



Focus on China



FLEISCHWIRTSCHAFT
肉类经济中国版

fleischwirtschaft
de

Market situation:

Despite the highly volatile markets, China is definitely worth a close look. Because of the growing standard of living and the related consumption of protein products China still holds high business potential. The demand for pork including offal and beef is still growing.

Also conditioning, processing and packaging technology is increasing with its own growing livestock and industrialization of production and processing demand.

Market figures

	2014	2015	2016	Changes in percent 2016:15
Production	56710	56375	56500	+0.2
Import	761	845	850	+0.6
Consumption	57169	57200	57140	-0.1

Source: USDA (U.S. Department of Agriculture) in FLEISCHWIRTSCHAFT 11/2015, in 1000 t slaughter weight

FLEISCHWIRTSCHAFT China – Your entrance into the Chinese market

The specialist information contained in **FLEISCHWIRTSCHAFT China** takes the specific circumstances prevailing on the Chinese market into account. Published in Mandarin **FLEISCHWIRTSCHAFT China** reaches local decision makers in slaughtering, dressing and meat processing via CMA-memberships and key trade fairs like CIMIE and SIAL.

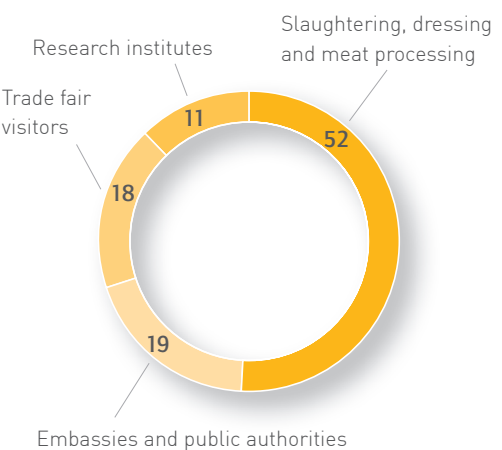
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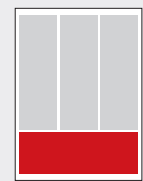
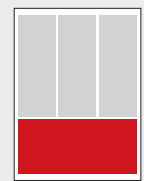
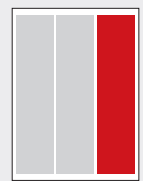
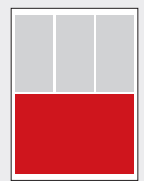
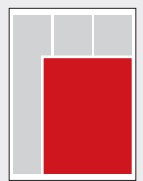
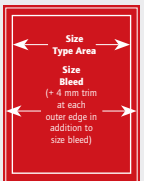
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3	Ordering Deadline:	25.09.17	<ul style="list-style-type: none"> ▪ China FoodTec and ANUFOOD China Main Issue ▪ Preservation of Meat Products ▪ Packaging (Machinery and Materials), Labelling ▪ Seasonings, Additives, Ingredients
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