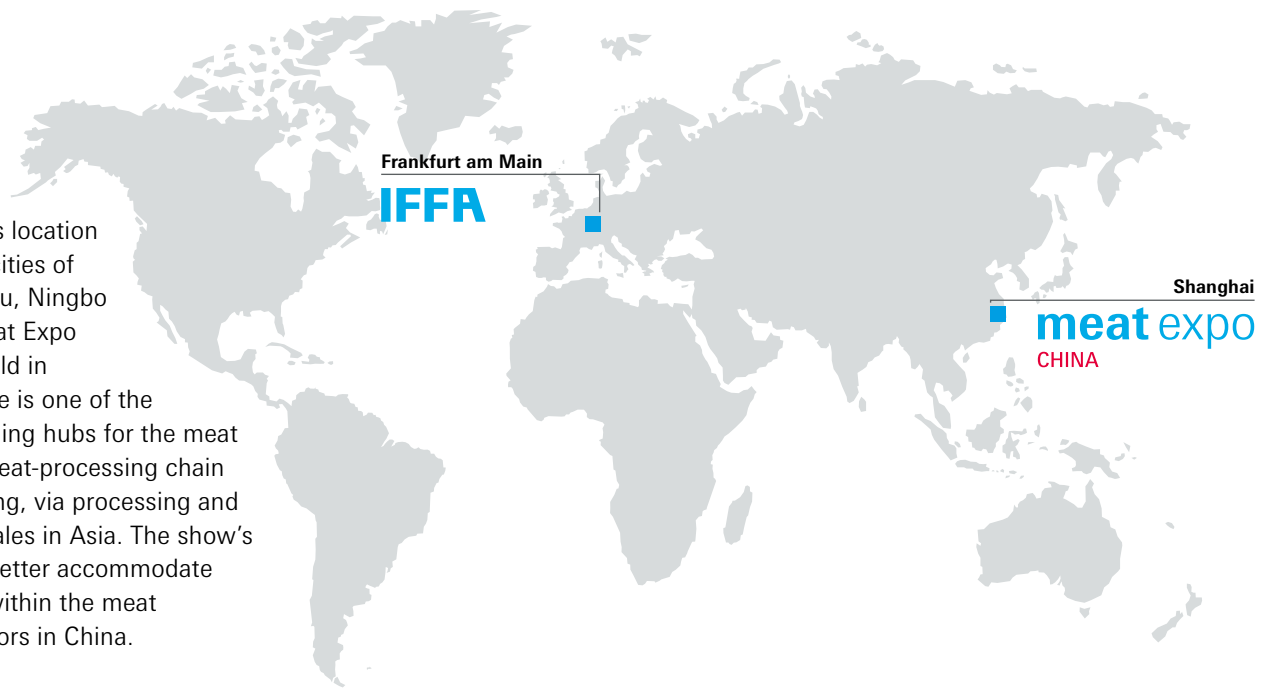
Consumption of meat and meat products remains high

With 50% of the world's meat products produced and consumed in China, the meat processing industry contributes 12% GDP within the entire food industry. In 2013, 85.35 million tons of meat products were produced in China and per capita consumption reached 62.7kg*. It is an overwhelmingly large market not only for meat products but also for meat processing machinery and services.

The aforementioned initiatives have encouraged the local industry to capitalise and invest on higher technology, automation machinery and cost-effective management system solutions, creating a wealth of opportunities for international suppliers to tap into the market in China.

Strategic location

After rotating its location in the Chinese cities of Beijing, Chengdu, Ningbo and Tianjin, Meat Expo China will be held in Shanghai, where is one of the most active trading hubs for the meat products and meat-processing chain from slaughtering, via processing and packaging, to sales in Asia. The show's relocation will better accommodate market trends within the meat processing sectors in China.



Strong partnership and cooperation to boost internationality

Messe Frankfurt is the organiser of IFFA – International Trade Fair for the Meat Industry which covers the entire meat-processing chain from slaughtering, via processing and packaging, to sales. The last edition of IFFA attracted 960 exhibitors and 60,000 professionals around the world during its six-day exhibition in 2013.

CIPC is a direct subsidiary under the Ministry of Commerce of P.R. China. It launched Meat Expo China in Harbin in 2002 to streamline the circulation industry development, facilitate domestic demand expansion and moderate consumption structure adjustment in the country.

In 2015, Messe Frankfurt (Shanghai) Co Ltd joined CIPC to organise Meat Expo China. With the strong industry background of CIPC and Messe Frankfurt's extensive global network in the meat industry, the cooperation is expected to strengthen the fair's internationality, enhance the show's substantial development and flourish the industry growth.





Who are the buyers?

Visitors business nature



Statistics of Meat Expo China 2014

Product groups

- Meat & meat based products
- Poultry and poultry products
- Seafood and products
- Meat processing & packaging
- Slaughtering technology, machinery & equipment
- Breeding technology
- Feed processing technology and equipment
- Weighing & measuring
- Preservation
- Household spices / spice mixes / spice specialties
- Food additive, artificial and natural casings
- Transportation and logistics equipment and technology
- Inspection & quarantine

Leading exhibitors 2002 – 2014



2015 Fair facts

Show dates:

25 – 27 November (Wednesday to Friday)

Opening hours and admission:

25 – 26 November

9:30 am - 6:00 pm (Trade only)

27 November

9:30 am - 5:00pm (Trade and public)

Location:

Hall N3, Shanghai New International Expo Centre

Exhibition space:

12,600 sqm gross

Participation fee:**Deluxe area:**

Raw space (min. 36 sqm) RMB 1,000 / sqm

Package stand (min. 9 sqm) RMB 9,800 / 9 sqm

Standard area:

Raw space (min. 36 sqm) RMB 900 / sqm

Package stand (min. 9 sqm) RMB 8,800 / 9 sqm

Organisers:

Messe Frankfurt (Shanghai) Co Ltd

Circulation Industry Promotion Center of Ministry of
Commerce of P.R. China

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