

Press release

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Meat Expo China 2018 opens today for another highly anticipated edition

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A busy four days of business is set to kick off at Meat Expo China 2018, which opens its doors today at the Changsha International Convention & Exhibition Center. The fair will once again be held in conjunction with the China Food & Catering Expo (CFCE) and the 2018 First China Hunan Cuisine Ingredient E-commerce Festival.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, believes the show has become one of the industry's most important events: "As a gateway to the Chinese meat and catering industries, Meat Expo China allows both exhibitors and buyers to significantly expand their business network and develop new avenues for co-operation. Holding it together with CFCE and the 2018 First China Hunan Cuisine Ingredient E-commerce Festival maximises cross-over opportunities and allows industry players to access the most up-to-date information and technologies."

Across an impressive 81,000 sqm of exhibition space, the three events are expected to gather 1,500 companies and welcome some 25,000 trade visitors. Of particular interest to buyers will be the strong blend of renowned meat and catering industry brands showcasing at Meat Expo China. Amongst over 100 leading brands to be in attendance at the Expo are Baiyang group, Beijing Ershang Group, Dahongmen Meat Food, Dolav, Fovo Food, Hainan Xiangtai Fishery, Hunan province Food Corporation, Ningbo Hoying Food Machinery, Ruian HUADONG Packing Machinery, Sanwang, Wai Hung, Shenzhen Allied Aquatic Produce Development, Smart Weigh Packaging Machinery, Zhongshan Yigao Packaging Machinery, and many more.

In order to deliver an easy to navigate sourcing experience for visitors, four product zones have been designated to categorise these companies. These are the Meat and related food products zone, the Meat-related processing equipment and technology zone, the Packaging equipment, materials and technology zone, and the Refrigeration equipment and technology zone.

At the Meat and related food products zone, a mix of meat, meat-based products, seafood, frozen foods, ready meals and convenience products will be on offer. One notable company to be exhibiting at the zone is Fovo Food. In recent years, the company has boasted the largest export volume of poultry food in China and has extensive business interests

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that range from animal feed processing, poultry breeding, broiler breeding and slaughtering, to the processing and production of cooked poultry products, condiments and biological products. Chenglong Liu, the manager of the company's marketing department spoke about the company's reasons for participating at the show: "This is our first time exhibiting at Meat Expo China. We wish to know more about the food industry in Changsha in order to better prepare ourselves to cope with the market. We also aim to promote our brand and to enhance our company image through the fair."

Another popular attraction will be the Meat-related processing equipment and technology zone, which will feature equipment and technology for dismembering, weighing, measuring, and deep processing as well as specialised products that can be used in abattoirs. One exhibitor to return to the zone is Ningbo Hoying Food Machinery Co Ltd, who will bring their latest meat cutting equipment to the Expo. The company are specialists in kitchen equipment and produce various types of dishwashers, frying machines, stockpots, stoves, steamers and freezers.

Meanwhile, the Packaging equipment, materials and technology zone will fulfil demand from the packaging portion of the supply chain. Ruian HUADONG Packing Machinery, is a prominent company to be featured at the zone with a portfolio of products that have sold well around the world. The company specialises in manufacturing and exporting shrink packing machinery such as automatic L bar sealers, automatic side sealers, automatic sleeve sealers, automatic flow shrink wrappers, automatic double side sealers, shrink tunnels and related equipment.

Last but not least, the Refrigeration equipment and technology zone will include freezers and refrigeration showcases, cold storage, cooling materials, refrigerator accessories and many more related products.

Meat Expo China will be held from 13 – 16 September 2018 at the Changsha International Convention & Exhibition Center. The show is organised by Messe Frankfurt (Shanghai) Co Ltd and the Circulation Industry Promotion Center of 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, and the 2018 First China Hunan Cuisine Ingredient E-commerce Festival, which is supported by the Department of Commerce of Hunan Province. 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.

Meat Expo China
Changsha, 13 – 16 September 2018

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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

International trade fairs for food processing

Messe Frankfurt organises trade fairs relating to food processing all over the world. They are grouped under the heading of 'Food Technologies'. Currently, four events belong to this cluster. Alongside Meat Expo China there are IFFA, the No. 1 show for the meat industry, in Frankfurt am Main, Tecno Fidta – International Food Technology, Additives and Ingredients Trade Fair – in Argentina and Modern Bakery Moscow – International Trade Fair for Bakery and Confectionery in Russia.

You can find out more about these here: www.food-technologies.messefrankfurt.com
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