

meat pro

ASIA

8 – 10 March 2023
Bangkok, Thailand

Asia's leading
processing and
packaging trade
fair for meat, egg,
poultry, seafood &
food products

www.meatpro-asia.com



Apply for a booth



messe frankfurt



Your gateway to processing and packaging opportunities in Asia's animal protein and food market

Meat Pro Asia is a professional trading platform for food processing machinery and packaging technologies, organised by Messe Frankfurt (HK) Ltd and VNU Group. The inaugural edition will be held in co-location with VIV Asia, the No. 1 international trade show from Feed to Food in Asia.

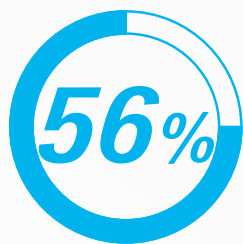
Benefiting from close ties with IFFA, the leading international trade fair for processing, packaging and sales in the meat industry, Meat Pro Asia, together with VIV Asia, covers the complete supply chain from feed to food, processing and packaging, sales, logistics and cold chain. This wide coverage attracts the entire spectrum of food technology trade buyers from the Asian region.

Tap into the high potential Asian market

The Asia-Pacific meat processing equipment market is estimated to reach USD 5,936 million by 2026, registering a CAGR of 8.8%.

Growth drivers:

- Rise in the consumption of animal-based protein
- Surge in demand for processed food
- Technological advancements
- Westernisation of eating habits in Asia-Pacific countries



of global meat imports will be into Asian countries by 2028



rise in global meat exports by 2028



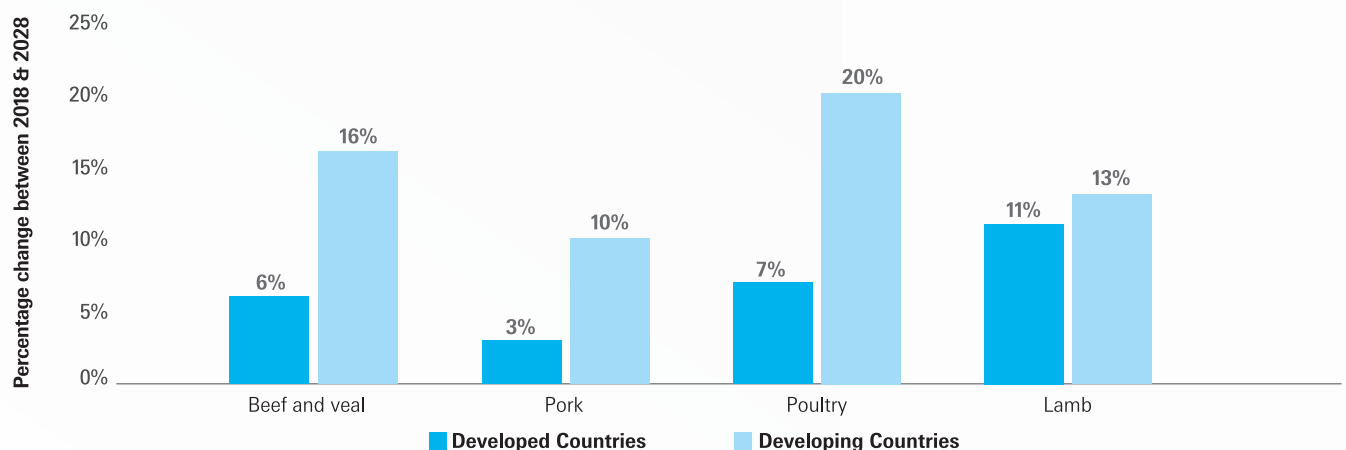
Increase in global meat production by 2028



of this growth will occur in developing nations

*Compared to base period (2016 – 2018)

Forecast meat consumption to 2028



Sources: Allied Market Research: Asia Pacific Meat Processing Equipment Market Report
Meat & Livestock Australia: Asia to drive meat demand over coming decade

Gathering the entire meat processing chain

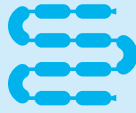
Exhibit profile



Slaughtering / primary processing



Secondary processing



Further processing



Packaging / labelling



Cold chain



Logistics



Quality control / hygiene



IoT and Automation



Wastewater treatment

Business segments



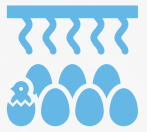
Red meat



White meat



Seafood



Poultry eggs



Dairy products



Meat production

Venue overview

IMPACT Challenger boasts 3 interconnected halls with a combined space of 60,000 square meters - currently the world's largest column free hall.

meat pro
ASIA



Five reasons to attend Meat Pro Asia

1

ASIAN OPPORTUNITIES

- Thailand is one of the largest net food exporting countries in the world
- Food manufacturing sector growth of 4.5% in 2022*
- A gateway to ASEAN's more than **655 million people**

*Thai Ministry of Industry estimate

2

PROFESSIONAL ORGANISERS

- **Messe Frankfurt** is the world's largest trade fair, congress and event organizer with its own exhibition grounds
 - Famous for global technology trade shows
- **VNU Group** is a global exhibition company
 - **More than 25 years of experience in ASEAN with a well-established local network**

3

COMPREHENSIVE COVERAGE

- Entire supply chain covered: **processing, packaging, logistics and cold chain**
- Co-located with VIV Asia, the NO.1 international trade show for Asia, covering the whole chain from Feed to Food of all animal species including **pig, dairy, fish and shrimp, poultry broilers and layers, cattle and calves**

4

EXTENSIVE PROMOTION

- Bringing together the entire spectrum of global players
- Offering **diverse promotion platforms facilitating the sharing of innovative products and trends**

5

LEADING BRANDS

LINCO
FOOD SYSTEMS

BAADER
Food Processing Machinery

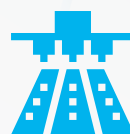
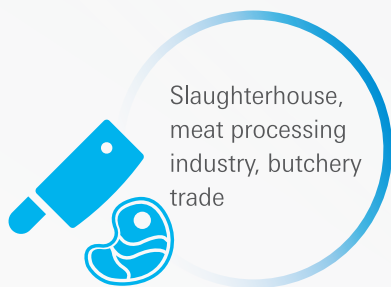
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MEUN
Poultry Processing Solutions

PROVISUR
TECHNOLOGIES

Visitor profile



Early bird rate

20%

discount on raw space for applications before 15 Oct 2022

10%

discount on raw space for applications between 16 Oct – 30 Nov 2022

Booth rental fees

Standspace aisle	Euro 400 / sqm
Standspace corner	Euro 415 / sqm
Standspace end of row	Euro 425 / sqm
Standspace island	Euro 435 / sqm

Fixed participation cost

Registration fee Euro 295
(Fixed costs per exhibitor)

Construction fee (optional)



Comfort stand construction

Euro 125 / sqm
Min. 12 sqm and max. 25 sqm

Premium (carpet floor) stand construction

Euro 245 / sqm
Min. 12 sqm and max. 32 sqm



Premium (wooden floor) stand construction

Euro 295 / sqm
Min. 20 sqm and max. 50 sqm

Contact information

Companies from Europe (except The Netherlands and Belgium), Russia, India, Greater China, South-America, Africa and Greenland, please contact:

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Fair facts

Dates

8 – 10 March 2023

Opening hours

10:00 – 18:00

Venue

Challenger 1, IMPACT, Bangkok,
Thailand

Admission

Free entry for trade visitors aged 18 or
above (upon registration)