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meat pro

ASIA

10 – 12 March 2027
IMPACT, Bangkok,
Thailand

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

www.meatpro-asia.com



messe frankfurt



Discover Meat Pro Asia 2027: Asia's premier hub for meat processing innovation

Meat Pro Asia is a professional trading platform for food processing machinery, organised by Messe Frankfurt (HK) Ltd and VNU Group.

Every two years, Meat Pro Asia takes place in Bangkok concurrently with VIV Asia, covering the complete supply chain from feed to food, processing and packaging, logistics, cold chain and automation. Meat Pro Asia 2027 is not only a leading professional trade fair in Asia, but also a place where the future of meat meets opportunities.



Record figures in 2025

9,848 visitors from **99** countries and regions worldwide met with **150** exhibitors. Taking place in co-location with VIV Asia and Horti Agri Next Asia, the three fairs drew a combined total of **51,000** visitors.

Big brands in 2025

BAADER ///

DURAVANT

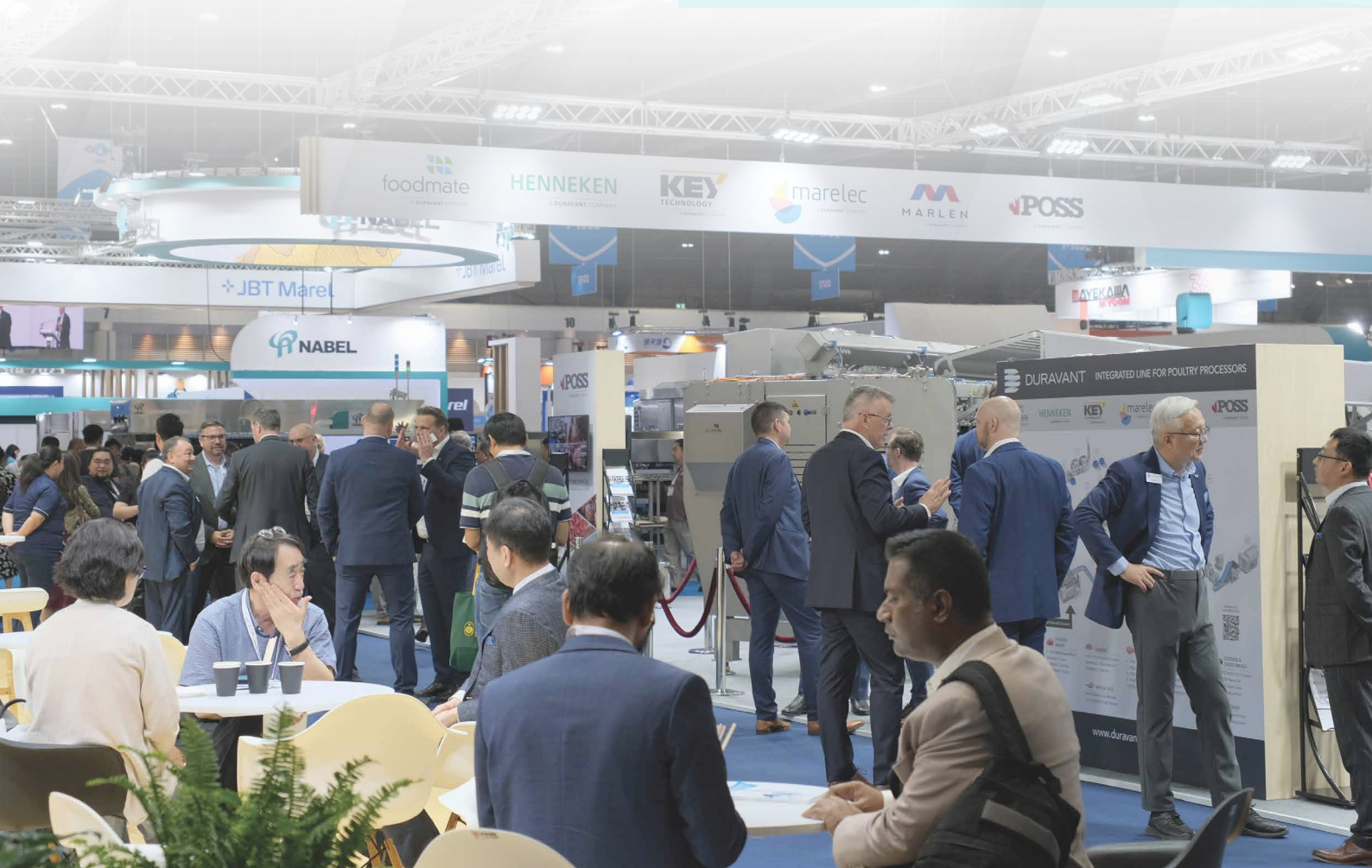
ISHIDA

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MULTIVAC
GROUP



Feedback from customers

Exhibitor comments

"Players in Southeast Asia have gathered at this event as they are focused on adding value, delivering premium products to their customers, finding niche markets, and maximising efficiency. I absolutely plan on returning as it has been a high-quality exhibition with a valuable mix of visitors."

Mr David Hazenbroek, Founder and President, IFEC B.V. (Netherlands)

Speaker comments

"Meat Pro Asia's impact on the industry represents a consolidation of the entire ecosystem in the meat and protein sectors. All the relevant suppliers, customers, regulators and various institutes are here to discuss and address some of the challenges and opportunities within the industry. This platform brings together some of the brightest minds in Asia to address innovation and technology, serving as a one-stop shop for attendees seeking the best-in-class solutions in the market and making this event incredibly beneficial."

Mr Terence Tan, Director of Business and Marketing in F&B Southeast Asia, EcoLab (Singapore)



Why attend Meat Pro Asia 2027?



Increased networking opportunities

The strong synergy between Meat Pro Asia and its co-located events, VIV Asia and Horti Agri Next Asia, combined to attract over 51,000 visitors from 129 countries and regions in the last edition, providing a vast platform for networking, knowledge exchange, and business growth.

Comprehensive supply chain coverage

VIV Asia is a biennial event that has been held in Bangkok for over two decades, covering the whole value chain from feed to food of all animal species including pigs, dairy, fish and shrimp, poultry broilers and layers, cattle and calves. Co-located with Meat Pro Asia, the two fairs bring together complementary strengths to deliver added value for visitors and exhibitors.



Exposure to new technologies and innovations

The latest technological advancements and innovations will be discussed by industry experts through seminars during the show. Participants can learn about cutting-edge equipment, techniques, and solutions that enhance operations, increase efficiency, and improve product quality, while gaining a deeper understanding of industry-related topics, learning new skills, and staying updated on current best practices and regulations.

Competitive analysis in Asian market

An opportunity to assess competition, identify strengths and weaknesses, and learn from established strategies. This information can be invaluable in refining business strategies and ensuring competitive advantage.





Business segments



Red meat



White meat



Poultry eggs



Seafood



Dairy products



Meat production



Food processing



Alternative protein

Visitor profile



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



Mail order business;
wholesale trade



Foreign trade
(import / export)



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



Explore the entire feed to food supply chain across Challenger 1 – 3

IMPACT Challenger provides three interconnected halls with a combined space of 60,000 sqm – currently the world's largest column free hall.

Fair facts

Dates

10 – 12 March 2027

Opening hours

10:00 – 18:00

Venue

Challenger 1, IMPACT, Bangkok, Thailand

Admission

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

Participation fees

Stand space aisle	EUR 446 / sqm
Stand space corner	EUR 491 / sqm
Stand space end of row	EUR 512 / sqm
Stand space island	EUR 535 / sqm
Registration fee (fixed costs per exhibitor)	EUR 655 / sqm



Comfort stand construction

EUR 154 / sqm

Min. 12 sqm and max. 25 sqm

Upgraded stand construction

EUR 303 / sqm

Min. 12 sqm and max. 32 sqm



Premium (wooden floor) stand construction

EUR 369 / sqm

Min. 25 sqm and max. 50 sqm

Exhibit at a pavilion for added exposure



Future Food Pavilion



Sustainability Pavilion



Food Safety Pavilion



Halal Pavilion

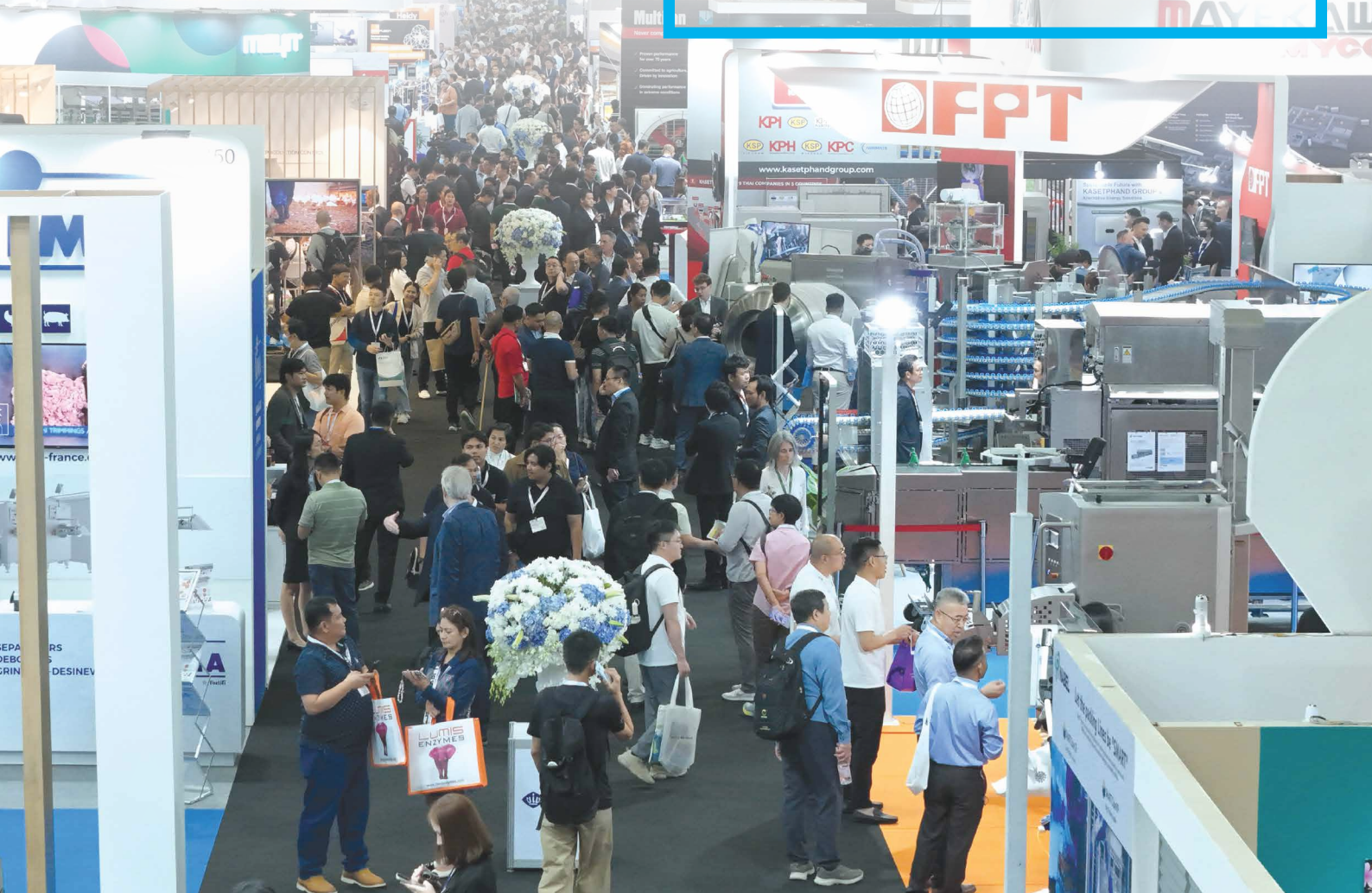
Benefits of participating in a pavilion

- Build brand awareness and visibility
- Thought leadership opportunity with speaking presentation at thematic sessions
- Targeted buyer approach through hosted buyer privilege and speed networking session with meat processors, importers, distributors, suppliers, and industry leaders
- Highlighted on the onsite floor plan
- Special product feature in EDM and social media

Limited offering!

EUR 6,300 / 12 sqm booth, all inclusive of:

- Bespoke stand construction design
- Reception counter and 2 bar stools
- 1 LED TV
- 1 poster and spotlight
- Socket 5 Amp



Global events for the food technology sector



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ASIA

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Pavilion at



Apply now to elevate your business in the booming Asian meat industry
Join us in Bangkok from 10 to 12 March 2027

Contact information

Companies and regions from Europe (except The Netherlands, Belgium, Türkiye and Russia), Mainland China, Hong Kong, Taiwan, Japan, Korea, Australia, South America, Africa and Greenland, please contact:

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More information about Meat Pro Asia

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You can find further information and services for successful participation at www.meatpro-asia.com