

Meat Pro Asia debuts this week with sustainability, future food headlining conference programme

Alexander Holdsworth
Tel. +852 2230 9279
Alexander.holdsworth@
hongkong.messefrankfurt.com
www.messefrankfurt.com

A new chapter for the meat processing and packaging industry begins in South East Asia this week as the first edition of Meat Pro Asia gets underway from 8 – 10 March. Using the fair as a launching pad to a wide range of relevant food producers, manufacturers and retailers from the region, over 100 exhibitors from 20 plus countries and regions are taking part, while 20 plus seminar and forum sessions are scheduled, headlined by future food, sustainability and food safety.

“We’re delighted to bring the curtains up, and above all to welcome trade visitors from across South East Asia to explore this first edition,” says Mr Jack Wong, Deputy General Manager, Messe Frankfurt (HK) Ltd.

“There’s always a lot of anticipation when a new trade fair opens, and this project is something that we are especially excited about because of its links to IFFA in Germany, the world’s leading trade fair for Technology for Meat Processing and Alternative Proteins. This connection has helped us attract a quality line-up of international exhibitors including many European brands, putting visitors in touch with the latest technologies: from testing, processing and sanitation, to packaging and preservation solutions.”

The European contingent includes leading suppliers such as Adifo, AVITEC, Baader Food Systems Denmark, Bayle, Bizerba, Bolid, Brødrene Hartmann, Colubris Cleantech, Europack, GMMI, Hiperscan, Marelec Food Technologies, Marel, Multivac, Munkfors, NECTRA, Nuovo BV, Ovotherm International, Rational Labelling and many more. Influential brands from Asia and the United States are also well represented.

As one of South East Asia’s only net food exporters, exhibitors have identified Thailand and Meat Pro Asia as the ideal destination to connect with relevant food producers and manufacturers. Ms Panadda Kongma, Director of Agribusiness and Operations, VNU Asia Pacific further explains: “The co-location and visitor synergies with VIV Asia, hosting more than 1,200 exhibitors from the protein production supply chain, further cements the opportunities available to participants. While VIV

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
25 Harbour Road, Wanchai, Hong Kong
www.food-
technologies.messefrankfurt.com.



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

Asia covers feed to food, Meat Pro Asia presents the final steps in processing and packaging: a crucial step in delivering meat from farm to table. These synergies, together with a quality exhibitor line-up and conference programme means the full range of industry topics are available for exploration and partnership.”

Sustainability and future foods in focus

With ethical eating as a growing concern for consumers in South East Asia, the Meat Pro Asia conference programme echoes the major trends in this area that are taking hold around the world. Some highlights include:

- How Meat Producers Can Benefit from the Alternative Protein Boom: Good Food Institute Asia Pacific (GFI APAC)
- Alternative Protein Solutions for Meat Producers: Bühler Southeast Asia & Oceania
- Cultured Meat: Trends of Technology and Future: Department of Pharmacology, Faculty of Veterinary Science, Chulalongkorn University
- How North America/Europe is Overcoming the Alternative Meat Processing Challenges and How Asia Can Benefit from It Schellhas Food Technology Consultants
- Delighting Customers and Consumers with Alternative Proteins through Application Development: Thai Union Group PLC

Reducing food wastage and streamlining manufacturing is another important topic that will be covered in depth on day two of the conference programme:

- A Look Into The Future: The Smart Factory: Multivac Group
- Natural Five: The Power of Natural Refrigerants: Mayekawa
- Food and Material Wastage At the End of Production Line: Bizerba Southeast Asia
- How to Reduce Manufacturing Costs while Maintaining Quality Standards: HiperScan GmbH
- Driving Food Safety and Productivity with Innovations: Ecolab
- Fail-Safe System by Mettler Toledo
- Food Safety in the Egg Business: MOBA
- Automating Traceability to Maximize Food Safety: Marel

Day three is tailored for manufacturers and suppliers targeting the Halal market:

- Halal Certification: More Than Just a Religion: LLPOM MUI
- Halal Food Industry: The Halal Science Center, Chulalongkorn University
- What to consider when designing a Food safety program for the Halal community: Vikan A/S
- Future Food Trend in Meat Industry Sector: Thai Automation and Robotics Association at VIV Square

Meat Pro Asia
Bangkok, 8-10 March 2023
www.meatpro-asia.com

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, the full processing chain, packaging, labelling, cold chain logistics, quality control, hygiene, IoT and automation, waste water treatment and more.

The inaugural edition, organised by Messe Frankfurt (HK) Ltd and VNU Group, will take place from 8 – 10 March 2023 in Challenger 1, IMPACT, Bangkok. For more information, please e-mail meatproasia@china.messefrankfurt.com and/or meatproasia@vnuasiapacific.com

Register now at <https://www.databadge.net/viva2023/reg/mpa/>

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

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and Biotechnology industries.