2018

中国国际肉类产业周

China International Meat Industry Week 2018

Sept. 18-22, 2018 Beijing · China



中国国际肉类产业周2018系列活动

Events of China International Meat Industry Week 2018

Events Agenda of China International Meat Industry Week 2018 (CIMIW 2018)

Time & Date	Events
Sept. 17	Standing Director Membership Meeting of CMA Natural Casing Branch
Sept. 18 AM 08:30-12:30	Global Meat Industry Executive Roundtable 2018 - Meat 50 (M 50)
Sept. 18 PM	Technical Solution Workshop 2018 for the Meat Quality Improvement
Sept. 18	20th Anniversary of CMA Natural Casing Branch & General Assembly 2018
Sept. 19	World Meat Industry Development Conference 2018
Sept. 19	Awarding Ceremony of Chinese Meat Industry Influential Brands and the Most Valuable Brands 2018
Sept. 20-22	The 16th China International Meat Industry Exhibition 2018 (CIMIE 2018)
Sept. 20 PM	Country Day Theme Seminar- Sino-Denmark Poultry Workshop
Sept. 20 PM	Country Day Theme Seminar- Sino-Dutch Meat Quality Control Workshop
Sept. 20 PM	Chinese Meat Sustainable Development Summit 2018
Sept. 20	China International Meat Snacks Workshop
Sept. 20	Cold-chain Logistics Construction Technical Forum
Sept. 21 AM	China International Meat Industry Business Bridge 2018 - Match-making Business Talks • Beijing (International)
Sept. 21 PM	China International Meat Industry Business Bridge 2018 – Meat Producers and Distributors Match-making (Domestic)
Sept. 20-22	A Bite of Meat 2018
Sept. 20-22	International Meat Industry Photography Contest 2018 “Impressive Moments”
Sept. 20-22	China National Meat Cutting Skill Contest (Beef)
Sept. 20-22	CIMIE 2018 Cold-chain Logistics Innovation Awards Appraisal
Sept. 20-22	CIMIW 2018 Most Popular Products Appraisal
Sept. 20-22	CIMIE 2018 Best Booth Appraisal
Sept. 20-22	Meat Expert Consultation

Global Meat Industry Executive Roundtable 2018 -Meat 50 (M 50)

The Global Meat Industry Executive Roundtable 2018 is a comprehensive upgrade of the U.S.-China Meat Industry Executive Roundtable that has been co-hosted by China Meat Association (CMA) and U.S.- China Agriculture and Food Partnership (AFP) since 2016. This year, the Global Meat Industry Executive Roundtable 2018 is going to be co-hosted by CMA, AFP and the International Meat Secretariat (IMS). Representatives including executives from the top 50 global meat companies, relevant government officials, organizations, embassies and consulates, as well as well-known experts will be invited to attend the event. We aim to provide a platform for global meat industry leaders and business elites to share their thoughts and perspectives, stimulate industrial development and strategic cooperation, promote new technologies and products, and share practices and experiences. Through in-depth dialogue and communication, we hope participants will embrace the exchange of ideas, discover market opportunities, grasp development trends, and seek solutions to common problems.

The development of China's meat industry and the rapid growth of the meat market have made China a high-profile importer for the world's meat production and traders. The roundtable will discuss in-depth issues such as the sustainability of the global meat industry, the development of meat industry technology, the improvement of production efficiency, and food safety, aiming to lead the development of the global meat industry with innovative forms, diverse perspectives and inspiring ideas.

Time & Date: September 18, 2018 (Tuesday) 08:30 am -12:30 am
Venue: Nikko New Century Hotel Beijing • Century Hall
Hosts: China Meat Association (CMA)
U.S.- China Agriculture and Food Partnership (AFP)
International Meat Secretariat (IMS)

Global Meat Industry Executive Roundtable 2018-Meat 50 (M 50)

Agenda (Draft)

Time & Date: September 18, 2018 (Tuesday) 08:30 am -12:30 am Venue: Nikko New Century Hotel Beijing • Century Hall
Opening Ceremony Welcoming Remarks from relevant government officials, IMS and industry representatives **Overview On Global Meat Industry Development**
- Statements of representatives from different continents on issues below: 1) 2017-2018 Regional Meat Industry Development Review 2017-2018 2) Major Challenges in Regional and Global Markets 3) Forecasts & Trends
Roundtable Discussion - In-depth discussion on three panels among senior executives of meat companies from different regions **Panel I: How to Improve Meat Production Efficiency Through New Technology and Product Development** 1) New Technologies and New Products in Meat Industry 2) Livestock/Meat Production Standards and Best Practices 3) Improvement of Meat Processing Efficiency across the whole supply chain **Panel II: Best Practices and Industry Standards in Food Safety** 1) Food Safety Standards and Best Practices 2) How to Build an Efficient Food Supply Chain with Transparency/Traceability 3) Food Safety Control in Fresh E-commerce/Restaurants/Retail Services 4) Consumer Education in Household Best Practice 5) Anti-Smuggling **Panel III: Sustainable Development in Meat Supply Chain** 1) Environmental Protection (E.G. Water Supply/Pollution Management) 2) Animal Welfare/Animal Health 3) Food/Water Waste

Global Meat Industry Executive Roundtable 2018 - Meat 50 (M 50)
Registration Form

Hotel Nikko New Century Beijing, Sept. 18 (08:30-12:30)

Company Name					
Address				Website	
Contact Person		Telephone		E-mail	
Company Profile (English & Chinese)	(A maximum of 150 English words)				
	(A maximum of 150 Chinese words)				
Participant	Job Title		E-mail		Cell Phone
Conference Fee	US$ 300/participant		Total Fee		

Note:

1. The invited speaker can get free admission.
2. Free admission for the participants who registered for the World Meat Industry Development Conference 2018 on Sept. 19.

World Meat Industry Development Congress 2018
Draft Program

	Date: September 19, 2018 (Wednesday) **Venue: Nikko New Century Hotel Beijing •Century Hall**
AM	**Opening Ceremony** Welcoming Remarks
	Keynote Presentations from the related Ministry Officials
	Coffee Break
	Panel Discussions **Panel I. Overview On International Meat Industry Development** (4 to 6 speakers) 50mins - Statements of representatives of meat associations from the main exporting countries on issues below: 1) Meat Industry Development Reviews 2017-2018 in Respective Countries 2) Major Challenges in the Domestic Market and the Global Market 3) Forecasts & Trend Analysis
	Panel II-VII: 6 separate panel discussions among representatives of member companies from 6 CMA sub-branches **Panel II. CMA Importers & Exporters Branch** (4 to 6 speakers) 50mins 1) Overview of the Meat Import and Export Situation & Future Development Trends 2) Major Challenges in Chinese Meat Trade and the Solutions
PM	**Panel III. CMA Pork Branch** (4 to 6 speakers) 50mins 1) Major Problems that Needs to Be Solved for the Development of the Chinese Pork Sector 2) Measures that to Be Taken by the Related Authorities and Government Departments 3) The Most Concerned Industry Development Directions from Different Perspectives of Pork Companies 4) Prevention and Control Measures against the African Swine Fever from the Experience of France 5) The Influence of E-commerce and New Retail Models to the Pork Sales
	Panel IV. CMA Fermented Ham Branch (4 to 6 speakers) 50mins 1) How to Improve the Product Quality and Adjust Promotion Ways of Fermented Ham to Expand Domestic and Foreign Markets in Competition? 2) To Improve the Quality and Efficiency, What're the Key Points in the Standard Establishment?
	Panel V. CMA Beef & Lamb Branch (4 to 6 speakers) 50mins 1) What're the Perspectives of Chinese Beef and Lamb Companies on the Increasing Imported Beef and Lamb and the Development Trend for it 2) The Key Strategic Points of Improving Chinese Beef and Lamb Industry Competitiveness 3) What Kinds of Cooperation Would Foreign Beef and Lamb Exporters Like to Develop with Chinese Processing Enterprises? And How Do They Prepare for the Product Promotion in the Chinese Meat Market?
	Panel VI. CMA Poultry & Eggs Branch (4 to 6 speakers) 50mins 1) How Does the Poultry Industry Implement the Brand Strategy by Product Upgrading? 2) The Main Difficulties of the Product Upgrading and the Possible Measures 3) How to Expand the Chinese Poultry Import and Export Business?
	Panel VII. CMA Meat Snacks Branch (4 to 6 speakers) 50mins 1) Comments on the Current Status and Future Trend for the Meat Snacks Sector 2) How to Quicken the Pace of Meat Snacks Development with the Help of New Retail Models? 3) Experience Sharing in Meeting Individualized and Diversified Market Demands
	Conclusion
19:00	**Gala Dinner & Awarding Ceremony for the Chinese Meat Industry Influential Brands and Most Valuable Brands 2018**

WORLD MEAT INDUSTRY DEVELOPMENT CONFERENCE 2018
REGISTRATION FORM

Please complete this form and return to			
The Organizing Committee of World Meat Industry Development Conference			
Add.: Rm. 1805, 18F, Tower C Yihe Yangguang Mansion, No. 12 Dongtucheng Road, Heping Street, Chaoyang District, Beijing, 100013			
Tel: 86-10-6802-9319		**Fax:** 86-10-6603-3686	
Email: info@info-cma.org		**Website:** www.cimie.com	
Applicant Information			
		Application Date: / / 2018	
Company / Organization:			
Address:			
Company Website:		Business Telephone:	
Contact Person:		E-mail:	
Applicant Name	**Job Title**	**Email**	**Mobile**
Conference Fee			
Conference Participant		**USD 300 / Person**	
Speaker		**Free Registration**	
Total Number of Participants _____ Total Fee: _____			

Signature and Company Seal

_____

Notes:

1.The fee covers conference documents, coffee breaks, lunch & dinner on Sept. 19 (not covering the cost for hotel). Conference participants can get free registrations of Match-making Talks on the morning of Sept. 21. Please pay the conference fee to:

Account Name: Beijing Louie Longde Expo Co., Ltd.

Bank Name: China CITIC Bank Beijing Jiaoda Branch

Account No.: 7112 0101 8260 0059 161

Swift Code: CIBKC NBJ100 (Please remark "Conference 2018")

2. Please return the finished form to info@info-cma.org before Sept. 1, 2018.

China International Meat Industry Business Bridge 2018 - Match-making Business Talks • Beijing

To succeed the good experiences and results of the China International Meat Industry Business Bridge in Shanghai this May and in Europe this June, China Meat Association will organize the Business Bridge 2018 in Beijing during the China International Meat Industry Week on Sept. 21, 2018. This will be a world's premier gathering of pork, beef, lamb and poultry industry players including producers, importers, exporters, as well as service suppliers.

I. Host:

China Meat Association

II. Date and Time:

9:30-11:30 Sept. 21, 2018

III. Venue:

Meeting Room 226, Multiple-use Building, China International Exhibition Center (Add.: No. 6 North 3rd Ring East Road, Chaoyang District, Beijing, China 北京市朝阳区北三环东路六号)

IV. Match-making Business Talks Arrangements:

Facilities: The registered international meat companies will be provided with a meeting slot with a table and chairs to receive the visiting Chinese meat counterparts.

08:30-09:30 Registration & Reception

09:30-11:30 Match-making Talks (Drinks are provided)

V. Registration:

US$200 / person (Free admission for CIMIE 2018 exhibitors and the attendees of World Meat Industry Development Conference 2018)

VI. Participants:

Chinese meat processors and importers, foreign meat suppliers and exporters, supply chain service suppliers, association representatives

VII. Contacts:

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simona.wang@info-cma.org

China International Meat Industry Business Bridge 2018 - Match-making Business Talks • Beijing Registration Form

Company/ Organization					
Address				Website	
Contact Person		Telephone		E-mail	
Business Category	☐ Pork ☐ Beef ☐ Lamb ☐ Poultry ☐ Others, please specify				
Company Profile					
Participant	Job Title		E-mail	Cell Phone	

Notes:

1. Conference Fee: US$ 200/Person, not covering Hotel and transportation costs. Please return the finished registration form to us to info@info-cma.org before Sept 10, 2018.
(Free admission for CIMIE 2018 exhibitors and the attendees of World Meat Industry Development Conference 2018")

2. Please transfer the payment to:
Account Name: Beijing Louie Longde Expo Co., Ltd.
Bank Name: China CITIC Bank Beijing Jiaoda Sub-Branch
Account No.: 7112 0101 8260 0059 161 Swift Code: CIBKC NBJ100
Please mark "Business Bridge 2018"