

Press release

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Over 95% of exhibition space has been confirmed for Meat Expo China 2018

Nichole Chang
Tel. +852 2230 9226
nichole.chang@
hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.meatexpochina.com
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Meat Expo China will open its 2018 edition from 13 – 16 September in Changsha, and a number of renowned brands have confirmed their participation at the fair. With a month to go, over 95% of exhibition space has been booked.

Organised by Messe Frankfurt (Shanghai) Co Ltd and the Circulation Industry Promotion Center of Ministry of Commerce (CIPC), the fair will once again 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 maximise the effectiveness for fairgoers, it will also be held alongside the 2018 First China Hunan Cuisine Ingredient E-commerce Festival, which is supported by the Department of Commerce of Hunan Province.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, is excited about the upcoming edition: "We're proud to almost reach maximum exhibiting capacity at Meat Expo China this year. The clock is now ticking until the doors open, so we urge any last-minute participants to sign up before spaces are completely sold out."

"Last year was a great success for Meat Expo China and CFCE. With 2018 First China Hunan Cuisine Ingredient E-commerce Festival joining us this year, I am sure new elements will enrich our show. We can't wait to welcome representatives of the whole meat industry's supply chain to join this event," he added.

The three events are expected to gather 1,500 companies across 81,000 sqm of exhibition space, and to welcome 25,000 trade visitors. Renowned industry leaders, including the likes of Baiyang group, Beijing Ershang Group Dahongmen Meat Food Co Ltd, Hunan province Food Corporation, Sanwang, Wai Hung, Shenzhen Allied Aquatic Produce Development Ltd, Smart Weigh Packaging Machinery Co Ltd, Zhongshan Yigao Packaging Machinery Co Ltd, and more, will showcase a comprehensive spectrum of meat products, technologies and related equipment during the four-day fair.

One particular exhibitor is Shenzhen Allied Aquatic Produce Development Ltd, who will bring a range of surimi, breaded seafood products, baked goods, and frozen fish fillets to the show. Songyan Zhang, the company's Marketing Manager, is excited to take part in the

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

upcoming edition: “In terms of the scale and product categories, Meat Expo China is a great platform to promote our products and to reach out to our target buyers. We wish to enhance our brand image through the show, and to meet with as many potential buyers as possible.”

Besides meat and related food products, the fair will also showcase meat-related processing equipment, packaging equipment and materials, refrigeration equipment, and related technologies. For instance, Beijing Ershang Group Dahongmen Meat Food Co Ltd specialises in pig breeding, wholesaling, slaughtering, as well as refrigerating. The company will showcase its frozen and cooked meat at the fair.

Smart Weigh Packaging Machinery designs and manufactures machines and equipment for food processing lines. Key products include customised packaging solutions, weighing equipment, metal detectors and conveyor belts. At the company’s booth, a range of packaging and weighing machinery will be on display.

Meat Expo China will be held from 13 – 16 September 2018 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.

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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Meat Expo China
Changsha, 13 – 16 September 2018