

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



Reserve your
booth today!



Your key ingredient for success in the Asian market

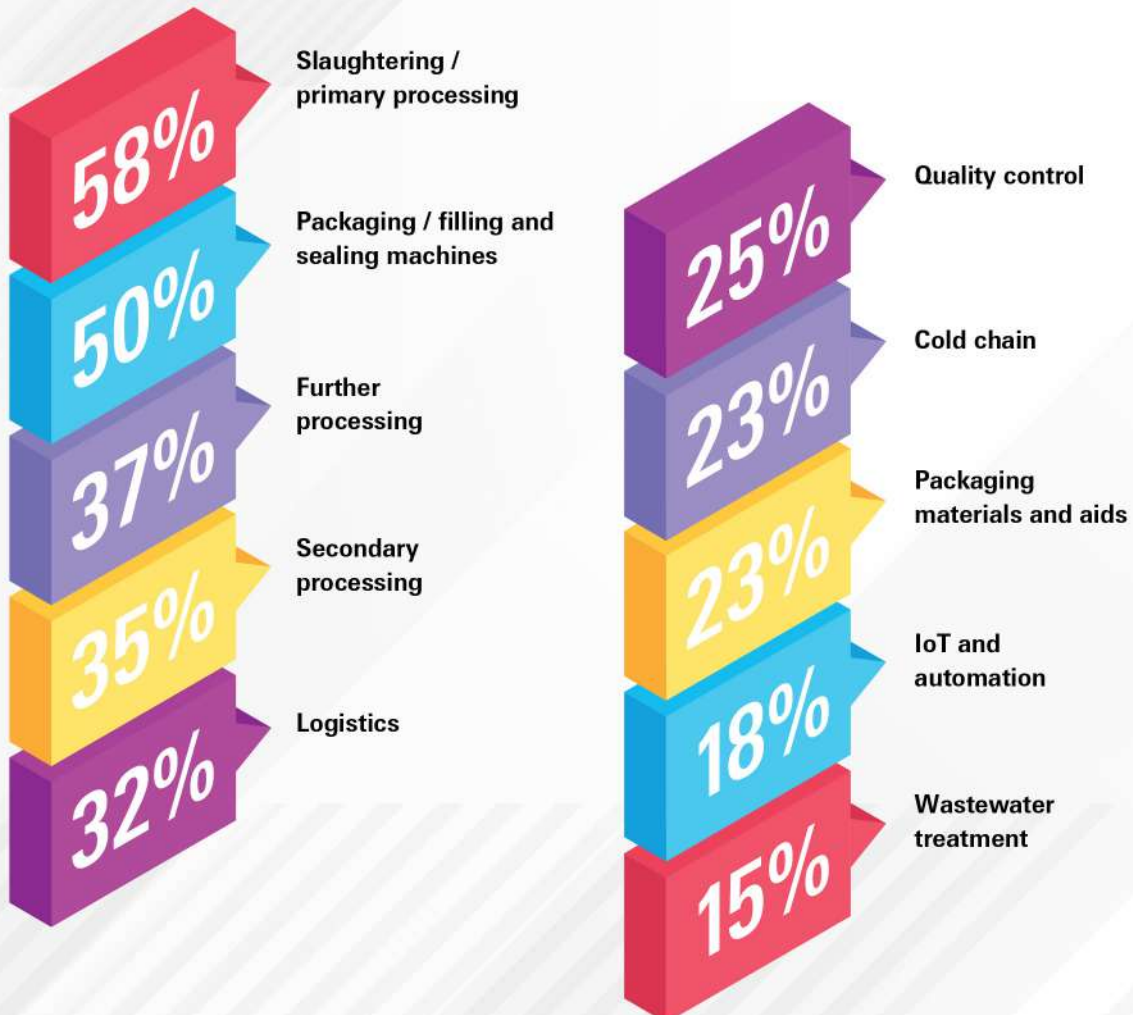
Meat Pro Asia is rapidly growing into the most important trading platform for food processing machinery and packaging technologies in Asia. Held every two years in Bangkok, the fair runs concurrently with VIV Asia, the region's definitive event for livestock production, animal husbandry and all related 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



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

Challenger 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 Vietnam 2024 from 29 - 31 May 2024, Ho Chi Minh City, Vietnam. 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

meat pro
ASIA

meat pro
ASIA

Pavillion at



Organized by VNU Asia Pacific

Contact information

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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