

欧洲肉类指南

FLEISCHWIRTSCHAFT

肉类经济中国版

MADE IN EUROPE 2018



Made in Europe 2018

... is the trade directory of key European supplier firms for the Chinese meat industry.

The professional expertise of FLEISCHWIRTSCHAFT CHINA pays off – with an entry in the purchasing guide you will attract more attention from your potential customers and at the same time further expand your market position in China.

Made in Europe 2018 presents products, services and companies from the following sectors to your Chinese target group:

- **Production** (slaughterhouses and cutting plants, meat suppliers)
- **Processing** (machinery and plant construction, natural and artificial casing suppliers, spice and seasoning suppliers including ingredients and additives)
- **Logistics companies**
- **IT and Software Providers**
- **Architects and planning engineers**

Benefit from one of the fastest-growing markets in the world.

Facts

- Print run:** 18,000 copies
- Dissemination:** all member firms of CMA (China Meat Association)
- Visitors to the following trade fairs: SIAL / CIMIE / IFFA
 - Supplement in the Chinese trade journal 'Meat in China'
 - Marketing file FLEISCHWIRTSCHAFT CHINA
 - Online at www.fleischwirtschaft.asia including linking
- Format:** 176 mm × 262 mm (W × H)
- Publication date:** 19 June 2018
- Ordering Deadline:** 15 May 2018

New features

Made in Europe – company entry now with two new features

- **Category icons:** by analogy with the website
- **QR Code:** in view of the extremely high level of mobile phone use in China, we are now offering a QR Code so that users can jump directly with their smartphone to their own landing page at www.fleischwirtschaft.asia (basic or premium entry).

Sample page

Your company entry in the Purchasing Guide takes up a full page and includes:

- **your logo**
- **a brief description of your company** in Mandarin, otherwise in English
- **a maximum of three illustrations** selected by you
- **your complete contact data** (in Europe and possibly in China)

Format data for image advertisements and special placement on the cover pages (2, 3, 4):

W 176 mm × H 262 mm plus
4 mm trim on all outer edges

Including one basic entry in fleischwirtschaft.asia in each case



详细信息

比利时肉类产品出口办公室协调猪肉、牛肉和小牛肉的出口活动。该肉类出口办公室由法兰德斯大区农产品营销局 (VLAM) 在 2003 年成立。

比利时的猪肉制品业能利用其精心挑选的品种和杂交品种达到良好的出栏率。较重层体的瘦肉较多。这使得比利时的肉类加工工业效率高、现代化，并以其灵活性著称。

法兰德斯 (比利时北部地区) 承担比利时猪肉生产的主要职责。猪肉出口主要面向欧洲市场，主要出口国为德国、波兰、荷兰、意大利和法国。我们的猪肉产品也出口到欧盟以外的国家，包括中国香港 / 中国、韩国或菲律宾。自 2012 年底，比利时也开始向澳大利亚和新西兰出口猪肉制品。

欧洲联系方式

名称: Belgian Meat Office
地址: Koning Albert II-laan 35 bus 50,
1030 Brussels, Belgium
电话: +32 2 552 81 20
传真: +32 2 552 80 01
电邮: meatinfo@vlam.be
网址: www.belgianmeat.com



欲了解更多信息，请扫描二维码

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Prices (plus statutory value added tax/VAT)

www.fleischwirtschaft.asia

Elementary entry:

Companies from all issues of Made in Europe published so far.

Text only plus one photo (company building, or if not available just a view of the town/city), a heading and contact email address only: inquiry@fleischwirtschaft.asia

Basic entry:

Parallel with the advertisement/entry booked in Made in Europe. 1:1 illustration of the Made in Europe data. Contact data and the two headings booked. When a new advertisement or company entry is booked, you will automatically receive a free basic entry, running time 12 months. The basic entry is always a component of the Made in Europe entry and cannot be booked separately.

Premium entry: Reduced introductory price for 12 months 590 €

Can be booked independently of an advertisement/entry in Made in Europe. Running time 12 months.

- 1 video, 10 gallery photos.
- 8 additional search tags for the two headings.
- Up to five links or shares with existing Social Media channels.
- Direct document download (whitepapers, brochures etc.), max. 3 PDFs.
- Linking with WeChat messages at desktop level, so that the messages can also be reached via Desktop and Web.
- The entry is positioned as a Sticky Ad so that it is always in the first position for all user searches.

Digital package: 990 €

Basic message on WeChat and premium entry. Running time 12 months.

Print package: 990 €

Advertisement/entry plus basic entry for 12 months in the directory of manufacturers digitally at fleischwirtschaft.asia

Cross-media package: 1.790 €

Print, premium entry in the directory of manufacturers and WeChat basic message

Contact & Information

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