

# “The Art of European Pork” Campaign Launches its Third Year of Promotion, with Participation in Food & Hotel Asia (FHA) 2025

Category: Business

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The Belgian Meat Office is pleased to announce the third consecutive year of “**The Art of European Pork**” campaign in India, cultivating stronger relationships with key Indian trade professionals and showcasing the superior quality of European-Belgian pork. The campaign will launch with the participation of Belgian meat suppliers at the prestigious Food & Hotel Asia (FHA) exhibition in Singapore.



sectors, attracting [leading manufacturers and brands](#) and creating valuable international trade opportunities.

Professionals in the food and hospitality industry are invited to visit The Art of European Pork booth at Booth 8E4-01 & 8E3-06 in Hall 8, to explore the diverse offerings from Belgian meat suppliers and discover potential import opportunities.

Participation in FHA marks a significant [milestone in “The Art of European Pork” campaign](#), raising awareness of Belgian pork standards and quality in the Asian market. Belgian pork suppliers aim to introduce the quality of European-Belgian pork to potential customers and forge new [business](#) partnerships in the region.

### **About “The Art of European Pork” campaign**

The Art of European Pork” is an initiative by the Belgian Meat Office and co-funded by the [European Union to promote](#) the exceptional quality of European-Belgian pork and strengthen the trade relationship between India and EU nations. The campaign includes various events, media outreach, and social media activities to foster collaborative potentials between Belgian pork suppliers and relevant Indian stakeholders.

### **About Certified European pork from Belgium**

#### **Transparent Quality**

Certified European pork’s transparent quality is made up of two things. First: its 100% traceability. Thanks to careful logging, you can trace the product back to any point in the supply chain, from the pig’s feed to meat processing. Second: European pork meets the highest standards. This way, you will always be assured of our pork’s [safety](#) and [quality](#). Belgian pork is renowned for its exceptional quality, tender texture,

and exquisite taste. Produced with expertise, ensuring traceability, and adhering to stringent food safety standards, Belgian pork has earned a reputation for [excellence in the global](#) market.

### **Minimum risk for maximum food safety and quality**

We subject our process to extensive internal and external audits, carried out by independent bodies. In this way, we can carefully assess any possible risk and take action when necessary.

For more detailed information about “The Art of European Pork” campaign, how to connect with our meat suppliers, and our offerings, please visit our website at: [www.europeanpork.eu](http://www.europeanpork.eu)

