



POULTRY ASIA

2023

06 07 08

SEPTEMBER 2023
SETIA CITY CONVENTION
CENTRE (SCCC)

ASIA'S BIGGEST POULTRY FOCUS EXPO

SMART FARMING AND THE FUTURE OF FEED

CO-LOCATING WITH



MEAT
ASIA 2023

PETASIA 2023

www.poultryasiaexpo.com

Supporting Partners:



Media Partners :



Organiser :



ASIA'S BIGGEST POULTRY FOCUS EXPO

The premier edition of Poultry Asia (POA) will be held at the most prominent and conveniently located exhibition hall, **Setia City Convention Centre** on **06-08 September 2023** and the stage is set for the regions biggest and best brands to participate in the widest range of programmes and supply for the poultry production chain in the whole of Asia.

POA 2020 is an important industry platform for demonstrating the most advanced developments in the field of producing high-quality products: from equipment and technologies for raising and keeping farm animals and feed production to processing raw materials. POA brings together a unique cross-section of poultry industry stakeholders to network, share, learn and dialogue together about the opportunities and challenges for chicken being driven by fast-changing consumer trends.



**MEAT
ASIA 2023**

Asia's processed meat market is segmented on the basis of product type, and geography.

On the basis of product type, the market is classified as poultry, beef, pork, and others. In the Asia region, poultry meat comprises the majority of the demand. The reason for the growth of processed meat in Asia can be attributed to shifting consumer trends and the emergence of 'snacking'. The major attributes that consumers look for in convenience foods are ease of use, packaging, nutritional value, safety, variety and product appeal. Innovation within the chilled meat categories has increased over the years, and Asia has the highest growth potential in this category, globally.

Asia was the second most active region, globally, in terms of chilled and frozen processed meat categories. The major companies are promoting the health benefits of animal proteins in countries, like India to increase the growth of the market. The rising demand for organic livestock is an opportunity for vendors to increase their market share. Moreover, new product development accounts for 24% share of the total processed meat product innovations, led by China, Thailand, South Korea, Vietnam, and Philippines.

Tap into the fast booming market and Future Trends by joining Meat Asia Expo 2023 this September 6-8 co-locating with Poultry Asia and Pet Asia Expo.



■ Thailand's Betagro plans to raise about USD 464 million through an initial public offering (IPO) to fund business expansion.

■ In 2018, the poultry consumption per capita in Malaysia was approximately 46.7 kilograms. In 2025, the poultry consumption per capita in Malaysia is expected to amount to about 47.95 kilograms per person annually.

■ Big Dutchman offers cloud-based solution for greater efficiency in livestock production. Harnessing big data analytics to operate on optimum capacity, ethically and profit wise.

■ In Asia Pacific, feed production reached 458.1 mt in 2021, a 5.7% growth over the previous year. Three Asian countries, namely China, India and Japan were in the top 10 feed producing countries last year.

■ Ministry of Agriculture Malaysia calls for increased corn production to support growing poultry industry.

■ In Asia Pacific, feed production reached 458.1 mt in 2021, a 5.7% growth over the previous year. Three Asian countries, namely China, India and Japan were in the top 10 feed producing countries last year.

■ Indonesian poultry integrator Malindo Feedmill has launched Sunny chick fried chicken restaurant chain to strengthen its food business.



WHY PARTICIPATE?

- 🔥 Asia's Biggest Poultry Focus Expo will gather 150 exhibitors from 16 countries exhibiting top-notch exhibitors from the Poultry industry.
- 🔥 Comprehensive marketing & advertising promotion to attract quality buyers from the region.
- 🔥 High level speakers and interactive seminars & panel discussion to discuss the latest topic and trends in the Poultry industry.
- 🔥 Strong support from the Ministry, government & regional associations.
- 🔥 Proven Result 1 to 1 Business Matching Meetings.
- 🔥 Physical and Virtual Platform to reach out visitors and buyers from the region
- 🔥 To create a platform for establishing business contacts with potential partners and leading experts around the region.



PET ASIA 2023

Pet Asia Expo 2023 provides the international platform for pet industry with a strategic market-entry and market expansion for Asia's high-growth markets. The three-day B2B trade show co-located with Poultry Asia and Meat Asia in Malaysia, serves to unite the region's key distribution, retail and veterinary players. The 1st edition of the show functions as a Global Sourcing Hub for New Products, Innovation and Ingredients Solutions. A must attend event with High Profile of Networking, Business Matchings and Product Presentations awaiting industry during September 6-8, 2023 in the capital city, Kuala Lumpur.



SMART FARMING & THE FUTURE OF FEED SUMMIT 2023

The digitalisation of agricultural practices, combined with the potential of artificial intelligence and the Internet of Things, will be transforming Southeast Asia's agricultural sector. Applying agriculture 4.0 solutions across the value chain will contribute to lower food import bills, shrink wastage, enhance sustainable practices, and critically improve yield and supply chain efficiency.

The increase in awareness regarding feed technology for sustainable livestock production is driving the feed technology market, while knowledge gain in livestock nutrition, increase in consumption of meat and other livestock-based products, high levels of disposable income and rapid increase in the consumption of phytogenics in livestock feed is accelerating growth leading to demand for feed technology.

The SMART FARMING & THE FUTURE of FEED SUMMIT 2023 to be held on the 6th & 7th September at the Setia City Convention Centre will feature a world class speaker line-up, engaging panel discussion between industry thought leaders & experts, future defining topics, addresses and presentations as well as over 200 key executive attendees from across Asia. For more information about the sponsorship and speaking opportunity, contact Ms Michelle at michelle@jederns.com



SPONSORSHIP OPPORTUNITIES

POA 2020 is an excellent platform to increase your company's branding & profile as the show will cover a wide range of branding exposure such as the exhibition, conference, roundtable discussion and panel discussions. Your logos will be featured prominently in many promotional materials and on site signage.

For more information about sponsorship opportunities, please contact Michelle at michelle@jederns.com



EXHIBIT PROFILE

- Animal Health
- Bio-Security
- Breeding & Hatching
- Crop, Grain & Raw Material
- Egg Processing Equipment
- Farm Equipment & Supplies
- Farm Housing
- Feed
- Feed Machineries & Equipments
- Farm Production
- Feed Ingredients & Additives
- Food Engineering
- Grain Storage
- Integrator
- Laboratory
- Logistics
- Meat Processing & Packaging
- Media & Consultancy
- Refrigeration
- Pharmaceutical
- Poultry-Broilers
- Poultry-Layers
- Testing Equipment
- Pet Food
- Pet Treat
- Pet Healthcare
- Pet Furniture
- Pet Accessories
- Pet Apparel
- Pet Food Ingredients
- Machinery
- Pet Grooming
- Pet Hygiene
- Pet Services
- Pet Supplement
- Pet Technology



VENUE

The spectacular Setia City Convention Centre (the Centre), located in the heart of Setia Alam Township and it is centrally located as well as easily accessible from major urban centres of Kuala Lumpur, Petaling Jaya and Subang via the New Klang Valley Expressway (NKVE).



PARTICIPATING COST



BARE SPACE

USD 300 per sqm
RM 1280 per sqm
min. 18 sqm

STANDARD SHELL SCHEME

USD 320 per sqm
RM 1380 per sqm
min. 9 sqm

THE PROFESSIONAL ORGANISER

Jederns has several years of show experience organising B2B tradeshows in Malaysia and Myanmar focusing in Food & Beverage, Education, Coffee, Franchise, and Retailing. The team has also proven record organizing B2B online meetings for reputable Livestock organisers during the pandemic period.

For booth enquiries, call us at - **Michelle :**

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michelle@jederns.com

Supported by :



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