



Restore, Refresh, Revitalize
South China's F&B market awaits you



21-23 April 2021

Shenzhen World Exhibition & Convention Center, Shenzhen, China

Global Meat Plants Forum - How to go to China Meat Market

Concurrent with ANUFOOD China 2021, 21-23 April 2021.

Koelnmesse and Meat International Group cordially invite you to Global Meat Plants Forum: How to go to China Meat Market

Time: 20 April, 2021

Location: Shenzhen World Exhibition & Convention Center, Shenzhen, China.

1 Background

As China is now the world's biggest meat importer, it has a huge impact on the global animal protein market. Against this backdrop, Koelnmesse, one of the global leading food exhibition organisers, joins in hands with Meat International Group, the top meat industry consulting organization in China, to host 2020 China Meat Plants Forum- How to go to China Meat Market. During the forum, we will invite experts in the meat industry to discuss the industry's development trend and let all attendees share their ideas and opinions.

2 Topic

The topic of the meeting is about China's imported meat policies and the approval of foreign meat plants. We aim to offer trainings to plants from other countries on how to enter the Chinese market. In the meeting, we will talk about a variety of contents including the relevant policies, customers, markets and etc. to help them understand the process of entering China and the marketing strategies.

3 Main Speakers

- Heads of China Customs Managing Overseas Plants
- Representatives of Domestic Large-Scale Trading Companies
- International Analysts & Representatives of Industry Association
- Representatives of Overseas Plants

4 Main Attendees

Foreign plants are main attendees for our meeting and topics are surrounding on specific process of entering Chinese market and on the relevant policies.

Seats are limited

For more, please send emails to

Tel: 0086 755 2165 0090

Mobile: 13243810899

E-mail: david.xue@meatinternationalgroup.com

5 Agenda

- a. Introduction of China Customs` Policies - China Customs (TBC)**
- b. Policies about Entering China`s Market - Meat International Group (MIG)**
- c. Analysis of Chinese Market - Meat International Group (MIG)**
 1. Analysis of China`s Animal Protein Market
 2. Opportunity & Challenge of China`s Market Development
 3. ASF`s Influence on Imported Market
- d. Global Market Analysis**
 - ※ Theme 1:
ASF`s Influence on Global Meat Market
Global Meat Market Analyst - Mr. Simon Quilty
 - ※ Theme 2:
Landscape of Brazil`s Meat Market & Analysis of Brazil`s Export to China
Founder of Agrifatto - Mrs. Lygia Pimentel
 - ※ Theme 3:
Global Beef Market Analysis
Chief Editor of World Beef Report - Mr. Rafael Tardaguil
- e. Welcome Dinner**

6 Participation Fees

EUR 260/person

(Catalogue, coffee break and welcome dinner included)

Remark: ANUFOOD China 2020 exhibitors are free of charge.

7 Others

We will host a matchmaking meeting for trade buyers & sellers during the meeting.

Organisers:



梅特国际集团
Meat International Group



Tel: 0086 21 6390 6161 - 817

Mobile: 18516116972

E-mail: vivienne.lee@koelnmesse.cn