

## **Post-show report • MeatEx Canada Sept. 28 – 30, 2022**

The first edition of MeatEx Canada with a total of 16 participating countries, including 781 professional visitors and 45 exhibitors achieved a solid launch at the Enercare center in Toronto. Brazil, Canada, China, Denmark, Germany, Hungary, India, Iran, Italy, Kenya, Spain, Mexico, Nigeria, Pakistan, UAE and USA formed the participating countries. In addition to brisk order activity and high visitor quality and satisfaction, the concentrated positive energy of personal global encounters was particularly noticeable. MeatEx Canada also hosted several side events and seminars. The highlights of the side events were the German networking event organized by the German Federal Ministry of Food and Agriculture, which was a unique opportunity to network with German companies and association leaders in the Meat Sector, as well as the presentation "An overview of the Canadian Meat industry" by the Canadian Meat Council, which had the highest number of participants.

"The world met for the first time in Toronto. International encounters and stimulating new business met after the pandemic-related break: The meat business is back and shows its global strength. We are looking positively to the future. At the same time, against the backdrop of global challenges, we will continue to expand our international partnerships to make MeatEx Canada the hub for the meat industry in North America, says Sallya Habibollahi, CEO of Farasoo Holding Corp., the organizer of MeatEx Canada.

Averaging 67 percent of the exhibitors and 89 percent of the visitors were satisfied with the results of the exhibition. Intensive live discussions with old and new partners, new global contacts in personal exchanges, spontaneous cooperations in direct dialog – all this was finally possible again. Buyers from all over the world took the chance to place orders and initiate new business for the first time in Toronto.

With a global volume of nearly 897 billion U.S. dollars and a predicted growth rate of more than 15 percent through 2027, the meat industry is one of the most important global food industries. The meat industry remains a high-growth market that needs face-to-face interaction.

### **Exhibitor testimonials:**

"We got good contacts and we plan to come back for the next edition of MeatEx. Because we only imagine that MeatEx will become bigger and bigger from what we had this year, understandably with the delays due to covid and everything that's going on." Said Geraint Paul, Operations Manager of Grasselli Canada.

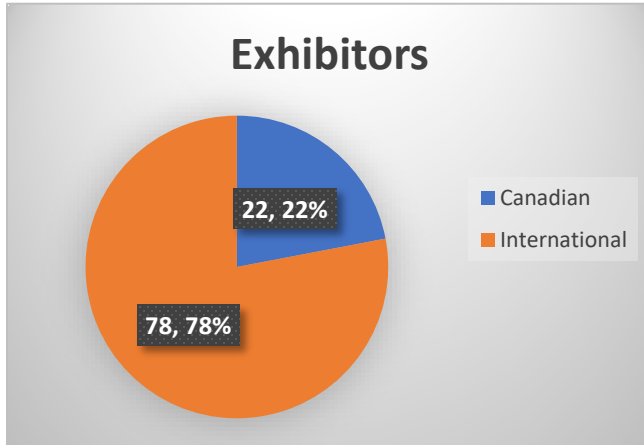
"We were very happy with the results of MeatEx Canada." said Tim Brochu, President Thomas Food Canada

"We are satisfied with the quality of visitors." said Tony Raposo, President Équipements Alimentaires Raposo

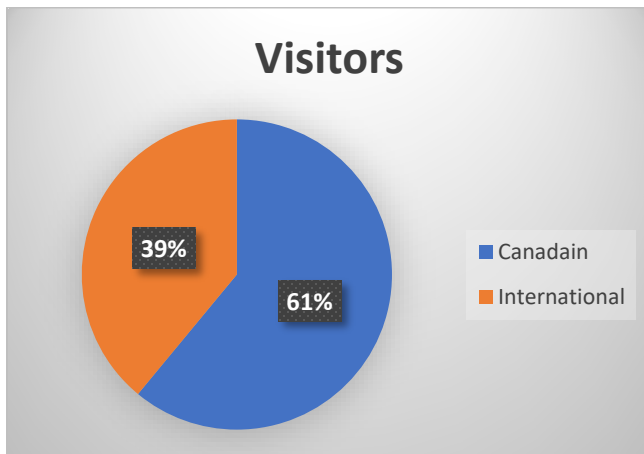
**MeatEx 2022 at a glance:**

**Net Space:** 7858 Sq. Ft. (730 Sqm)

**45 Exhibitors:** 22% Canadian and 78% International



**781 Visitors:** 61% Canadian and 39% International



**Media Partners:**

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**The next MeatEx Canada will take place from February 8 to 10, 2024.**