



Meat Pro Asia 2025 opens this week, spotlighting international influence and local strengths through comprehensive conference programme and exhibits

Bangkok, 11 March 2025. Global suppliers and industry leaders are set to gather across 10,000 sqm at Challenger 1, IMPACT, Bangkok from 12 – 14 March this week for the second edition of Meat Pro Asia, Asia’s premier processing and packaging trade fair for egg, poultry, meat, seafood, and food products. The event will see 121 exhibitors presenting groundbreaking innovations in processing, packaging, automation, cold chain logistics, IoT, quality control, hygiene, and more. In addition to the diverse array of exhibits, the conference programme will see over 50 speakers discuss the latest trends and technologies in the industry, such as food safety, efficient processing methods, and sustainability, over two full days.

Mr Jack Wong, Deputy General Manager, Messe Frankfurt (HK) Ltd, commented: “I am excited to welcome industry leading exhibitors to Bangkok this week for Meat Pro Asia, as they showcase cutting-edge technologies from their respective countries and fields. Additionally, the two-day fringe programme provides a unique platform for networking, knowledge sharing, and business growth. With its strong connections to Messe Frankfurt’s global network of events for meat processing technology, Meat Pro Asia has become a key event on the calendar for Asia. Through special events and the participation of global brands, the fair aims to elevate its impact in driving innovation and growth in the region’s food industry.”

“The show’s synergy and co-location with VIV Asia and Horti Agri Next Asia, sees all three events combine to host over 1,500 exhibitors – 93 percent of which are from outside Thailand. This creates a unique opportunity for international collaboration across the entire supply chain. Meat Pro Asia 2025 is strengthening the on-site attractions with high quality exhibitors and an engaging conference programme. Additionally, we are implementing initiatives in order to reduce the fair’s carbon footprint, such as using soy-based ink for printed materials while reducing their quantity, deploying EV tractors in partnership with DB Schenker, and utilising digital applications,” added Ms Panadda Kongma, Vice President – Business, VNU Exhibitions Asia Pacific Co Ltd.

Among the high-calibre exhibitors from Thailand and abroad are Baader, Duravant, Hi-tec, IFEC, Ishida, Jarvis, Marel, Meyn, Multivac, Vega, and many others, all displaying the latest innovations in the meat packaging and processing sectors. The industry leading brands will present technologies such as data analytics and IoT applications, supply chain automation, sustainable packaging solutions, and more.

In addition to these key brands, the conference programme will feature over 20 sessions, with discussions led by international speakers on global topics, complemented by insights from local experts addressing trends within Southeast Asia. Some highlights include:

- **Advancing Poultry Processing: Digitalisation for Enhanced Quality, Safety, and**

Sustainability

Astrid Verhoijssen, Product Specialist Primary Processing, JBT Marel Poultry

- **Processing Management – Food and Packaging Waste Management**
Dr Joseph Ross S. Jocson, President, Asian Packaging Federation (APF)
- **Important Parameters in Creating Premium Sausages**
Karsten Schellhas, Master Butcher, Alternative Protein Specialist, and Owner of Schellhas Food Technology
- **Big Changes in GHP 2022: Food Safety Culture, Allergen Management and Environment Monitoring Program**
Dr Suwimon Keeratipibul, Professor, Chulalongkorn University
- **Shrimp Disease Management, Food Processing & Carbon Credit**
Taweesak Wannatipayaporn, Managing Director, C.B.Food-Tech Co Ltd
- **Food and Beverage – Southeast Asia: Staying Ahead for the Future of Food Safety**
Terence Tan, Director of Marketing and Business Development, Ecolab

Another exciting event bringing the very best meat products from across the region to Bangkok, is the Southeast Asian qualifier for the IFFA-DFV Global Meat Product Awards. Taking place over the first two days of the show, this regional competition will announce its winners on March 13, who will be invited to the World Awards at IFFA in Frankfurt from 3 – 8 May, 2025. The awards in Bangkok will feature a jury of independent and trained test experts evaluating meat products such as sausages and hams, based on criteria including appearance, consistency, aroma, and taste.

Meat Pro Asia is organised by Messe Frankfurt (HK) Ltd, VNU Asia Pacific, and VNU Europe.

Messe Frankfurt accompanies the dynamic growth of the food industry with four trade fairs on four continents, in Argentina, Germany, Thailand, and the USA.

Read more at: www.food-technologies.messefrankfurt.com

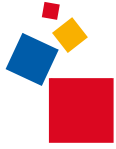
These events are headed by IFFA – Technology for Meat and Alternative Proteins – held in Frankfurt from 3 – 8 May. Learn more at: www.iffa.com

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Press information and photographic material

<https://meatpro-asia.hk.messefrankfurt.com/bangkok/en/press.html>

Your contacts:



Guy MacKinlay-West
Phone: +852 9558 1665
guy.mackinlay-west@
hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F China Resources Building,
26 Harbour Road, Wan Chai
Hong Kong

www.messefrankfurt.com.hk
www.meatpro-asia.com

VNU | ASIA PACIFIC

Ms Thanita Sumranjit
Phone: +662 111 6611
thanita@vnuasiapacific.com

VNU Asia Pacific
VNU Exhibitions Asia Pacific
88 The PARQ, 4/F, Khlong Toei
Bangkok, Thailand

www.vnuasiapacific.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability

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

**Preliminary figures 2024*

About VNU Asia Pacific

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai as well as in Bangkok, and consolidates the international exhibition

business of Royal Dutch Jaarbeurs. In South East Asia, Jaarbeurs has formed a Joint Venture with TCC Group. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 12 trade shows and event formats including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries.

For more information, please visit our website at www.vnuasiapacific.com