

Press

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

Hong Kong
8 September 2017

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Meat Expo China opens next week with unrivalled business opportunities

Refrigeration Industry Summit Forum 2017 to share updated market information and create ample business opportunities

Meat Expo China will take place this month at Hunan's capital Changsha, a province renowned for pork trading and wholesale as well as meat processing and production. Organised by Messe Frankfurt (Shanghai) Co Ltd and Circulation Industry Promotion Center of the Ministry of Commerce (CIPC), the fair will 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.

Together with the CFCE and the unique economic and geographical advantages of Hunan, the show allows exhibitors and visitors to capture the enormous meat market and extensive business opportunities in Central China. Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd believes the show is the gateway to the Chinese meat and meat processing industry: "Meat Expo China plays an important role in connecting high-calibre buyers from South Central China with suppliers from abroad. Holding it alongside the China Food & Catering Expo attracts professionals from both upstream and downstream in the industry chain. This show is an all-inclusive trading platform for industry players who wish to access the burgeoning meat market in China. They will be able to expand their business network, as well as obtain the most updated and relevant market information."

This one-stop sourcing platform will gather around 1,200 exhibitors from 14 countries and regions across 54,000 sqm of exhibition space, and is expected to welcome 20,000 visitors. Numerous enterprises will showcase advanced products and technologies, including the likes of Bei'er, Dachang, Lovfly, New Wellful, TRS Group Co Ltd, WH Group and Xiangying.

One such exhibitor is Bei'er, who will present its automatic vacuum packaging machine and stretch film packaging machine. The company

Messe Frankfurt (HK) Ltd
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manufactures its equipment in China, and has acquired the ISO9002-1994 Quality Management System Authentication. Specialising in kitchen equipment, Xiangying produces various types of dishwashers, frying machines, stockpots, stoves, steamers, as well as freezers. Xiangying will bring its automatic hydraulic blanching pot and case washer to the fair.

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In addition to the comprehensive spectrum of meat products, equipment, and technologies, the “Refrigeration Industry Summit Forum 2017” will take place on the first day of the fair. Co-organised with Qianghua Information Technology Co Ltd, the forum will invite numerous distinguished industry leaders from the refrigeration sector to explore industry innovations and product upgrades. Around 300 enterprises will join the forum to discuss the latest market trends and network with stakeholders.

Meat Expo China will be held from 14 – 17 September 2017 at the Changsha International Convention & Exhibition Center. For more information, please visit: www.meatexpochina.com, or e-mail 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.

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Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 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 | www.congressfrankfurt.de | www.festhalle.de