

Session 1 - Key Global and Asian Meat Market Characteristics & Drivers

- 08:30 Registration**
- 09:00 Welcome**
 Global Meat Market Context
 Asian Meat Market Overview
 Covid impact on 2022 outlook
Special Topic **Sustainability in Asian Meat Markets**
 Covid and ASF change the balance of demand.
 Production cost inflation in the face of faltering demand.
 What are the variables , what are the lessons?
 Current demand, Marketing push, and Drivers for change
- 10:40 Coffee Break - 30 mins**
- 11:10 Feed ingredient dynamics in Asia
 2022 Outlook Disruptors**
Special Topic **Middle East Special Overview**
 Reliant on imports, and global prices
 What is out there, beyond Covid and ASF?
 An importing region to challenge Asia? or an emerging producer?
- 12:30 Lunch - 1 hour in the hotel**

Session 2 - Pigmeat

- 13:30 Pigmeat Global Overview**
 Japan
 South Korea
 China - Pork Production Crisis
 China's falling prices change market outlook
 Over-stocked market slows with Covid impact
 Tight supply amidst good demand
 Price decline leads to on-farm losses; 2022 implications
- 15:25 Active discussion... Will China's pork price bounce in 2022?**
- 15:30 Coffee Break - 30 mins**
- 16:00 Thailand
 Vietnam
 Philippines
 Asian Pigmeat overview**
Special Topic **Potential for Sheepmeat Imports**
 ASF final confirmed, but what repercussions?
 Segregated supply channels, traditional vs modern
 Clawing back import supply
 Covid and ASF - balancing impacts, but long term stress!
 Growing demand across the region, attracts global supply
- 17:30 Finish**
- 18:30 Networking BBQ Dinner**

Friday 18th February 2022

Session 3 - Poultrymeat

- 08:30 Poultrymeat Global Overview**
 Philippines
 Japan
Special Topic ** Chinese consumption shift **
 High feed costs and disrupted demand
 Consumption growth stalled by Covid
 Increased import access, but domestic production solid
 Shifting consumer preferences and the supply chain
- 10:10 Active discussion... How does imported chicken compete in Asia?**
- 10:20 Coffee Break - 30 mins**
- 10:50 Special Topic ** Competing Chicken importers across the region ****
- 11:10 Thailand
 Vietnam
 Indonesia
 India
 Asian Poultrymeat overview**
 Significant challenges from labour disruption
 Market disrupted by Covid lockdowns
 Oversupply, and high costs
 Covid disrupts consumption outlook
 Domestic production growth, accelerated by ASF
- 12:30 Lunch - 1 hour in the hotel**

Session 4 - Beef

- 13:30 Beef Global Overview**
 India
 China
 Tight global supply meets rising demand (in Asia)
 Exports move on from the Vietnam:China trade
 Strong demand must be built on imports
- 14:40 Active discussion... Meat Alternatives in Asia's Beef Market?**
- 14:50 Coffee Break - 30 mins**
- 15:20 Korea
 Pakistan**
Special Topic ** Meat Alternatives - Lessons from China**
 Live Exports - Brazil enters the market
 Asian Beef overview
 Not just a second to Japan
 Beef losing market to Broiler meat
 2.0 alternatives move on from traditional products
 Short term price lever, or long term supplier
 Strong demand needs imports to develop
- 16:50 Concluding comments**
- 17:00 Finish**