World Meat Industry Development Conference 2020

Videoconferencing-Sync

2020.9.08-09 Qingdao · China



Hosts China Meat Association International Meat Secretariat

World Meat Industry Development Conference 2020

Videoconferencing-Sync

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 2020 will be held in Qingdao, China from September 8 to 9. The 2-day conference will cover the issues of the whole industrial chain. Sept. 8 will be focus on the major meat sector and while Sept. 9 on related service sectors (meat machinery & equipment, ingredients, packaging, cold-chain logistics). Officials from related ministries and commissions, industry experts, representatives from industry associations and companies will gather together to have an in-depth discussion on the topics of "the Policy Direction of the Chinese Meat Industry Development, Development Status and Trends of International Meat Trade, Major Ways of Improving Meat Quality, and Technical Solutions of Improving Meat Quality".

We'll take an approach of combining on-site participation with online videoconferencing to facilitate the international participation. The Zoom Videoconferencing and Chinese-English simultaneous interpretation will be made availalbe on Sept. 8. The record of the videoconferencing for the whole day will be also provided afterwards to those who're unavailable to join the conference because of time differences.

Hereby, we cordially invite you to join our grand gathering online or on-site.

China Meat Association

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World Meat Industry Developments Conference 2020
Program

Theme: Meet the Challenge and Build the Future
Date: September 8-9, 2020 Venue: Banquet Hall, 3F, the Westin Qingdao West Coast, China
Zoom Videoconferencing and Chinese-English simultaneous interpretation will be made availalbe on Sept. 8. (Webinar ID will be updated)

Conference Registration		
Sept. 7	09:00-18:00	Lobby, 1F, The Westin Qingdao West Coast
Sept. 8	08:00-09:00	Banquet Hall, 3F, The Westin Qingdao West Coast

Day 1, Morning Session, Sept. 8, 2020	
Session I: The Policy Direction of the Chinese Meat Industry Development **Chair: CHEN Wei, Executive Vice President & Secretary General, China Meat Association (CMA)**	
09:00-09:20	**Opening Remarks** --- Video Remarks from Guillaume ROUÉ, President, International Meat Secretariat (IMS) --- LI Shuilong, President, of China Meat Association (CMA) and Vice President of International Meat Secretariat (IMS) --- ZHOU Xiao, Vice President of Marketing and PR, Henan Shuanghui Investment & Development Co., Ltd.
09:20-09:35	The Development Status and Management Policies of the Slaughtering Industry in China --- Representative from the Bureau of Animal Husbandry and Veterinary of Ministry of Agriculture and Rural Affairs (MOARA), P.R. China (tbc)
09:35-09:50	The Meat Safety Status and Management Policies in China --- Representative from the Department of Food Production Safety Supervision of State Administration for Market Regulation (SAMR), P.R. China (tbc)
09:50-10:05	Inspection and Quarantine Policies of Meat Import and Export in China and Market Access System for Foreign Companies --- Representative from Bureau of Import and Export Food Bureau of General Administration of Customs (GACC), P.R. China (tbc)
10:05-10:20	Policy Interpretation on the Industry Transformation and Development of Food Safety and Nutrition Health in China in the New Period --- Representative from the Department of Food Safety Standards, Risk Surveillance and Assessment of National Health Commission (NHC), P.R. China (tbc)
10:20-10:35	**Coffee Break**
10:35-11:00	The 13th Five-Year Plan Development Report and the 14th Five-year Plan Proposals of the Chinese Meat Industry --- GAO Guan, Vice President, China Meat Association (CMA)
11:00-11:20	Take the Innovative Advantage of Free Trade Zones to Develop A New Phase of Cold-Chain Industry --- BAI Xinyu, Party Standing Committee, Vice Director, Tianjin Dongjiang Free Trade Port (DFTP) Administrative Commission
11:20-11:40	Here is the Future: The opportunities in the Age of the Industrial Internet --- Anita XIONG, CEO, Zhejiang Qinglian Food Co., Ltd.
11:40-12:00	Impact of Live Pig Futures on the Industrial Chain --- LI Qiang, General Manager, Capital Jingdu Futures Co., Ltd.

12:10-13:30	**Buffet Lunch (Western Restaurant, 1F)**
Afternoon Session, Sept. 8, 2020	
14:00-15:30	**Panel Discussion - The Future of Chinese Meat Industry** **Moderator:** GAO Guan, Vice President, China Meat Association (CMA) **Panelists:** --- DENG Cheng, President of New Hope Liuhe Co., Ltd. and President of CMA Poultry &Eggs Branch; --- CHEN Xibin, Chairman of Grand Farm Meats Group Co., Ltd. and President of CMA Beef & Lamb Branch --- ZHOU Xiao, Vice President of Marketing and PR, Henan Shuanghui Investment & Development Co., Ltd. --- FAN Hongwang, Group Vice-President of Linyi Jinluo Meat Products Group Co., Ltd. --- YU Ruibo, President of Shandong Delisi Foods Co., Ltd. --- CHU Jieming, Chairman & General Manager, Jiangsu Shuangyu Food Co., Ltd. and President, CMA Meat Snacks Branch --- LUO Weiwei, CEO, Beijing Dongshifu Technology Co., Ltd. --- JIAO Yuchang, General Manager, Harbin YuChang Foods Co., Ltd.
15:30-15:50	**Coffee Break**
Session II: Development Status and Trends of International Meat Trade Chair: GAO Guan, Vice President, China Meat Association (CMA)	
15:50-16:05	Consequences of African Swine Fever Epizootic and COVID 19 Epidemic on International Trade in Pork Meat --- Didier Delzescaux, General Director, INAPORC- the French Interprofessional Pork Council
16:05-16:20	Australian Meat Exports - 2020 in Review: Opportunities and Challenges --- Patrick Hutchinson, CEO, Australian Meat Industry Council (AMIC)
16:20-16:35	Post COVID-19 – Sustainable Irish Meat Industry --- Conor O'Sullivan, Manager China, Bord Bia - Irish Food Board
16:35-16:50	US-China Meat Trade Development --- Bobby Richey, Minister Counselor for Agricultural Affairs, U.S. Embassy Beijing
16:50-18:30	**Panel Discussion - Meet the Challenges and Build the Future** **Moderator:** CHEN Wei, Executive Vice President & Secretary General, China Meat Association (CMA) **Panelists:** --- MA Jie, General Manager of Wuxi Tianpeng Vegetable Basket Project Co., Ltd. and President of CMA Importers & Exporters Branch --- HE Dekang, Chairman, Shanghai Fuheng Industrial Co., Ltd. and President, CMA Natural Casing Branch --- Richard LI, Chairman of Unifood Industrial Group and Vice President of CMA Importers & Exporters Branch --- Johnson YOU, Chairman of Shanghai Jiuli Foods Co., Ltd. and Vice President of CMA Beef/Lamb Importers Club Branch --- Dr. YANG Binbin, Director, International Affairs, Optima Integration Group (OIG) and Director, OIG Research Institute --- Lashonda McLeod Harper, Director, U.S. Agricultural Trade Office, U.S. Embassy Beijing --- Dr. HUANG Juhui, Vice President, Corporate Affairs, BRF Grater China --- Trevor Sears, President & CEO, Canada Pork --- Bernd Wirtz, President, German Meat Association --- YU Xin, Priority Project Coordinator, Sustainable Food Consumption and Supply Chain, World Wide Fund for Nature (WWF China)
19:00-21:00	**Buffet Dinner (Banquet Hall, 3F)**
Day 2, Morning Session, Sept. 9, 2020	
Session III: Major Ways of Improving Meat Quality Chair: GAO Guan, Vice President, China Meat Association (CMA)	

09:00-09:20	The Promoting of the Chinese Meat Industry Upgrading ---Representative from Slaughtering Technical Center of Ministry of Agriculture and Rural Affairs
09:20-09:50	Main Problems and Development Trends of the Standardization Construction in Meat Production and Processing Enterprises --- LI Xiaohu, Party Secretary and General Manager, Huashang International Engineering Co., Ltd.
09:50-10:20	Meat Products Production, R&D and Technology Innovation --- ZHOU Guanghong, Fellow of International Academy of Food Science and Technology and Former Principal, Nanjing Agricultural University
10:20-10:40	**Coffee Break**
10:40-11:00	The Progress of Modern Meat Processing Technology --- WANG Wei, Director/Professor, Sichuan Meat Industry Technology Research Institute, Chengdu University
11:00-11:20	Innovative Application of Plant-based Gelatin in Meat Processing --- YANG Songtao, Chairman, Qingdao Dehui Halobios Science and Technology Co., Ltd.
11:20-12:00	A Brief Analysis on the Challenges and Opportunities that the Meat Enterprises are Facing under the change of Transporting Live Pigs to Pork --- Jens Richter, General Manager, Multivac (Shanghai) Trading Co., Ltd. --- JIN Wei, Market and Product Management Director Grater China, Amcor Packaging (Shanghai) Co., Ltd.
12:00-13:30	**Buffet Lunch (Western Restaurant, 1F)**
Afternoon Session, Sept. 9, 2020	
Session IV: Technical Solutions of Improving Meat Quality Chair: CHEN Wei, Executive Vice President & Secretary General, China Meat Association (CMA)	
14:00-14:10	Current Status and Development Trends of China Meat Cold Chain Logistics Sector --- WANG Zengxin, Vice President, Jinan Welcome Industrial Group Co., Ltd.
14:10-14:30	Development and Demand of Intelligent Warehousing and Logistics in the Chinese Meat Industry --- LI He, Hefei Gen-song Intelligent Technologies Co., Ltd.
14:30-14:40	Current Status and Development Trends of Meat Packaging Sector in China --- Johnson SONG, Chairman of Sunrise (Jiangyin) Packaging Material Co., Ltd. and President of CMA Packaging Branch
14:40-15:00	Innovation Makes Achieves Good Performances --- Alan ZHANG, Founder and CEO, Shanghai Jiaji Industrial Co., Ltd.
15:00-15:20	Comprehensive Chemical Meat Packaging Solutions of SK --- Joy ZHANG, Technical Manager, SK Global Chemical
15:20-15:40	**Coffee Break**
15:40-15:50	Current Status and Development Trends of Meat Machinery and Equipment Sector in China ---ZHAO Zudong, Secretary General, CMA Machinery and Equipment Branch
15:50-16:10	New Technology of Wastewater Disposal in Slaughtering and Meat Processing and New Mode of Operation and Management --- GAO Hongbiao, Senior Engineer, Xinxiang Lvfeng Environmental Protection Engineering Co., Ltd.
16:10-16:30	Intelligent, Automatic, Modular - A General View of the World's Advanced Meat Processing Equipment --- Peter SUN, General Manager, Shanghai H-Plus
16:30-16:40	Current Status and Development Trends of Meat Ingredients in China ---LI Hongjiu, General Manager of Shandong Tianbo Food Ingredients Co., Ltd. and President of CMA Meat Ingredients Branch
16:40-16:50	**Signing Ceremony**
16:50-17:50	Awarding Ceremony for The Advanced Companies of Chinese Meat Industry 2020
17:50-18:00	Conference Conclusion
19:00-21:00	**Buffet Dinner (Banquet Hall, 3F)**
Welcome to the Opening Ceremony of the 18th China International Meat Industry Exhibition at 9:00 on Sept. 10	

WORLD MEAT INDUSTRY DEVELOPMENT CONFERENCE 2020
REGISTRATION FORM

Please complete this form and return to	
The Organizer: Beijing Louie Longde Expo Co., Ltd.	
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: / / 2020			
Company / Organization:			
Address:			
Company Website:		Business Telephone:	
Contact Person:		E-mail:	
Applicant Name	Job Title	Email	Mobile

Conference Fee	
On-site Participation	USD 300/ Person
Zoom Videoconferencing	USD 100 / Person
Total Number of Participants	Total Fee:

Signature & Company Seal

Notes:

1. The on-site participation fee covers conference documents, coffee breaks, lunch & dinner on Sept. 8-9, 2020 (not covering the hotel).

Please pay the conference fee to:

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

Bank: China CITIC Bank Beijing Hepingli Branch

Account No.: 811 070 101 350 128 889 4

Swift Code: CIBKC NBJ100 (Please remark “Conference 2020”)

2. Please return the finished form to info@info-cma.org before Sept. 7, 2020.