

Press release

October 2018

Meat Expo China 2018 concludes successfully with increased show figures

Nichole Chang
Tel. +852 2230 9226
nichole.chang@
hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.meatexpochina.com
MEC18_FR_ENG.doc

Meat Expo China 2018 received high praise from all corners of the meat and catering industries as it wrapped up another successful edition at the Changsha International Convention & Exhibition Center. Held between 13 – 16 September 2018, the expo ran in conjunction with the China Food & Catering Expo (CFCE) and the 2018 First China Hunan Cuisine Ingredient E-commerce Festival. The three events gathered 1,500 companies (2017: 1,200) and attracted 38,486 visits (2017: 31,806), a 21% increase compared to 2017. The impressive attendance figures led to an uptick in exhibition space, which rose to 81,000 sqm (2017: 54,000 sqm).

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, spoke warmly about the overall outcome of the show: “Meat Expo China has once again proven itself to be one of China’s important trading platforms for meat, meat processing technologies and machinery. I am delighted that we have received such wonderful feedback from visitors and exhibitors alike. Alongside the two concurrent events, we have seen significant increases in exhibition area and exhibitor numbers, which indicates that we are fulfilling an important function for the industry.”

The Deputy Director of the Circulation Industry Promotion Center of Ministry of Commerce (CIPC), Ms Jian Zhao also spoke in positive tones: “We are pleased to have had the China Animal Agriculture Association and the China Society of Inspection and Quarantine joining us this year. Between us, we invited key players to gather at this edition of Meat Expo China. Bringing these stakeholders together under one roof is vital for communication and co-operation within the industry. I believe the show has played an active role in guiding and promoting the circulation of local meat products as well as the trade of international meat products.”

During a busy four days, over 100 renowned brands congregated at the Expo. They included 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.

Professional buyers from both upstream and downstream of the industry

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

supply chain assembled at the Expo to take advantage of the convenient sourcing opportunities on offer at the one-stop platform. Four clearly designated product zones allowed these visitors to navigate the fairground and easily identify targeted product groups. These were 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.

Exhibitor feedback

“We achieved quite a lot during the exhibition. We made contact with many professional visitors, some of which could be potential clients. We brought our multi-head weigher to the fair, which is a precision weigher and is mainly used for food packaging. We also brought a food-packaging machine, which can be used to package food products such as duck necks. As there are a lot of spicy snacks sold in Hunan, we see great potential in the market for packaging solutions for meat snacks, as well as opportunities in the meat market. After just one day, we have received four potential deals. We are quite satisfied with the exhibition.”
Mr Hansong Wang, Marketing Director, Smart Weigh Packaging Machinery Co Ltd (Packaging equipment, materials and technology zone)

“There are plenty of visitors at the show, and we have met with many buyers. In less than a day, we have made some solid business deals and attracted some prospective orders. We have brought some ready-to-eat meat products to the Expo, which were not previously available in Hunan. This is our first time exhibiting at Meat Expo China and we are hoping to find distributors who can provide us with additional sales channels, promote our products in the storefronts of Hunan, and open up the offline market. I think the prospect for meat products in the Hunan market is positive, as there are not too many poultry products here at present, meaning that there is a lot of room for development.”
Mr Chenglong Liu, Manager of Marketing Department, Fovo Foods Co Ltd (Meat and related food products zone)

“We brought our flake ice machines and tube ice machines to the show this year. Our target customers are mainly dealers of hotel supplies and food machinery, as well as supermarkets and food processing companies, which serve end consumers. Hunan cuisine is one of the largest cuisine categories in the country, which poses an opportunity for our company as our products can maintain food hygiene by keeping meat and other related products cool and fresh. I am very optimistic about the market here. I feel that the local market has not been fully penetrated, so we hope to enter it through Meat Expo China. We had a good time at the exhibition and there were always visitors coming by our booth. We are thankful for the opportunities that this fair has given us.”
Mr Ping Zhang, Business Manager, Shenzhen Lier Machinery Equipment Co Ltd (Refrigeration equipment and technology zone)

Meat Expo China
Changsha, 13 – 16 September 2018

“We have brought a whole set of purification equipment to the Expo, including ozone disinfection cabinets, wind chambers and faucets that can be used for disinfection and purification in food processing plants.

We think the current meat market in Changsha is developing at a fast pace, and we are very optimistic about it. We have confirmed orders with several customers and have landed numerous large-scale projects. We are very pleased with the result this year and will consider our participation at Meat Expo China next year.”

Mr Qiaolin Fan, Sales Engineer, Ke Pu Yuan Environmental Science and Technology (Shanghai) Co Ltd (Meat-related processing equipment and technology zone)

Visitor feedback

“We would like to step into the supermarket industry, so the exhibits here are exactly what we needed, especially the local snack products from Changsha and the meat related machinery. I have a good impression towards Meat Expo China. I already spent the whole day at the fair yesterday, but felt compelled to come back again today. I am also looking for suppliers with reasonable prices, in order to lower our costs and boost our profitability. I believe labour costs will get higher and higher, so I am very optimistic about the automated production lines that are on display. I am very interested in one of the exhibitors, Hoying. The machines that they offer would allow us to set up a central kitchen in our supermarket and deliver food to our customers more quickly.”

Mr Wang Gao, Manager, Zhihuishenghuo Network Technology Co Ltd

Meat Expo China is organised by Messe Frankfurt (Shanghai) Co Ltd and the Circulation Industry Promotion Center of Ministry of Commerce (CIPC). The fair is 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.

The next edition of Meat Expo China will be held in September 2019 at the Changsha International Convention & Exhibition Center. For more information, please visit: www.meatexpochina.com, or e-mail meatexpo@china.messefrankfurt.com.

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

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