

news +++ Meat Pro Asia
Challenger 1, IMPACT, Bangkok, 12 – 14 March 2025



Meat Pro Asia 2025 concludes, attracting a 10 percent increase of global visitors as the premier packaging and processing event in the region.

Bangkok, 19 March 2025. Wrapping up on 14 March, Meat Pro Asia welcomed a record 9,848 visitors from 99 countries and regions over three days, as industry players looked to source from 150 exhibitors. The show built on the success of the first edition to further cement its status as an essential event in the trade fair calendar for packaging and processing players in Southeast Asia. Feedback spotlighted the high quality of attendees and opportunities, which set the stage for networking, knowledge sharing, and business exchanges. This atmosphere resonated throughout the fairground, as 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, creating an influential meeting space for the food industry.

“We are thrilled to see that Meat Pro Asia has generated increased interest and an exceptional turnout for the 2025 iteration. The number of participants at this event not only reflects the showcase of the finest products, technologies, and discussions from industry leaders, but signifies flourishing meat processing and packaging industries within Southeast Asia,” said Mr Jack Wong, Deputy General Manager, Messe Frankfurt (HK) Ltd. “We expect this environment to continue thriving, and for the fair to adapt to the evolving needs of the industry while exceeding expectations. The overall response has been very encouraging and we look forward to enhancing the show and its features at the next edition in 2027.”

One aspect that makes Meat Pro Asia such an attractive destination for industry stakeholders is its co-location with VIV Asia and Horti Agri Next Asia, two of the most influential events in Asia for feed to food and seed to food respectively, and its co-organisation with VNU. Coupled with Messe Frankfurt’s expertise from IFFA – the world’s leading trade fair for technology for meat and alternative proteins – this collaboration creates a trusted, high-quality space for industry leaders to connect and explore opportunities.

“Both of our organisations have brought each other’s strengths to the table, including a wide network of industry contacts, trade fair know-how, and market specific knowledge, to create a thriving fair that is beneficial for all attending,” added Mr Supanat Treeratpichan, Project Manager, VNU Exhibitions Asia Pacific Co Ltd. “Meat Pro Asia hosted exhibitors, visitors, and speakers from all corners of the world over the three days, who were attracted by the comprehensive fringe programme, product displays, and networking opportunities. Our positive discussions with them indicated that they were pleased with the emerging and established prospects the event offered, with most intending to return to the next industry gathering in two years.”

One major and new highlight of the exhibition was the Southeast Asian qualifier for the IFFA-DFV Global Meat Product Awards, which recognised excellence in traditional meat products

processing within the ASEAN region. Among the winning companies, whose representatives will be invited to IFFA in Frankfurt (3. – 8. May 2025) for the world awards, were:

- Belucky Limited Partnership
- Betagro Agro Industry Co Ltd
- S.Khonkaen Foods Public Co Ltd
- Siam Food Services Co Ltd
- Square Meal Pvt Ltd
- Thai-German Meat Product Co Ltd
- TOWORD Food Co Ltd
- Virginia Food Inc

Elsewhere on the fairground, brands from 12 countries and regions exhibited at the event this year to capitalise on the region's growth by establishing networks within Southeast Asia. Many of the technologies and innovations these companies displayed aligned with global trends in sustainability, food safety, convenience food, and more.

Exhibitor feedback

“CAT Squared is happy to introduce our new product here at Meat Pro Asia, which is a cloud-based data management platform for use across the entire value chain. The protein industry in Southeast Asia, as shown through Meat Pro Asia, is moving towards industry 4.0 initiatives, which involves leveraging automation and digitalisation to help align processes, personnel, operational technology, and informational technology, ultimately achieving efficiency gains in all areas.”

Mr Jack Teague, Senior Technical Sales Manager, CAT Squared (USA)

“This is our first time attending Meat Pro Asia, but we are already familiar with its reputation, especially in areas such as poultry, pork and beef processing. This exhibition is pivotal as it attracts many companies from the meat industry, and encompasses every aspect of the sector, from feeding and farming to slaughtering and processing. The exhibition offers valuable insights into meat processing, allowing us to showcase our machinery and connect with customers, while capitalising on an important opportunity for knowledge exchange within the industry.”

Mr Kevin Yao, Sales Manager, Hiwell Machinery (China)

“We are a Dutch company operating globally, primarily in the poultry industry, where we supply and develop value-added equipment. 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 to achieve the highest output in production. I absolutely plan on returning to Meat Pro Asia as it has been a high-quality exhibition with a valuable mix of visitors.”

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

“At Meat Pro Asia 2025, we are introducing innovations that improve efficiency, quality, and food safety in the meat processing industry. The protein industry in Southeast Asia continues to grow, and we already have a strong customer base in this market. However, we see opportunities to connect with even more potential customers and Meat Pro Asia is the perfect chance for us to establish new relationships and expand Ishida's presence in the protein

sector.”

Mr Pakkawat Pongphaet, Sales Manager, Ishida (Thailand)

“The situation in Asia is quite different from other regions. As an emerging market, we require something special, such as advanced technologies, digitalisation, and information sharing, all of which need to be adapted to meet Asian demands. In response, Meat Pro Asia attracts a large number of visitors and suppliers, making the event a key player in the industry. It provides us with the opportunity to connect with many customers and create valuable relationships.”

Mr Shane Buranpong, Managing Director, Multivac (Thailand)

Speaker comments

“Meat Pro Asia’s impact on the industry is significant, as it 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 event continuously makes steps forward as a platform that brings together some of the brightest minds in Asia to address these important considerations. When it comes to innovation and technology, it serves as a one-stop shop where attendees can see the variety of developments and best-in-class solutions available in the market. For any aspiring industry player, I believe this platform is incredibly beneficial.”

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

“My session focused on the important parameters for premium sausage production. This incorporates how animals are raised and fed, the significance of the slaughter process, and the overall quality of the meat. New weather patterns are presenting challenges for the meat industry, necessitating new methods for raising healthier animals in warmer conditions. Additionally, in Southeast Asia, and Asia in general, we can see the emergence of convenience products such as ready-to-eat meals, alongside other key trends such as personalised nutrition for certain segments of society.”

Mr Karsten Schellhas, German Master Butcher & Meat Consultant, Schellhas Food Technology (Germany)

The next edition of Meat Pro Asia will take place from 10 – 12 March 2027 in co-location with VIV Asia. For more information, please e-mail meatproasia@china.messefrankfurt.com and/or meatproasia@vnuasiapacific.com

Messe Frankfurt accompanies the dynamic growth of the food industry with four trade fairs on four continents. The global industry meets at the events in Thailand, the USA, Argentina and Germany. The international trade fairs showcase trends and innovations and bring together experts from all over the world. Learn more at:

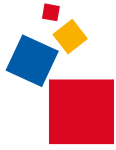
www.food-technologies.messefrankfurt.com

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Press information and photographic material

www.meatpro-asia.hk.messefrankfurt.com/bangkok/en/press.html

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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