



Federal Ministry
of Food
and Agriculture

Official Invitation

Industry Insights and German-Canadian Networking Event: *New trends and best practices in the Meat Industry*

Wednesday, 28th September 2022, 4:00 pm – 7:30 pm
MeatEx Canada – Hall C - Meeting Room 109

Please join us to this unique event and learn more about new trends and best practices and how they could benefit the Canadian market.

This will also be a unique opportunity to Network with German companies and associations leaders in the Meat Sector.

Dear sir, madam,

On behalf of the German Federal Ministry of Food and Agriculture, I am pleased to invite you to a networking cocktail event on September the 28th 2022 at MeatEx.

Join us for this exclusive event to meet with the leaders of the German Meat industry. It will be a great opportunity to discuss about best practices and challenges in both countries and look at business opportunities.

Our speakers along with the representative of 4 German market leaders will share great insights about the industry,

This event is free of charge and by invitation only. Please RSVP with your complete contact details (see below) to yann.jadis@adexia.ca

Important note: Once registered for the event, you will receive a 50% discount promotion code for a 3 days ticket for the show (you will need a visitor or exhibitor pass to access the hall where the event room is located)

We look forward to meeting with you!

Yann Jadis

Partner and Co-founder, Adexia inc.



ZDG

Zentralverband der Deutschen
Geflügelwirtschaft e.V.

ADEXIA



MeatEx
CANADA

bmel.de  

Program

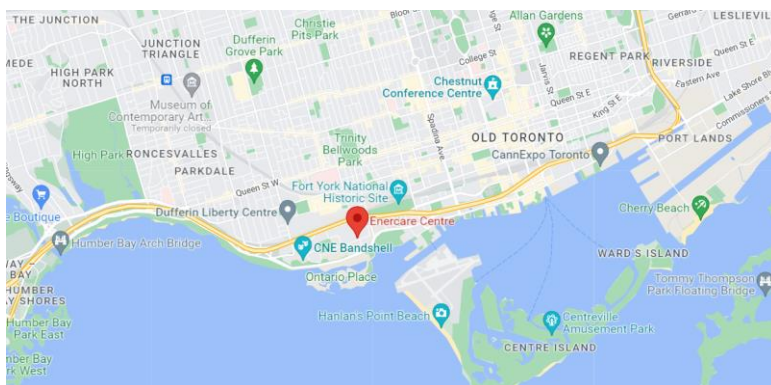
Date	Time	Program
28 September, 2022	4:00 pm – 4:30 pm	Welcome invitees “Welcome and moderation” Yann Jadis, CEO Adexia
	4:30 pm – 5:00 pm	“German-Canadian Cooperation” Ms. Yvonne Denz tbc. (CEO of the Canadian German Chamber of Commerce)
		“Industry Insights” Mr. Jan-Bernd Stärk (Chairman of the Advisory Board of German Meat)
	5:00 pm – 6:00 pm	Presentation of German market leaders
	6:00 pm – 7:30 pm	Networking <i>The networking and company presentations will be accompanied by a cocktail and food</i>

Location

Enercare Centre

100 Princes' Blvd, Toronto, On, M6K 3C3

Event: Hall C - Meeting Room 109 (Access from MeatEx Exhibition Hall)



Date

Wednesday, September 28th 2022

4:00 pm to 7:30 pm

Contact Details

Yann Jadis - 647-995-3812 - yann.jadis@adexia.ca

Speakers: German Companies and Associations



Böseler Goldschmaus GmbH & Co. KG

A regional network system, unique in Germany, provides consumers, purchasers, processors and importers with the highest quality meat and sausage with controlled proof of origin.

Böseler Goldschmaus is the division responsible for slaughter and butchery. Every year 18,500 tonnes of pork are processed using the latest slaughter and butchery technology. In total, approximately 45 % of the pork is exported. A deep-freeze storage facility with carton packaging, plate freezer and shock freezer was set up for this purpose. We also organise the logistics process, from customs processing through to transport to the port and product loading onto the ship to customers around the world.

Contact:

Mr. Anatoli Wolkow | Export Sales Director

e-mail: wolkow@goldschmaus.de



Danish Crown Fleisch GmbH

Danish Crown has more than 130 years of experience in production and innovation in meat industry. Our vision is to deliver Co2 neutral meat by 2050.

Contact:

Mr. Lars Jensen | Manager Export

e-mail: lsje@danishcrown.com



German Meat

German Meat is the joint export promotion organisation of the German meat industry. German Meat groups together approx. 50 companies and organisations from all levels of meat processing. German Meat is the contact point for foreign interest in meat and meat products from Germany and helps you to find exactly the right supplier.

Contact:

Ms. Elena Cueto | Project Manager

e-mail: info@german-meat.org



HEIDEMARK LANDFRISCHE GmbH & Co. KG

HEIDEMARK is a proprietor-run company in the third generation with close ties to the Oldenburger Münsterland region. The company's origins are to be found in Höltinghausen, where business began with a compound feed plant before soon specialising in the feeding of turkeys, followed later by processing the turkeys. Besides turkey husbandry, today it is the subsequent processing into outstanding turkey products that makes HEIDEMARK stand out. As a company, we are responsible for practically the whole supply chain. As most of the value creation process is pooled in our company, we work with precisely coordinated processing steps, greatest flexibility, and maximum reliability in quality. Furthermore, we are a highly efficient partner for the retail trade. This forms the basis for sustainable, trusting business management based on partnership.

Contact:

Mr. Thomas M. Henseler | Managing Director Sales International
e-mail: thomasm.henseler@heidemark.de



Westfleisch SCE mbH

Westfleisch SCE mbH is one of the most successful meat marketers in Europe. The company slaughters, cuts, processes, and refines meat at nine production sites in North West Germany. 40 percent of the good are exported to over 40 countries worldwide. Westfleisch is headquartered in Münster and employs about 7,500 people. Westfleisch is an European Cooperative (SCE). In 1928 it was established as a livestock marketer. Today more than 4,700 farmers are the companies' members and owners. On the basis of cooperation agreements, they breed pigs, cattle, and calves. Westfleisch guarantees origin, safety, and quality – from farmers directly.

Contact:

Mr. Jan-Bernd Stärk | Sales Manager
e-mail: jan-bernd.staerk@westfleisch.de



WIESENHOF International GmbH

WIESENHOF International (WHI) is a member of PHW Group with its headquarters in Lower Saxony, Germany. WHI takes great pride in being part of a vertical poultry integration: the PHW Group, a family-owned enterprise in its 3rd generation and well known to consumers under the German poultry core brand WIESENHOF. The 35 associated companies, approx. 10,000 employees and more than 1,000 farmers in Germany and across Europe build the foundation for trust and partnership. Within PHW Group, WHI is the trusted international b2b sales organisation with its core business to market poultry products such as high-quality fresh, chilled and deep frozen chicken, turkey and duck specialties in particular. The product range can be tailored to customer-specific wishes and needs. WHI ensures highest food standards and food safety due to constant monitoring, two quality traits in which our clients trust, as well as full traceability – from farm to fork – for all products. The associated production facilities, which have a significant influence on the quality of all products, use the latest technology to produce according to highest food standards and to the fullest customer satisfaction. The aim is to continuously improve the services offered by WHI in the sense of further increasing customer satisfaction.

Contact:

Mr. Niels Heyer | Managing Director
e-mail: niels.heyer@wiesenhof.de

RSVP

Please register upon reception and we will send you your 50% discount promotion code for 3 days access to MeatEx

First Name:

Last Name:

Company:

Title:

E-mail:

Phone number:

Want to invite a colleague:

First Name:

Last Name:

Company:

Title:

E-mail:

Phone number:

Return Registration at: yann.jadis@adexia.ca, before September the 20th.