

Press

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Meat Expo China
China International Trade Fair for the Meat Industry
Changsha International Convention & Exhibition Centre
Changsha, China, September 2017

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Meat Expo China 2017 relocates to Changsha, Hunan

Meat Expo China is confirmed to move to Changsha, the capital of Hunan Province in China, with the fair to be held in September 2017 concurrently with the China Food & Catering Expo (CFCE), a key international trade exhibition in the food and catering industry jointly supported by the Ministry of Commerce and the People's Government of Hunan Province.

This decision is made after the organisers, Messe Frankfurt (Shanghai) Co Ltd and Circulation Industry Promotion Center of the Ministry of Commerce of P.R. China (CIPC), undertook a programme of market research and interviews with stakeholders in different sectors. The relocation is expected to maximise the resources of the two shows and better serve the complete food industry supply chain in China by gathering professionals from both upstream and downstream of the industry chain. The shows will take place at the new Changsha International Convention & Exhibition Centre for three days.

Hunan, located in Southern China, is the agriculture base of China. The annual provincial revenue of the food industry* exceeded USD 60 billion while that of the catering industry reached USD 18.9 billion in 2015. These figures consolidate Hunan as one of the core food producers in the nation. Hunan is a transport hub connecting various parts of China, making it a favourable meeting point for local buyers. The new Changsha International Convention & Exhibition Centre is set to open in October 2016, offering an extensive exhibition space of 180,000 sqm.

Mr Zhou Qiang, CIPC's Deputy Director, shared his enthusiasm when he commented on the move: "Meat Expo China to be held alongside CFCE will broaden the total product scope of the two shows, covering everything in the food industry. It will create a strong synergy which enhances the show's attractiveness to industry players from all sections

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of the supply chain across China, including those from slaughterhouses, meat processors, restaurants, supermarkets, shopping malls and e-commerce. I am pleased by the integrated efforts and anticipate the substantial growth of both shows, which will ultimately flourish the industry development as a whole.”

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd added: “Combining the strong visitor base of CFCE as well as Messe Frankfurt’s global sales network and highly-regarded professionalism in the exhibition, the collocation of CFCE and Meat Expo China is bound to establish an one-stop sourcing platform connecting high-calibre buyers with suppliers worldwide. Hunan is a one of the biggest meat processing and producing bases in China. Exhibitors will be able to navigate in the dynamic Chinese market landscape and meet local professionals who are keen to learn and procure new machinery, automated solutions and advanced technologies. We see great potentials for the exhibitors to capture and feel positive of the cohesion and the shows’ prospects.”

Meat Expo China 2015 was the inaugural edition jointly organised by Messe Frankfurt (Shanghai) Co Ltd and Circulation Industry Promotion Center of the Ministry of Commerce of P.R. China in Shanghai. The three-day show housed 108 exhibitors from 5 countries and regions, compiling a comprehensive showcase on cutting-edge technologies and machinery, meat and meat-based products as well as total solutions for the meat-processing industry in China. 5,088 visitors were in attendance. For more information, please visit www.meatexpochina.com or send an email to meatexpo@china.messefrankfurt.com.

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 show in May 2016 has attracted 1,027 exhibitors and 63,000 visitors over the six-day run. The next edition will be held from 4 – 9 May 2019. More details are available at www.iffa.com.

* Revenue of food excluding cigarette and tobacco

Background information on Messe Frankfurt

Messe Frankfurt is one of the world’s leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt’s exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds.

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Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at www.messefrankfurt.com