Press release

Maastricht to host World Meat Congress 2023

Paris, France, 25 May 2023 – The International Meat Secretariat (IMS) and the Dutch Meat Industry Association (COV) are pleased to announce that from 10 to 12 October 2023, the World Meat Congress 2023 will be held in Maastricht, the Netherlands. It is expected that hundreds of people working in the meat industry and adjacent lines of business will attend. On the agenda are current global challenges for the industry, such as the role of meat in the global climate ambitions, society's expectations on animal welfare, the labour market, alternatives for meat such as cultivated meat and the impact of (geo)political developments on meat trade and production.

Laurens Hoedemaker, President of COV: "The world is on the verge of several major changes and transitions. Social and environmental developments lead to a critical view on the production of meat and meat products. At the same time the sector – helped by technological innovation - is making big strides towards more sustainable production. The central theme of the congress is therefore *Meeting Society & Consumer."*

How does the international meat industry deal with all these challenges? Highly interesting speakers from the academic world, international organisations and representatives of the meat value chain will address these questions at the upcoming **World Meat Congress** which will be held from **11 to 13 October 2023** at the MECC in Maastricht, the Netherlands.

This makes the congress also vastly attractive for stakeholders not directly working in the international meat business, such as representatives of government, trade organisations, retailers and NGOs.

For more information and registration please visit https://www.wmc2023maastricht.com/

- **Ends**

Media accreditation

If you are a media representative and would like to attend the World Meat Congress 2023 at Maastricht, the Netherlands, please send an e-mail to info@catchoftheday.nl

Not for publication - note to the editorial board:

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