

Hualing Cattle -

World Meat Industry Development Conference 2022

World Meat Industry Development Conference is an annual meeting for the colleagues in global meat sector hosted by China Meat Association (CMA) and International Meat Secretariat (IMS), discussing on the challenges and opportunities that the global meat industry is facing.

World Meat Industry Development Conference 2022 will be held in Qingdao, China from September 20 to 21, 2022. The Conference theme this year is ***Building a New Pattern to Meet New Challenges***. Relevant government departments, scientific research institutions, industry experts, representative of enterprises will be invited to discuss the adjustment of relevant policies, opportunities for industry development, guarantee of consumer demand, and issues of the construction of technical support system in the process of building the new pattern in China focusing on the domestic and international market changes and challenges.

Agenda

Conference Theme: Building a New Pattern to Meet New Challenges

Dates: September 20 to 21, 2022

Venue: Banquet Hall, 3/F, the Westin Qingdao West Coast, China

Conference Registration		
September 19	09:00-18:00	Venue: Lobby, 1/F, The Westin Qingdao West Coast
September 20	08:00-09:00	Venue: Banquet Hall, 3/F, The Westin Qingdao West Coast
Morning Session, September 20, 2022		
Chair: GAO Guan, Vice President, China Meat Association (CMA)		
08:30-08:50	<p>Opening Remarks</p> <ul style="list-style-type: none"> -- LI Shuilong, President of China Meat Association (CMA) and Vice President of International Meat Secretariat (IMS) -- Guillaume ROUÉ, President of International Meat Secretariat (IMS) (Video Pre-recording) -- Representative from Xinjiang Hualing Cattle Industry Group Co., Ltd. 	
Topic I: Policy Guarantee and Scientific and Technological Support For The New Pattern Of Meat Industry Development		
<p>The normalcy of global epidemic situation and the new changes of world political and economic structure have brought many challenges to the meat industry. Under the guidance of building a new development pattern, the meat industry policy plays an important role in the development of enterprises. The development strategy of enterprises should deal with the competition of new business format and changes in consumption, and maintain the sustainable development and innovation vitality of the meat economy.</p>		

The speakers in this session will have in-depth discussions on various policy changes, market changes and consumption changes in the construction of the new pattern in China, and strive to point out the direction for the new pattern of industrial construction and sustainable development of enterprises.

08:50-09:10	Ten Years of Great Changes in the Pig Slaughtering Industry -- FENG Zhongze, Deputy Director of Chinese Center for Animal Disease Control and Prevention (Technical Center of Slaughtering of Ministry of Agriculture and Rural Affairs)
09:10-09:30	New Trends in Meat Consumption -- ZHOU Lin, Associate Researcher, the Institute of Food and Nutrition Development, Ministry of Agriculture and Rural Affairs
09:30-09:50	Innovative Development Path of Meat Production and Processing Technology -- ZHOU Guanghong, Academician of the International Academy of Food Sciences and former President of Nanjing Agricultural University
09:50-10:10	New Pattern Development Path of Pork Industry -- WANG Zuli, Associate Researcher, Institute of Agricultural Economics and Development, China Academy of Agricultural Sciences & Chief Expert of Pig Industry Monitor and Warning of Ministry of Agriculture and Rural Affairs
10:10-10:30	Newly Emerged Pattern and Future Development Route of Poultry Meat Industry -- XU Xinglian, Nanjing Agricultural University / Deputy director of National Center of Meat Quality and Safety Control / Executive vice president of Chinese Association of Animal Products Processing / Scientist of chicken meat processing post of China Agriculture Research System
10:30-10:50	New Pattern Development Path of Beef and Sheepmeat Industry -- SUN Baozhong, Researcher and Doctoral Supervisor of Beijing Institute of Animal Husbandry and Veterinary Medicine, Chinese Academy of Agricultural Sciences
10:50-11:10	Meat Prepared Dishes and Their Innovative Development Paths -- WANG Wei, Prof. & Dir., Sichuan Meat Industry Technology Research Institute of Chengdu University
11:10-11:20	Meat Industry Green Trade and Sustainable Development -- YU Xin, Priority Project Coordinator, Sustainable Food Consumption and Supply Chain, World Wide Fund for Nature Beijing Office (WWF China)
11:20-11:35	International Meat Trade Cooperation and Development -- Søren TINGGAARD, Vice President, Pork Export Strategy & Marketing, Danish Crown A/S
11:35-11:45	-- GEA Convenience-Food Technologies Co., Ltd.
11:45-12:00	Rapid Detection of Meat Quality and Freshness Based on Spectroscopic Method Industrial Demonstration and Scientific and Technological Support Facilitates the Construction of a New Development Pattern of Meat Industry -- WANG Yufei, Deputy General Manager of Sales, Wuxi Spectrum Vision Technology Co., Ltd.
12:00-13:30	Lunch

Afternoon Session, September 20, 2022

Chair: CHEN Wei, Executive Vice President & Secretary General, China Meat Association

Topic II: Leading Demonstration and Service Guarantee of the New Development Pattern of Meat Industry

<p>The construction of a new development pattern of meat industry will promote the structural adjustment of the meat industry, the deepening of the division of labor in the meat industry and the changes in consumer demand, which will inevitably drive the development of industrial clusters, product innovation, and put forward higher requirements for the construction of a service guarantee system. The speakers in this section will have in-depth discussions on emerging fields and service guarantee measures in the process of building a new development pattern of meat industry, striving to form an industry consensus and lay the foundation for building a new development pattern of meat industry.</p>	
14:00-14:20	<p>The Significance of Personnel Training System Construction and Science and Technology Evaluation for the Meat Industry in China -- ZHANG Yuanfei, Chief Engineer, China Meat Association (CMA)</p>
14:20-14:40	<p>Food Safety Construction of Meat Industry in China -- LIANG Shuzhen, Secretary-General of Working Committee on Food Safety and Healthy Development of Meat Industry of China Meat Association (CMA)</p>
14:40-14:55	<p>Standard System Construction under the Pattern Of High-quality Development of Chinese Meat Industry -- LIU Lei, Deputy Secretary General of China Meat Association (CMA)</p>
14:55-15:10	<p>Chinese Meat Industry Trade Service Platform -- CHANG Min, General Manager, Tianjin Pure Joy International Business Management Co., Ltd.</p>
15:10-15:25	<p>Digital Management and Application of Meat Industry in China -- SHI Xinxin, Sales Director, Qingdao Digital Interconnection Technology Co., Ltd.</p>
15:25-15:40	<p>A brief talk on the construction of a new retail platform for meat products in China -- LIU Zheng, Chairman, Zhongnong Superior Food Supply Chain Management (Beijing) Co., Ltd.</p>
15:40-16:00	Coffee Break
16:00-16:15	<p>Innovative Application of Curdlan in Food Field -- SUN Manman, R&D Director, Zhejiang Top Hydrocolloids Co., Ltd.</p>
16:15-16:30	<p>A New Mode of Meat Wastewater Treatment and Operation Management -- CHEN Guangsheng, Vice President of Technology/Director of Operations Research, Henan Lv Feng Environmental Protection Engineering Co., Ltd. & Visiting Professor, College of Resources and Environment</p>
16:30-16:45	<p>-- Qingdao Huansu Technology Co., Ltd.</p>
16:45-17:00	<p>Cold Chain Starts from Qilu (Shandong Province), Accesses to the Whole Country -- JIANG Chunqiu, Vice President of Shandong Provincial Meat Association / Deputy General Manager of Cold chain Division of Jiazhou Group and Head of Investment Attraction Project, Jinan Jiazhou Tongda International Cold Chain Logistics Industrial Park Co., Ltd.</p>
17:00-18:00	<p>Special Recommendation of Cooperation and Joint Development Projects of Chinese Meat Industry High-quality Development -- Representatives from Zibo, Jingjiang, Qiqiha'er, Yushu, Yuanyang, Yinan Government Departments</p>
18:00-18:10	<p>Awarding Ceremony of Cooperation and Joint Development Projects of Chinese Meat Industry High-quality Development</p>

19:10-20:30	Hualing Cattle - China International Meat Industry Week 2022 Welcome Dinner
Morning Session, September 21, 2022	
Chair: CHEN Wei, Executive Vice President & Secretary General, China Meat Association	
08:30-08:50	Opening Remarks -- Representative from Ministry of Agriculture and Rural Affairs (MOARA), P.R. China -- Charlotte Austin, Deputy Director-General China Relations, Ministry for Primary Industries (MPI)
Topic III: A Unified National Market of Chinese Meat Industry The construction of a new development pattern of meat industry should be guided by the <i>“Opinions of the CPC Central Committee and the State Council on Accelerating the Construction of a National Unified Market”</i> , so as to speed up the construction of a unified national market that is efficient, standardized, fair and fully open to promote scientific and technological innovation and industrial upgrading. In this context, the development of Chinese meat industry is facing a series of new challenges and opportunities. The officials from the Ministry of Agriculture and Rural Affairs (MOARA), the State Administration for Market Regulation (SAMR), the General Administration of Customs (GACC), the National Health and Health Commission (NHHC), the National Development and Reform Commission (NDRC) and other government departments will be invited to make keynote speeches and policy interpretations.	
08:50-09:10	Development Plan of New Pattern of Livestock and Poultry Slaughtering Industry in China and Analysis of Related Policies -- Representative from the Bureau of Animal Husbandry and Veterinary of Ministry of Agriculture and Rural Affairs (MOARA), P.R. China
09:10-09:30	High-quality Development Planning of Meat Production and Processing in China -- Representative from Food Production Safety Supervision of the State Administration for Market Regulation (SAMR), P.R. China
09:30-09:50	Analysis of Meat Import and Export Supervision Policies in China -- Representative of Bureau of Import and Export Food Bureau of the General Administration of Customs (GACC), P.R. China
09:50-10:10	Building a Unified National Meat Market to Construct a New Development Pattern -- Representatives from National Development and Reform Commission (NDRC), P.R. China
10:10-10:40	Constructing a New Pattern of Industrial Development under the New Situation -- CHEN Quansheng, Special Researcher, the Counselor's Office of the State Council
10:40-11:00	Coffee Break
11:00-11:15	Innovative Service Model Facilitates the International Meat Trade -- HU Liang, Party Standing Committee / Vice Director of Administrative Commission, Administrative Commission of Tianjin Dongjiang Integrated Bonded Zone
11:15-11:30	Development and Innovation of Enterprises Facilitates the New Development Pattern of Meat Industry -- Representative from Hualing Cattle Industry Group Co., Ltd.
11:30-11:45	Australia Red Meat Industry -- Patrick Hutchinson, CEO, Australian Meat Industry Council Ltd (AMIC)
11:45-12:00	Industrial Demonstration and Scientific & Technological Support Facilitate the Construction of the New Development Pattern of Meat Industry -- Dookoo Electronic Technology Co., Ltd.

12:30-13:30	Lunch
Afternoon Session, September 21, 2022 Roundtables & Awarding	
14:00-15:20	<p>RoundTable I: How to Realize the "Dual Circulation" Development Pattern in the Meat Industry, Which Domestic and Overseas Markets Reinforce Each Other</p> <p>Moderator: GAO Guan, Vice President, China Meat Association (CMA)</p> <p>Panelists:</p> <ul style="list-style-type: none"> -- Shuanghui Group -- Lashonda McLeod Harper, Director, Agricultural Trade Office, U.S. Embassy in Beijing -- WANG Zhen, China Country Manager, Silver Fern Farms -- Victoria Cai, INAC Asia Office-Country Manager, National Meat Institute of Uruguay (INAC) -- Richard LI (LI Xiang), Chairman of Unifood Industrial Group and the Founder & Chairman of Qingdao Linking Fresh Supplying Chain Co., Ltd. / Vice President of CMA Importers & Exporters Branch and Beef/Lamb Importers Club Branch -- CHEN Xibin, Chairman of Grand Farm Meats Co., Ltd. / President of CMA Beef & Lamb Branch -- ZHENG Simin, Secretary of the Party Committee, Chairlady, Delisi Group Co., Ltd. / President of CMA Pork Branch -- LIU Jiqing, BU President of Poultry Industry, New Hope Liuhe / President of CMA Poultry & Eggs Branch -- HE Dekang, Chairman, Shanghai Fuheng Industrial Co., Ltd. / President of CMA Natural Casing Branch
15:20-15:40	Coffee Break
15:40-17:00	<p>RoundTable II: Requirements for the Meat Industry in the "Dual Circulation" Development Pattern in Which Domestic Economic Cycle Plays a Leading Role</p> <p>Moderator: GAO Guan, Vice President, China Meat Association (CMA)</p> <p>Panelists:</p> <ul style="list-style-type: none"> -- Jinluo Group -- Hualing Cattle Industry Group Co., Ltd. -- CHU Jieming, Chairman, Jiangsu Shuangyu Food Co., Ltd. / President of CMA Meat Snacks Branch -- WANG Zengxin, Vice President, Jinan Welcome Industrial Group Co., Ltd. / CMA Cold-chain Logistics Branch -- HOU Wuqun, Vice President of Chuying Agro-Pastoral Group / President of CMA Fermented Ham Branch -- SHI Ming, Chairman and general manager, Zhejiang Ribon Intelligent Equipment Co., Ltd. / President of CMA Machinery & Equipment Branch -- SONG Jianxin, Chairman, Sunrise (Jiangyin) Packaging Material Co., Ltd. / President of CMA Packaging Branch -- LI Hongjiu, General Manager of Shandong Tianbo Food Ingredients Co., Ltd. / President of CMA Meat Ingredients Branch -- YANG Xinzan, Secretary of the Party Committee and Chairman, Xi'an Fangxin Food Co., Ltd. / President of CMA Wholesalers and Retailers Branch
17:00-17:10	Remarks to the Awarding Ceremony of "Hualing Cattle - Advanced Individuals (Teams) of

	Chinese Meat Industry 2022” -- Representative from Hualing Cattle Industry Group Co., Ltd.
17:10-18:00	Awarding Ceremony of “Hualing Cattle - Advanced Individuals (Teams) of Chinese Meat Industry 2022”
18:00-18:10	Conference Conclusion -- LI Shuilong, President, China Meat Association (CMA) and Vice President of International Meat Secretariat (IMS)
19:00-20:30	Hualing Cattle - China International Meat Industry Week 2022 Gala Dinner
September 22, 2022	
09:30-10:00	Attend the Opening Ceremony of "Hualing Cattle - the 20th China International Meat Industry Exhibition (CIMIE 2022) " and Visit the Exhibition