

Hosts: China Meat Association International Meat Secretariat



# China International Meat Industry Week 2022

Sept. 20-24, 2022 Qingdao, China



## The 20<sup>th</sup> China International Meat Industry Exhibition

Sept. 22-24, 2022

Qingdao Cosmopolitan Exposition



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# 2022

## China International Meat Industry Week

### The 20<sup>th</sup> China International Meat Industry Exhibition

#### Organizers

CHINA MEAT ASSOCIATION  
INTERNATIONAL MEAT SECRETARIAT

#### Co-organizers

INSTITUTO NACIONAL DE CARNES (INAC)  
INAPORC & INTERBEV  
BORD BIA IRISH FOOD BOARD  
MEAT & LIVESTOCK AUSTRALIA (MLA)  
AGRICULTURE & HORTICULTURE DEVELOPMENT BOARD (AHDB)  
NORTH AMERICAN MEAT INSTITUTE (NAMI)  
U.S. MEAT EXPORT FEDERATION (USMEF)  
CANADA PORK INTERNATIONAL  
CANADA BEEF INTERNATIONAL INSTITUTE  
ARGENTINE BEEF PROMOTION INSTITUTE (IPCVA)  
DANISH AGRICULTURE & FOOD COUNCIL (DAFC)  
DUTCH MEAT ASSOCIATION (COV)  
INTERPORC  
MEAT INDUSTRY ASSOCIATION OF NEW ZEALAND (MIA)  
NATIONAL POULTRY COUNCIL CHAMBER OF COMMERCE (KRD-IG)  
SPANISH BEEF AND LAMB  
U.S.-CHINA AGRICULTURE AND FOOD PARTNERSHIP (AFP)

#### INQUIRY

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# China International Meat Industry Week 2022



China International Meat Industry Week (CIMIW) is one of the most important annual events for the global meat industry held in China hosted by the China Meat Association (CMA) and the International Meat Secretariat (IMS). It brings together exhibition, conferences, forums, match-making, industry skill contest, scientific and technological promotion, honors and awards, and other theme activities as a

whole, lasting for almost a week (5 days) to provide a professional platform for exchanges and cooperation in the global meat industry. Every year, industry colleagues from more than 30 countries and regions come to participate and visit, and the cumulative number of participants reaches 300,000. China International Meat Industry Week 2022 will be held in Qingdao, China from September 20 to 24.

## The 20<sup>th</sup> China International Meat Industry Exhibition 2022 (September 22-24, 2022)

### Series of Activities

#### Conferences & Seminars

- ▶ World Meat Industry Development Conference 2022
- ▶ Meat Quality Improvement and Technical Solutions Seminar 2022
- ▶ Global Meat Industry Executive Roundtable (M50) 2022
- ▶ China Meat Industry Specialized Seminars 2022
- ▶ China Meat Sustainable Development Summit 2022
- ▶ Meat Cold-chain Logistics Innovation Development Forum 2022

#### Business Communication & Talks

- ▶ Country Day Theme Seminar 2022
- ▶ A Bite of Meat 2022
- ▶ Hotpot Carnival 2022
- ▶ Prepared Meat Carnival 2022

#### Honor Awarding

- ▶ China Meat Industry Influential Brands & Most Valuable Brands Awards
- ▶ CIMIW 2022 Most Popular Meat Stuffs Awards
- ▶ CIMIW 2022 Most Popular Exhibits Awards
- ▶ CIMIE 2022 Best Booths Awards

#### Skill Contest

- ▶ China Skill Contests 2022
  - The 6<sup>th</sup> China Meat Industry Cutting Skill (Poultry) Contest
  - The 6<sup>th</sup> China Meat Industry Cutting Skill (Beef) Contest

#### Technology Promotion & Application

- ▶ Chinese Meat Industry Quality Improvement Lecture 2022
- ▶ CIMIW 2022 New Product Launching Ceremony
- ▶ CIMIW 2022 Technical Seminars

*Please observe on-site notice if any change*

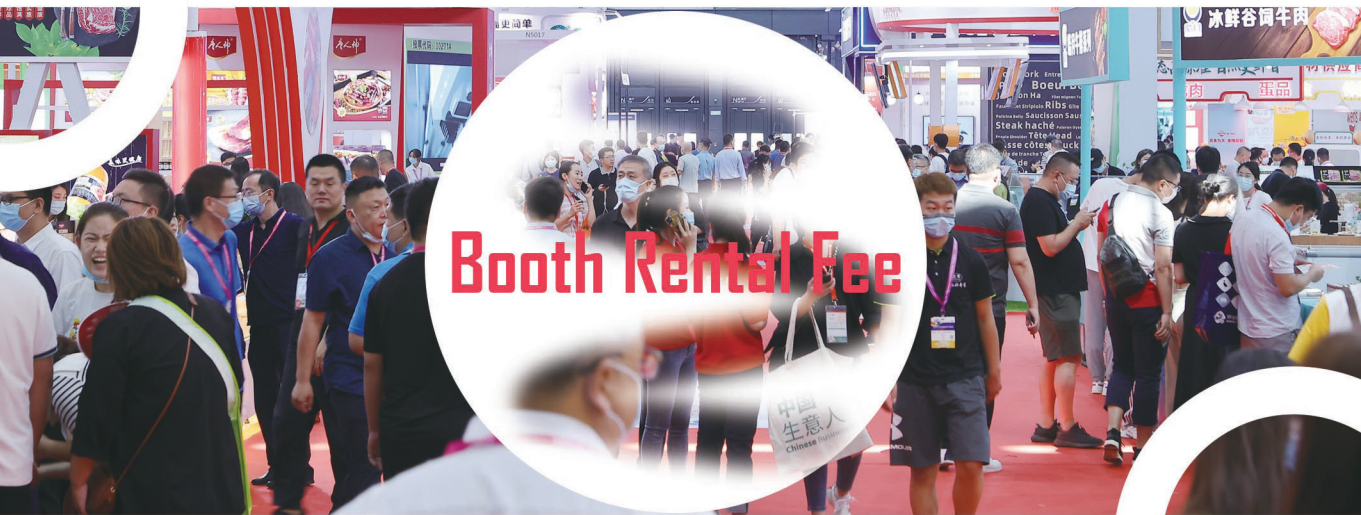
China International Meat Industry Exhibition (CIMIE) is the key event of China International Meat Industry Week. It is currently one of the largest meat trade events with high degree of professionalism and large quantity of transactions in Asia. In order to promote the deep integration and efficient linkage of the meat industry supply chain, and achieve high-quality development of the industry, the 20<sup>th</sup> China International Meat Industry Exhibition 2022 and the Asia International Intensive Livestock Husbandry Exhibition (VIV Asia) will follow the successful result and continue the strategic cooperation to organize the respective exhibition in the same venue and on the same dates in Qingdao Cosmopolitan Exposition from September 22 to 24, 2022. The two exhibitions will jointly construct a large showcasing platform of the whole industry chain from animal husbandry to end products, thus to provide opportunities for enterprises to communicate, learn, present and trade.

# The 20<sup>th</sup> China International Meat Industry Exhibition



## Exhibit Categories

- ◉ Fresh Meat and Poultry, the Edible offal and By-products, and the Production Technologies
- ◉ Meat and Poultry Products, and the Processing Technologies
- ◉ Poultry Eggs, and the Processing Technologies
- ◉ Fresh and Frozen Import and Export Meat, and the Edible offal and By-products
- ◉ Meat Processing Ingredients (Seasonings, Ingredients) and the Technologies
- ◉ Livestock and Poultry Slaughtering, Processing Machinery and Facilities
- ◉ Packaging Technologies, Equipment and Materials
- ◉ Meat Cold-chain Logistics Technologies, Equipment and Facilities
- ◉ Meat Harmless Treatment, Environment Protection and Resource Utilization Technologies and Equipment
- ◉ Livestock Feeding and Animal Health Care
- ◉ The Applications of New Automation Technologies, Information Technologies, Digital Technologies, Platform Technologies, Traceability Technologies, etc., and the Management Information System in Meat Industry
- ◉ The Demonstrations, Applications and Promotions of Meat Technologies Developed by Universities and Institutions



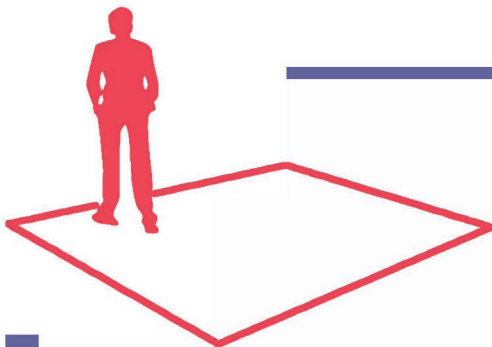
## Booth Rental Fee



The exhibitor should provide the design picture for the booth ad location, with the front size 240cm(L)x120cm(H), with the side size 180cm(L)x103cm(H) if more than one side.

### Deluxe Standard Booth: USD 3,550 / 9m<sup>2</sup>

- Fascia board with company name (Chinese and English)
- Carpet covering, Two spotlights
- One 5A/220V socket
- One information counter
- One roundtable, Four leather chairs



### Raw Space: USD 300 / m<sup>2</sup>

Space only, a minimum booking size of 36 m<sup>2</sup>



# Advertisement Options

**Exhibition Guide**  
CNY 30,000/Page



**Visitor Ticket Ad**  
CNY 20,000/50,000 pcs



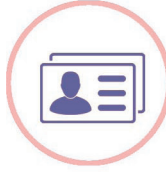
**Souvenir Ad**  
CNY 30,000/30,000 pcs



**Exhibition Gift Bag Ad**  
CNY 45,000/15,000 pcs



**Flower Basket for Exhibition Opening Ceremony**  
CNY 188/pcs



**Visitor Badge Ad**  
CNY 30,000/10,000 pcs



**Exhibitor Badge Ad**  
CNY 20,000/8,000 pcs



## CIMIE 2022 Catalogue Ads

**Color Cover:** CNY 30,000

**Color Back Cover:** CNY 25,000

**Color Inside Front Cover:** CNY 18,000

**Color Back Front Cover:** CNY 15,000

**Color Title Page:** CNY 12,000

**Color Inner Page:** CNY 8,000

# CIMIE Report

## 展会报告

2021

### 2019-2021 展商(展团)变化情况 单位 (家)

Exhibitors Changing from 2019 to 2021

Exhibitor Number



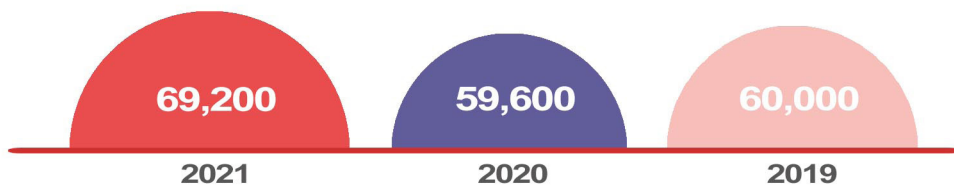
■ 境内参展商 Chinese Exhibitors

■ 境外参展商 Foreign Exhibitors

### 2019-2021 展出面积变化情况 单位 (M<sup>2</sup>)

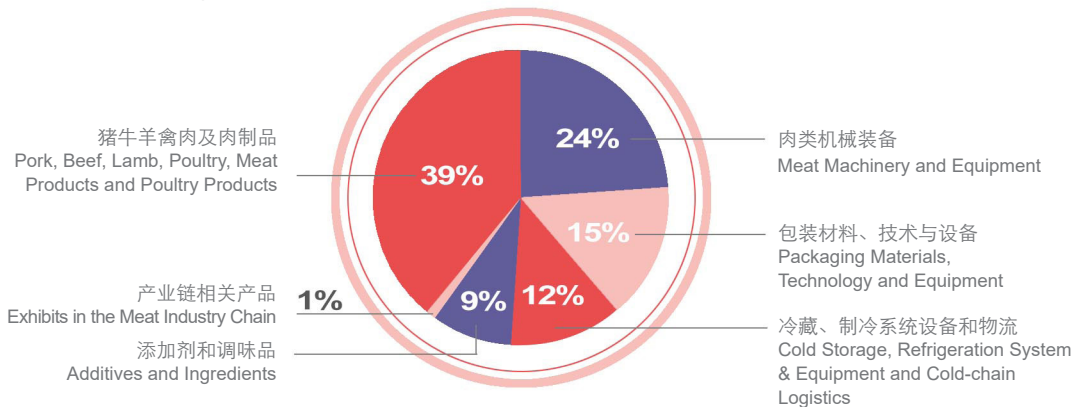
Exhibition Area Changing from 2019 to 2021

Exhibition Area (m<sup>2</sup>)

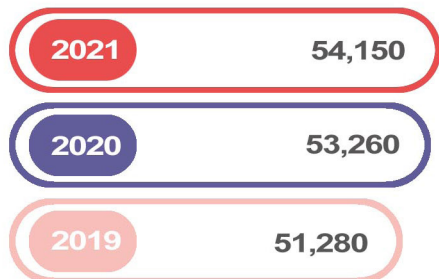


### CIMIE 2021 主要展出产品及领域

CIMIE 2021 Exhibits Categories



**2019-2021 专业观众变化情况** 单位 (人次)  
Visitors Changing from 2019 to 2021  
Person Times

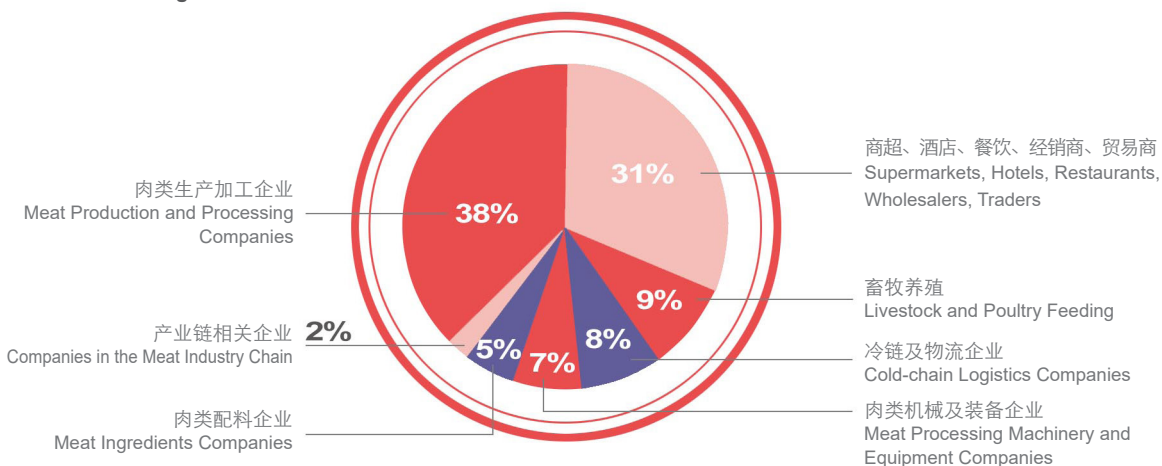


**2021 观众参观意向**  
Visiting Intention for CIMIE 2021

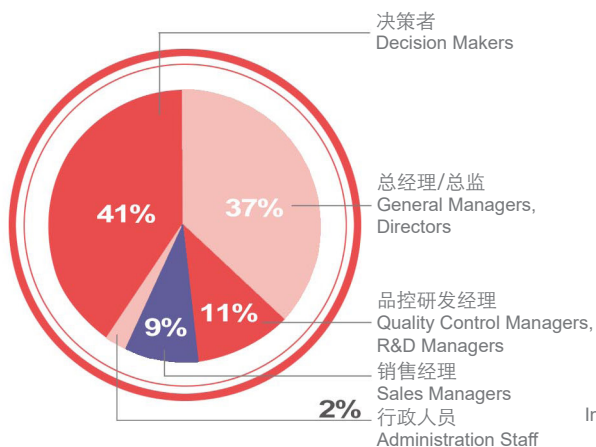


■ 采购 Purchasing ■ 学习考察 Visiting & Learning

**CIMIE 2021 参观观众行业分布**  
Business Categories of CIMIE 2021 Visitors



**CIMIE 2021 参观观众职位分布**  
Profiles of CIMIE 2021 Visitors



**CIMIE 2021 观众来源分布**  
CIMIE 2021 Visitors' Regions

