

Press release

31 March 2021

Meat Pro Asia rescheduled to January 2022 due to travel restrictions

Angel Ho
+852 2238 9924
angel.ho@
hongkong.messefrankfurt.com
www.messefrankfurt.com.hk

To mitigate the impact of domestic and international travel restrictions, Meat Pro Asia, originally scheduled for September 2021, has been rearranged to the new timeslot of 12 – 14 January 2022. The move will see the dedicated event for food processing machinery and packaging technology better accommodate the planning and logistical needs of its participants. VIV Asia, the concurrent event covering the entire supply chain from feed to food, has also been rescheduled to January 2022, with both events set to be held alongside each other at IMPACT, Bangkok. To encourage business during the interim period, a digital networking, deal making and learning event will be arranged in September 2021.

Panadda Kongma
+66 2 1116611 ext. 210
panadda@vnuasiapacific.com
www.vnuasiapacific.com

As a leading 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 region. The decision to reschedule the two events to 12 – 14 January 2022 is based on an announcement by the Thai Ministry of Tourism and Sports for a new four-phase plan that would see the country fully opened to international visitors by January 2022.

“Although authorities are making huge efforts to overcome the pandemic, travel conditions are not expected to improve substantially in the near term, thus making the previously set September dates for Meat Pro Asia not feasible. With vaccination progress accelerating, the new dates offer industry players a more appropriate timeslot and more time to plan their travel arrangements,” says Mr Stephan Buurma, Member of the Board of Management, Messe Frankfurt Group and Managing Director of the Asia regional head office.

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

The reason for this step into 2022 is the organisers’ strong commitment to offer their clients a truly international platform in Bangkok. Stakeholders from all over the world should have the opportunity to participate and make the three-day event a real booster for business. The new dates will benefit all parties planning to attend Meat Pro Asia and VIV Asia.

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

“Thanks to the good cooperation with our partners, we were able to secure a prime timeslot for Meat Pro Asia in 2022. From this postponement our exhibitors and visitors can expect a more fruitful and safe event,” adds Ms Panadda Kongma, Director Agribusiness and Operations VNU Asia Pacific.

Digital event to be held in the lead up to the fair

Prior to the physical trade fair in January, Meat Pro Asia will organise a digital event in September 2021. Arranged in conjunction with VIV Asia, the online platform will maximise product exposure for exhibitors and provide a convenient sourcing option for buyers. Networking and knowledge sharing sessions will also be facilitated through the platform, with further details to be announced in due course.

The inaugural edition of Meat Pro Asia will be held from 12 – 14 January 2022. 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 and/or meatproasia@vnuasiapacific.com.

-end-

About Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Messe Frankfurt is 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. Further 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 2020

About VNU Group

VNU Group is a globally operating exhibition company with offices in Utrecht (VNU Europe), Shanghai (VNU Asia), and Bangkok (VNU Asia Pacific). VNU Group is part of the Royal Dutch Jaarbeurs and represents its international exhibition business outside of the Netherlands. Each VNU office runs a portfolio of exhibition and conference brands with professional expertise on specific markets and industries. The Agri-food exhibition portfolio is a core business in all three VNU regional offices. Other VNU Group main event sectors include Tech, Lifestyle, Construction, Lifesciences and Biotech, and more. For more information, please visit www.vnuasiapacific.com and www.vnueurope.com

Meat Pro Asia
Bangkok, 12 – 14 January 2022