

# Press

Meat Expo China  
China International Trade Fair for the Meat Industry  
Changsha International Convention & Exhibition Centre, Hunan, China  
14 – 17 September 2017

Hong Kong  
May 2017

Nichole Chang  
Tel +852 2230 9226  
Fax +852 2598 7919  
nichole.chang@hongkong.messefrankfurt.com  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.meatexpochina.hk.messefrankfurt.com](http://www.meatexpochina.hk.messefrankfurt.com)

MEC17\_PR2\_ENG.doc

## **Meat Expo China confirmed for 14 – 17 September and concurrent with the China Food & Catering Expo**

### **Brand new update on meat products showcasing the entire meat processing supply chain**

### **Extensive fringe programme to spotlight the latest developments in the sector**

Meat Expo China, organised by Messe Frankfurt (Shanghai) Co Ltd and Circulation Industry Promotion Center of the Ministry of Commerce (CIPC), is confirmed to take place from 14 – 17 September 2017 at the new venue Changsha International Convention & Exhibition Centre. The fair will also be held in conjunction with the China Food & Catering Expo (CFCE), which is jointly supported by the Ministry of Commerce and the People's Government of Hunan Province, to provide a comprehensive trading platform and more business opportunities for meat and related products, and catering industries. The fair is expected to house around 1,200 exhibitors across 54,000 sqm of exhibition space and welcome 20,000 visitors.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd is confident about the fair's effectiveness. He commented: "The fair will surely benefit from the relocation to Changsha due to the unique economic and geographical advantages of Hunan. This province is one of the biggest meat producing and processing bases in China. It also has the largest pork trading and wholesale markets in South Central China with an annual turnover of more than RMB 20 billion. With the new location, the fair can help industry peers to capture the enormous meat market and ample business opportunities in Central China and the surrounding areas. Holding it concurrently with CFCE will also bring a stronger visitor profile to our exhibitors. Together with Messe Frankfurt's extensive global sales network, the two shows are expected to deliver a well-rounded trading platform for local and overseas enterprises and to facilitate the food and catering sector's development in China."

Mr Zhou Qiang, CIPC's Deputy Director indicated: "The collaboration

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

brings in the expertise from IFFA that can elevate the international status of both Meat Expo China and CFCE. Organising both fairs together will create strong synergies and a one-stop sourcing platform to attract more professional visitors.”

### **Brand new update on meat products to showcase the entire meat processing supply chain**

Meat Expo China 2017 will showcase the comprehensive spectrum of meat products and technology including meat, meat-based products, seafood and products, frozen food, ready meals and convenience products; meat-related processing equipment and technology including abattoir technology, equipment and accessories, dismembering, weighing, measuring and deep processing equipment and technology; packaging equipment, materials and technology; refrigeration equipment and technology including refrigeration, freezer and refrigeration showcase, cold storage, cooling materials and refrigerator accessories and more.

Central China has experienced an increasing demand for meat processing technologies and facilities and Meat Expo China 2017 will be the marketplace to fulfill those needs. The show provides enterprises with a professional platform to develop China’s meat and meat processing market, seek potential business opportunities, strengthen communication and promote innovation. The fair attracts the participation of numerous world-known enterprises to showcase advanced products and technologies, including outstanding exhibitors from Meat Expo China 2015 such as: Basf Construction Chemicals, Chuying Agro-Pastoral Group, Frigomeccanica S.P.A., Helper Food Machinery, International Plastic Engineering, Jianhua Food Machinery Manufacturing, Jinluo Meat Products Group, Jixiang Food Machinery, Kentmaster, Watanebe Foodmach Sales, Xiaojin Machinery Manufacturing, Xinglong Food Machinery Manufacturing, Yurun Meat Industry Group and Zhongpin Food.

### **Extensive fringe programme spotlights the latest developments in the sector**

In order to maximise the effectiveness of the fair, a wide range of complementary events will be held. The programme will cover three major categories, including business matching programmes, forums that address global trends and technologies, as well as evaluation sessions.

#### **Business Matching Programme**

To create more business and value for show attendees, multiple business matchmaking sessions will be arranged between exhibitors and buyers to cater for different regional demands and industry sectors. These include: “Business Matching Programme for Meat Enterprises”, “Business Matching Programme for Slaughter Equipment Enterprises”, and “Recommendations by Catering Enterprises”.

## **Addressing global trends and technologies**

Taking the initiative to upgrade the technological advancement of the meat industry, the show organisers will host the Summit of Science and Technology Development in the Meat Industry during the fair. The event will invite slaughtering and meat processing-related overseas associations such as AMEC (Spain) and representatives from renowned brands to address global trends and related advanced technologies.

Another highlighted event will be the “Refrigeration Industry Summit Forum 2017”. Co-organising with Changsha Qiang Hua Xin Xi Ke Ji Co Ltd, the forum will invite preeminent industry leaders from the refrigeration sector to explore industry trends and focuses, enabling participants to obtain updated and relevant market information.

## **Evaluation events**

To promote a healthy competition environment for the industry and also to enhance the experience of the visitors, various evaluation activities will take place, including “Evaluation of Leading Meat Products and Technologies” and “Culinary Show and Evaluation of High-Quality Meat-based Products”. Besides, in accordance with the “Evaluation Standards of Eco-friendly Booths”, established by the Ministry of Commerce, an “Award Ceremony for ‘Green Booth’ will be held as well. Exhibitor booths will be assessed by their designs and construction. Outstanding booths will be commended and rewarded by the organisers.

For more information, please visit:

[www.meatexpochina.hk.messefrankfurt.com](http://www.meatexpochina.hk.messefrankfurt.com), or e-mail [meatexpo@china.messefrankfurt.com](mailto: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 next edition will be held from 4 – 9 May 2019. More details are available at [www.iffa.com](http://www.iffa.com).

-End-

## **Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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](http://www.messefrankfurt.com)