

## Session 1 - Key Global and Asian Meat Market Dynamics & Drivers

**08:30 Registration**

**09:00 Welcome**

Global Meat Market Context

Asian Meat Market Overview

2025 Asian Market Drivers & Disruptors

Tight livestock supplies, high meat prices, and low input costs

Demand recovery overtaken by production booms

Lessons from 2025 for 2026

**10:20 Coffee Break - 30 mins**

**10:50 Special Topic \*\*The Malaysian Market - turning to imports\*\***

Feed ingredient dynamics in Asia

Asian Lamb Markets

**Special Topic \*\*Changing Consumer Habits in Asia\*\***

Reliant on imports, and global prices

Significant production, but locally focussed

**12:30 Lunch - 1 hour in the hotel**

## Session 2 - Pigmeat

**13:30 Pigmeat Global Overview**

China

Vietnam

Brazil rises as an export player, whilst EU struggles with supply

Losses at the farm gate accelerate consolidation

Lessons from increased ASF despite vaccination?

**15:15 Q&A**

**15:20 Coffee Break - 30 mins**

**15:50 Philippines - Pork and Poultry Interplay**

Japan

South Korea

Asian Pigmeat overview

Could new investments change the ASF story?

How does Japanese production differentiate from lower-cost imports?

Why does Korea's farm structure allow ASF to spread?

Recovering supply, with less Chinese market stress + minor markets

**17:10 Concluding comments**

**17:30 Close of Day 1**

**18:30 Networking Dinner**

## Session 3 - Poultrymeat

**08:30 Poultrymeat Global Overview**

China

Bangladesh

Indonesia

Global supply increases after profitable 2024

Is China's Export push a long-term play or a short-term balancing act?

Booming production, but can it be sustained?

How is domestic production evolving alongside import protection?

**09:50 Q&A**

**10:15 Coffee Break - 30 mins**

**10:45 Special Topic \*\* Aftermath of Malaysian HPAI melt Down \*\***

**11:10 Thailand**

Vietnam

India

Asian Poultrymeat overview

Production has peaked, but what does this mean for Thailand

End of the Native bird as modern broiler integrations develop?

Maturing industry faces challenges to consolidate supply chain

Broiler has been the clear winner on volume, but profits still challenging

**12:30 Lunch - 1 hour in the hotel**

## Session 4 - Beef

**13:30 Beef Global Overview**

China

India

Impact of high US beef prices on Asian markets

Safeguarding challenge - winners and losers

Domestic market understated; does it impact export potential?

**14:35 Q&A**

**14:50 Coffee Break - 30 mins**

**15:20 Special Topic \*\* Pakistan Beef Export Potential\*\***

Japan

Philippines

Indonesia

Asian Beef overview

Shifting import patterns as US prices climb

Domestic supply evolution, but in reality an import market

Live cattle and beef import strategy - investable?

Growing Asian consumption, despite high prices

**16:45 Concluding comments**

**17:00 Finish**