

Press release

2 September 2021

## Meat Pro Asia deferred to March 2023 to provide more certainty for participants

**In view of ongoing outbreaks of Covid-19 across Thailand, as well as continued uncertainty regarding travel restrictions and the timeline for full economic reopening, the organisers of Meat Pro Asia have decided to reschedule the fair from its original dates in January 2022 to the new timeslot of 8 – 10 March 2023. The change will see Meat Pro Asia return to its biennial event cycle in March every two years beginning from the 2023 fair onwards. VIV Asia, the largest event from feed to food in the region, has also been postponed, with the two events now set to take place alongside each other in March 2023 at IMPACT Challenger Halls 1 – 3, Bangkok.**

Although progress with vaccine rollouts has been accelerating, more time is needed before a full economic reopening in Thailand and surrounding ASEAN countries can take place.

Mr Stephan Buurma, Member of the Board of Management, Messe Frankfurt Group and Managing Director of the Asia regional head office, explains: “With authorities making steady progress in the fight against the pandemic, moving Meat Pro Asia to 2023 provides enough time for the situation to fully stabilise so that business opportunities can be maximised. This decision will bring some much needed clarity to all of the fair’s stakeholders and ensures that they can now plan their arrangements with confidence. Together with our partners VNU Asia Pacific, we are looking forward to welcoming the full fraternity of regional meat packaging and processing players to the fairground in 2023.”

Despite practical concerns, another reason for the step into 2023 is the organisers’ commitment to offering a genuinely international platform in Bangkok. As a pioneering international event for the animal protein production business in Asia, Meat Pro Asia, together with VIV Asia, offer an effective gateway to business opportunities in the ASEAN region.

“Internationality is a key ingredient of both VIV Asia and the concurrent Meat Pro Asia show,” says Mr Heiko M Stutzinger, Managing Director, VNU Asia Pacific. “The new dates in 2023 will benefit all parties by attracting more international buyers and industry luminaries. March has

Angel Ho  
+852 2238 9924  
angel.ho@  
hongkong.messefrankfurt.com  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

Panadda Kongma  
+66 2 1116611 ext. 210  
[panadda@vnuasiapacific.com](mailto:panadda@vnuasiapacific.com)  
[www.vnuasiapacific.com](http://www.vnuasiapacific.com)

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



VNU Exhibitions Asia Pacific Co., Ltd.  
88 The PARQ, 4th FL,  
Ratchadaphisek Rd., Khlong Toei,  
Khlong Toei, Bangkok 10110,  
Thailand

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long been the traditional timeslot of VIV Asia and a well-established sourcing period for the industry every two years. We are therefore thrilled to have secured a prime timeslot at the venue for Meat Pro Asia during this period in 2023.”

“From now until the new date in March 2023, we will create intensive content and activities in the form of online webinars, digital platforms and more for our exhibitors to expand business connections and stay connected with the Asia Pacific market. These digital platforms will aim to bring business matching opportunities and livestock related content to all industry professionals worldwide,” Mr Stutzinger adds.

### **Comprehensive product coverage from farm to table**

Meat Pro Asia focuses exclusively on solutions that deliver meat from farm to table. This includes slaughtering, the full processing chain, packaging, labelling, cold chain logistics, quality control, hygiene, IoT and automation, waste water treatment and more.

The inaugural edition of Meat Pro will be held from 8 – 10 March 2023. Together with VIV Asia, the two fairs are set to attract over 1,500 exhibitors, including equipment manufacturers and distributors, as well as around 50,000 professional trade visitors, professionals and key buyers from over the world.

Meat Pro Asia is organised by Messe Frankfurt (HK) Ltd and VNU Asia Pacific. For more information, please e-mail [meatproasia@china.messefrankfurt.com](mailto:meatproasia@china.messefrankfurt.com) and/or [meatproasia@vnuasiapacific.com](mailto:meatproasia@vnuasiapacific.com).

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### **Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With approximately 2,450 employees at its headquarters in Frankfurt am Main and in 29 subsidiaries. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million in the previous year. 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](http://www.iffa.com). More information on the global food technology portfolio of Messe Frankfurt is available at [www.food-technologies.messefrankfurt.com](http://www.food-technologies.messefrankfurt.com). For more information of Messe Frankfurt, please visit: [www.messefrankfurt.com](http://www.messefrankfurt.com)

### **About VNU Asia Pacific**

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and

Meat Pro Asia  
Bangkok, 8 – 10 March 2023

face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries.

For more information, please visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com).