

“All the relevant buyers are here”: first ever Meat Pro Asia attracts 8,894 trade visitors

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A strong turnout of trade visitors from across the ASEAN region has confirmed Meat Pro Asia as an essential new addition to the meat and food processing and packaging event calendar. Despite being a new player in the industry, the fair was lauded for attracting top-quality participants, with exhibitors in particular noting the high calibre of buyers and the clear potential for the fair to grow at future editions. Closing its doors on 10 March, the three days fair drew 8,894 visitors from 89 countries worldwide to source from over 100 exhibitors. Taking place in co-location with VIV Asia, the most influential event for feed to food in the region, the two fairs drew a combined total of 47,527 visitors.



Participants converse at Meat Pro Asia 2023

“Even before the fair opened, we were confident that co-locating Meat Pro Asia with VIV Asia, the region's largest trade fair for the protein production supply chain, would be a winning formula,” shares Mr Jack Wong, Deputy General Manager, Messe Frankfurt (HK) Ltd. “We are pleased that our expectations were met, as decision-makers and major processing and packaging buyers from the region turned out in great

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numbers. Exhibitors have also provided positive feedback, validating our decision to launch this new event in Bangkok with an exclusive focus on processing and packaging. Overall, the response has been very encouraging; we have set a solid foundation to grow the fair from strength to strength at future editions."

The positive sentiment also extended to the successful first-time collaboration between Messe Frankfurt and VNU Group, organisers of IFFA and VIV Asia respectively – two of the largest food processing and production trade fairs in the world. "Both parties bring complementary strengths to Meat Pro Asia, including a wide network of industry contacts, and this was borne out through the quality of exhibitors at this first edition," notes Ms Panadda Kongma, Director of Agribusiness and Operations, VNU Asia Pacific. "While we expect the scale of the fair to increase at future editions, the quality of participants is already without question, and this was reflected in the positive response from buyers."

"After speaking with our exhibitors, it is clear that they are satisfied with the event and many are eager to return with larger exhibits next time," adds Mr Supanat Treeratpichan, Project Manager of Meat Pro Asia, VNU Asia Pacific. "Additionally, we've received interest from many new companies in the industry who want to participate in the next edition. This is a great start for Meat Pro Asia, and we look forward to its continued growth and success."

Overseas exhibitors in particular were well represented, with major brands from 21 countries and regions using the fair to reach local buyers. In addition, the inaugural Meat Pro Asia conference programme focused on the future of meat consumption: from sustainability and plant-based meat alternatives, to smart factories and waste reduction.

Exhibitor feedback

"Jarvis is a US brand with a presence in Thailand that began just two years ago. We supply equipment for slaughterhouses as well as machines for processing and packaging. Because of Meat Pro Asia's positioning and narrow focus, all the relevant buyers from farms, slaughterhouses, as well as cutting and de-boning are here, with many of them visiting our booth to find imported equipment from the USA. Right now in Thailand meat production is a big market, but producers need the right equipment to increase their volumes and yields to deliver more value for the market. Meat Pro Asia puts these producers in touch with the appropriate equipment to grow their businesses."

Luedej Prasopsri, General Manager, Jarvis Products Corporation (USA)

"We offer food manufacturing solutions for plant-based meats as we believe this is an important solution to the challenge of feeding 10 billion people by 2050. We're here at Meat Pro Asia to connect with food producers, and the event is great for our marketing activities, especially after the pandemic. We get to see our customers face to face and really talk to them in depth. We definitely prefer physical exhibitions like this

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where we really get to have a 1-on-1 connection with our customers and build the relationship.”

Cherrie Kin, B2B Regional Marketing Specialist Bühler Group (Switzerland)

"We specialise in real-time quality control to help food processors reduce production costs. We are grateful to be here in Bangkok at this fair. The entire food industry, from manufacturers to processors, suffered during the pandemic, but the fair has had such a positive impact on the entire market as it brings producers and consumers two steps closer together. We had the opportunity to connect with a vast array of players from different industries, such as feed, fish, meat processors, growers, and even medical departments. The exchange of communication was fantastic. This was our first time approaching this market, and we have made a significant number of new contacts. We are thankful for the experience and give this fair two thumbs up!"

Obrad Kovanovic, Sales Manager Industry, HiperScan GmbH (Germany)

"Munkfors sells sawblades and band knives for meat processing. The industry has for sure recovered since the pandemic, but we cannot always use digital meetings, we need to meet customers face to face again and Meat Pro Asia is important for this. It also connects us with our existing clients."

David Elfman, Sales and Marketing Director, AB Munkforsågar (Sweden)

Buyer comments

"We focus on the growing and manufacturing of chicken meat, and by joining the fair, I am mainly looking for new suppliers of farming and poultry processing equipment. Compared to Vietnam, Thailand has a more advanced and well-developed poultry business. The fair is crucial because it provides us an opportunity to connect with fellow industry players, and we have even used it our presence here as an opportunity to sign a new cooperation agreement to sell meat in Myanmar via Thailand."

Doan Giang Nguyen, Deputy Managing Director, San Ha CO., LTD (Vietnam)

"Meat Pro Asia is important because it fosters the collaboration of ideas, and this is what moves the industry forward. As a specialist in food safety and sanitation, I'm here to gain a perspective on the state of the industry and how our current processes compare to the latest best practices. The cooperation and mixing of ideas promoted at the fair contribute to driving advancements in processing technology."

Eric Miguel Gelido, QA Specialist, Universal Robina Corporation (The Philippines)

Held together with VIV Asia – the largest fair in Asia for livestock production and animal husbandry, Meat Pro Asia focuses exclusively on solutions that deliver meat from farm to table. This includes slaughtering,

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the full processing chain, packaging, labelling, cold chain logistics, quality control, hygiene, IoT and automation, waste water treatment and more. VIV Asia 2023, in co-location with Meat Pro Asia 2023 delivered a dynamic, expansive marketplace to 47,527 attendees which featured Feed to Food products and services to the industry.

The next edition, will take place from 12 – 14 March 2025 in co-location with VIV Asia. For more information, please e-mail meatproasia@china.messefrankfurt.com and/or meatproasia@vnuasiapacific.com

Messe Frankfurt accompanies the dynamic growth of the food industry with four trade fairs on four continents. The global industry meets at the events in Thailand, the USA, Argentina and Germany. The international trade fairs showcase trends and innovations and bring together experts from all over the world. Learn more at: www.food-technologies.messefrankfurt.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at:

www.messefrankfurt.com/sustainability. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2022

About VNU Asia Pacific:

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai as well as in Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In South East Asia, Jaarbeurs has formed a Joint Venture with TCC Group. From its business hub located in Bangkok, VNU Asia Pacific co-verts all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 12 trade shows and event formats including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries.

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