

Co-located  
with



# meat pro

## ASIA

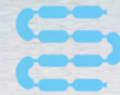
12 – 14 March 2025  
IMPACT, Bangkok,  
Thailand

Asia's leading  
processing and  
packaging trade  
fair for meat, egg,  
poultry, seafood &  
food products

[www.meatpro-asia.com](http://www.meatpro-asia.com)



Reserve your  
booth today!





# Your key ingredient for success in the Asian market

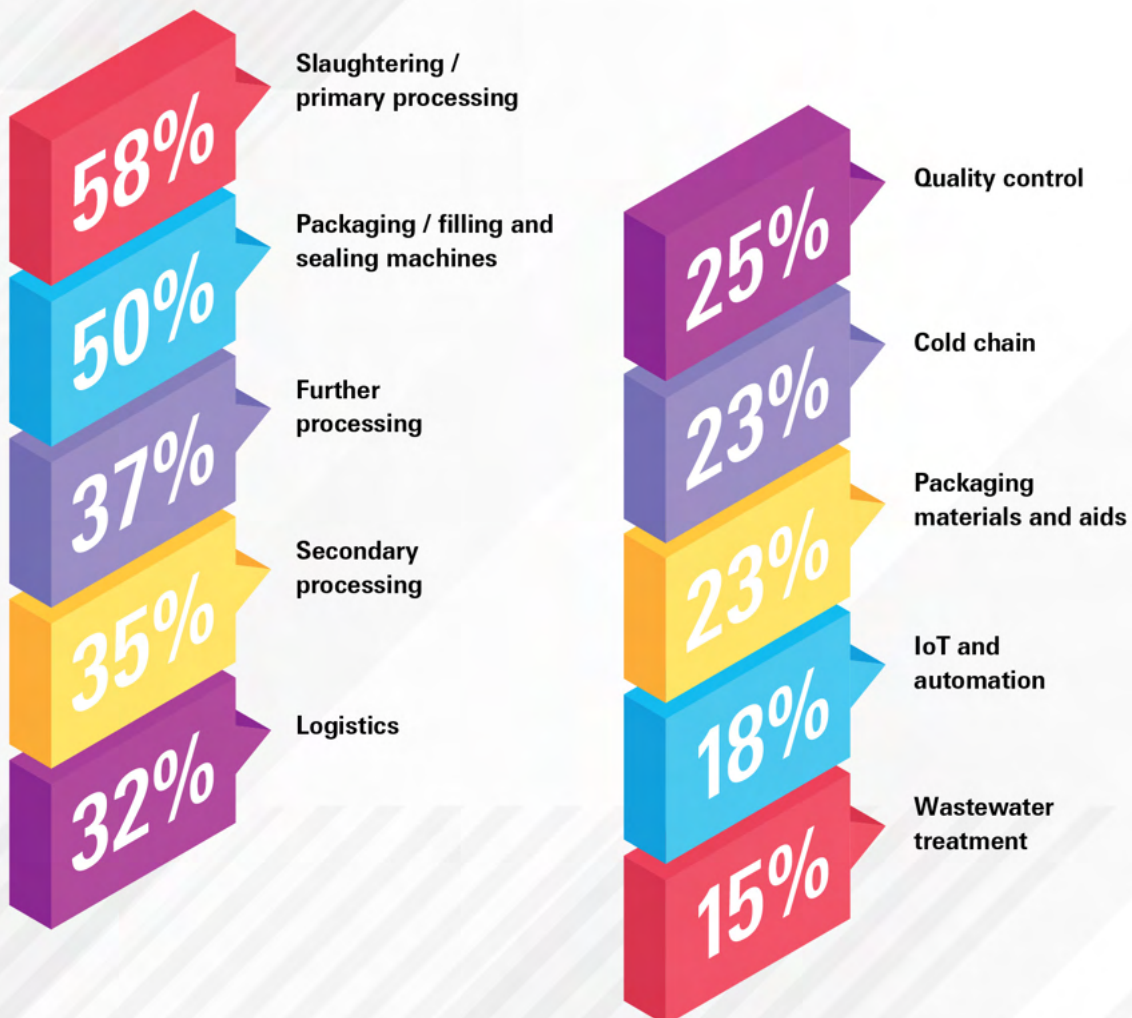
Meat Pro Asia is rapidly growing into the most important trading platform for food processing machinery and packaging technologies in Asia. Held every two years in Bangkok, the fair runs concurrently with VIV Asia, the region's definitive event for livestock production, animal husbandry and all related sectors. Together these fairs cover the entire supply chain from feed to food, processing and packaging, sales, logistics and cold chain. This wide coverage attracts the full spectrum of food technology trade buyers from the Asian region.

Exhibitors at Meat Pro Asia find themselves at the heart of immense potential. In 2023, meat market revenue in South East Asia is expected to soar to US\$85.55 billion, with market forecasts predicting annual growth of 7.7% leading up to 2028. Join us in 2025 to form partnerships with quality buyers and decision makers from the region.



## Debut breakthrough: visitor turnout at the 2023 edition

**8,894** visitors from **89** countries worldwide sourced from **100** exhibitors at the inaugural edition. Alongside VIV Asia, the two fairs drew a combined total of **47,527** visitors.





# Praise from participants

## Exhibitor feedback

"All the relevant buyers from farms, slaughterhouses, as well as cutting and de-boning are here, with many of them visiting our booth to find imported equipment from the USA. Right now in Thailand meat production is a big market, but producers need the right equipment to increase their volumes and yields to deliver more value for the market."

**Luedej Prasopsri, General Manager, Jarvis Products Corporation (USA)**

## Buyer comment

"Compared to Vietnam, Thailand has a more advanced and well-developed poultry business. The fair is crucial because it provides us an opportunity to connect with fellow industry players, and we have even used it our presence here as an opportunity to sign a new cooperation agreement to sell meat in Myanmar via Thailand."

**Doan Giang Nguyen, Deputy Managing Director, San Ha CO., LTD (Vietnam)**





# Four major advantages of exhibiting

Network with the most relevant industry professionals, potential partners, and customers. Engage with a diverse range of suppliers, manufacturers, and distributors, which can lead to valuable business connections and collaborations.

Together with VIV Asia, Meat Pro Asia covers the whole value chain from feed to food of all animal species. Attending the exhibition allows you to gain insights into the local and regional markets, observing the latest trends, consumer preferences, and emerging opportunities to make informed decisions and stay competitive in the industry.



The latest technological advancement and innovation seminars will be delivered by field experts during the show. Learn about cutting-edge equipment, techniques, and solutions to enhance your operations, increase efficiency, improve product quality and gain a deeper understanding of industry-related topics and regulations.

With the presence of major industry players, Meat Pro Asia presents an opportunity to assess your competition, identify their strengths and learn from their strategies. This information can be invaluable in ensuring you stay ahead of your competitors.



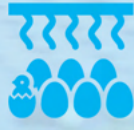
## Business segments



Red meat



White meat



Poultry eggs



Fish / Shrimp



Dairy products



Meat production



Alternative / plant protein

## Visitor profile



Food and grocery retail trade;  
department stores; hypermarkets /  
self-service stores



Mail order business;  
wholesale trade



Foreign trade  
(import / export)



Meat processing industry /  
Meat industry



Butcher's trade; slaughterhouses,  
processing operations



Food and non-essential  
provisions industry



Supplies industry for the butcher's  
trade / the meat-processing  
industry



Hotels / restaurants / pubs;  
snack bars / fast food outlets



Communal catering,  
company catering, system  
catering, catering



Press / media / publishers;  
public authorities



Universities / institutes of  
higher education



# Concurrent with VIV Asia – presenting the entire feed to food supply chain across three halls

**meat pro**  
ASIA



IMPACT Challenger boasts three interconnected halls with a combined space of 60,000 square meters - currently the world's largest column free hall.

## Fair facts

### Dates

12 – 14 March 2025

### Opening hours

10:00 – 18:00

### Organisers

Messe Frankfurt (HK) Ltd & VNU Group

### Venue

Hall 1, IMPACT, Bangkok, Thailand

### Admission

Free entry for trade visitors aged 18 or above (upon registration)

## Participation fees

Stand space aisle	Euro 413.00 / SQM
Stand space corner	Euro 454.00 / SQM
Stand space end of row	Euro 474.00 / SQM
Stand space island	Euro 495.00 / SQM
Registration fee (Fixed costs per exhibitor)	Euro 595.00 / SQM



### Comfort stand construction

Euro 140 / sqm  
Min. 12 sqm and max. 25 sqm

### Premium (carpet floor) stand construction

Euro 275 / sqm  
Min. 12 sqm and max. 32 sqm



### Premium (wooden floor) stand construction

Euro 335 / sqm  
Min. 20 sqm and max. 50 sqm



## Exhibit at a thematic pavilion for added exposure



Future Food Pavilion



Sustainability Pavilion



Food Safety Pavilion



Halal Pavilion

## Apply now!



EUR 5,700 / 12sqm

Booth, all inclusive of:

Bespoke stand construction

Reception counter & 2 stool bars

32" LED TV

Poster size 0.70x1.00 m. and spot light

Socket 5 Amp.

## What are the pavilion benefits?

- Build extra brand awareness and visibility
- Benefit from thought leadership opportunities with a speaking presentation at thematic sessions
- Targeted buyer approach through our hosted buyer privilege and speed networking session with meat processors, importers, distributors, suppliers, and industry leaders
- Added attention with highlighted presence on the onsite floor plan
- Special product features in promotional fair EDMs and social media.

## Launch your product at our regional Vietnam show

Before Meat Pro Asia, join us at our regional show in co-location with ILDEX Exhibition in Vietnam (2024). This event is your gateway to the vibrant Asian market.

Contact us now for more details and the best deal!

**meat pro**  
*Pavilion*





# Global events for the food technology sector



Chicago, USA

Buenos Aires, Argentinien

Frankfurt am Main, Germany

Bangkok, Thailand

Jakarta, Indonesia  
Ho Chi Minh City, Vietnam

**ProcessExpo**

**tecnofidta**

**IFFA**

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Pavilion at  
   
Organized by VNU Asia Pacific

## Contact information

**Companies from Europe (except The Netherlands and Belgium), India, Greater China, South America, Africa and Greenland, please contact:**

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**More information about Meat Pro Asia**

Follow us on    

You can find further information and services for a successful presence at [www.meatpro-asia.com](http://www.meatpro-asia.com)