

Press release

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Inaugural edition of Meat Pro Asia postponed to September 2021

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After consultations with the fair's key stakeholder groups, the organisers of Meat Pro Asia, Messe Frankfurt New Era Business Media Ltd and VNU Asia Pacific, have announced the postponement of the event due to travel restrictions impacting inbound travel to Thailand. The new processing and packaging trade fair for the ASEAN market, originally arranged from 10 – 12 March 2021 at IMPACT, Bangkok, has been rescheduled to 22 – 24 September 2021 at the same venue.

To stem the spread of COVID-19, a mandatory 14-day quarantine remains in force for inbound travelers to Thailand¹, with little indication that restrictions will be lifted before March 2021. This has created planning uncertainty not only for the international visitors and exhibitors of Meat Pro Asia, but also for participants of the larger concurrent event, VIV Asia, which attracted 65% of visits from outside of Thailand in 2019.

Early announcements about the postponement of both events gives international participants more time to confirm their travel arrangements, so that Meat Pro Asia and VIV Asia can continue to benefit from international visitor synergies, and ensuring a vibrant business environment in September 2021.

Inaugural edition to cater towards the downstream of the supply chain

Held on a biennial basis, Meat Pro Asia focuses exclusively on the processing and packaging stage of animal protein production. This includes equipment used in slaughtering, processing, packaging, labelling, waste water treatment and cold chain logistics.

The inaugural edition in 22 - 24 September 2021, together with VIV Asia, the fairs are set to attract over 1,000 exhibitors, including equipment manufacturers and distributors, as well as around 50,000 professional trade visitors from the butchers trade, the retail trade, caterers, importers, exporters and more.

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¹ "The Notification on Conditions for Aircraft Permission to Enter Thailand (No.2)". The Civil Aviation Authority of Thailand. <https://www.caat.or.th/en/archives/51895>. Retrieved 22 September 2020

Held along side VIV Asia, the most international event from feed to food in Asia, Meat Pro Asia is organised by Messe Frankfurt New Era Business Media Ltd and VNU Asia Pacific. For more information, please e-mail meatproasia@china.messefrankfurt.com and/or panadda@vnuasiapacific.com.

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About Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We are one of the world's leading trade show organisers responsible for world famous technology and production trade shows including IFFA, the leading international trade fair for processing, packaging and sales in the meat industry. IFFA is held every three years in Frankfurt, Germany. The next edition will be held from 14 – 19 May 2022. More details are available at www.iffa.com. More information on the global food technology portfolio of Messe Frankfurt is available at www.food-technologies.messefrankfurt.com. For more information of Messe Frankfurt, please visit: www.messefrankfurt.com

* preliminary figures 2019

About VNU Asia Pacific

VNU Asia Pacific is part of the VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai and Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In South East Asia, Jaarbeurs has formed a Joint Venture with TCC Assets, a leading corporate conglomerate in the fast-growing region. From its business hub in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. The company's constantly evolving show portfolio includes brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries. For more information, please visit www.vnuasiapacific.com