



**МЯСНОЙ  
ЭКСПЕРТ**

**MEAT EXPERT**

GIVES EFFICIENT BUSINESS SOLUTIONS FOR THE MEAT INDUSTRY AND PROVIDES WITH ADVERTISING CAPABILITIES FOR THE PROFESSIONAL COMMUNITY

## OUR MISSION

- Ensure information exchange platform for the specialists of the meat processing industry
- Increase knowledge and enhance technology in the meat products Production
- Store and multiply knowledge and practical experience

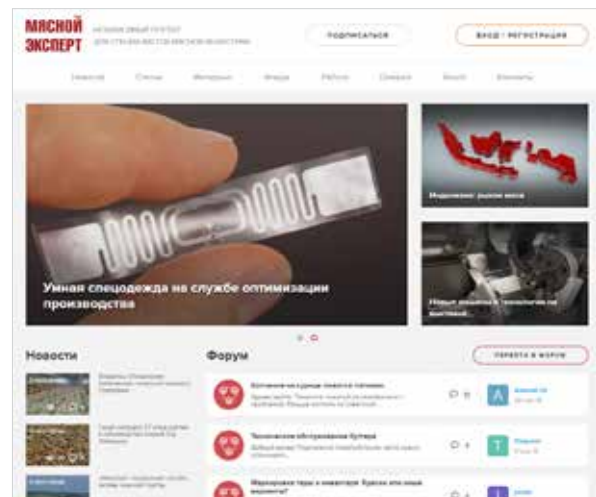
Since its foundation in 2005, the portal has gathered over 7,000 experts in the field of the meat processing under its wing as a professional community. The audience of Meat Expert includes general managers of processing plants, heads of production and technologists, managers of various levels, purchasing and merchandising experts, marketing and sales specialists, as well as young scientists.

The Meat Expert community gathers leading specialists of the meat processing industry from the countries of the EAU (Russia, Belarus, Kazakhstan, Armenia, Kyrgyzstan). These are the people who shape the image of the industry and set the vector of its development. Meat Expert is the space of true knowledge and ideas.

**An aspiring professional is inseparable from his close associates' experience.**

## Today Meat Expert is:

1. news feed and weekly reviews of current events;
2. publications of scientists and professionals;
3. user blogs;
4. articles on current topics of the meat processing;
5. interviews with executives, financiers and businessmen;
6. thematically structured forum;
7. the photo gallery of exhibitions and business events.





## OUR VALUES

- the portal experts and the specialists of the industry
- the accumulated knowledge and experience
- the collection of solved production problems
- the communication within the community

## WE ARE IMPROVING

**The project has made a long way for 13 years – We launched a brand new version of the website in 2018 and nowadays we are a complex informational and analytical web publication for the specialists of the meat industry.**

Meat Expert is constantly developing and attracting more and more like-minded people. We introduce new sections, features and services as our ranks grow in numbers. Naturally, we've entered the field of professional journalism and strategic communications as our platform kept evolving.

## MAINTAINING THE ADVANTAGE

We change not only the approach to our design and layout but also the editorial policy while maintaining our unique advantages guided by the modern standards and trends. Meat Expert continues to function as a forum where it is possible to get quickly answers to any questions that concern professionals on a 24/7 basis. As before, on the portal «Meat Expert» you will find colleagues and friends with whom you can discuss problems and solutions, and sometimes argue on professional topics.

**The network informational and analytical portal is not a glossy periodical but a living system that is constantly growing and improving.**

## WE ARE THE COMMUNITY!

We are constantly studying the needs of our colleagues, partners, clients and we thus modify our approach to the presentation of information basing on the results of our work. Today the team of the professionals presents to your attention a bright and modern web-based online publication targeted both at the producers of meat products and animal breeders, and at the suppliers of equipment, ingredients, casings and packaging materials.

## AUDIENCE OF THE PORTAL

- CEO / Deputy CEO / General Manager
- Head of division / department
- Chief technologist / technologist
- Foreman / technician
- Procurement / Purchasing specialist
- Managers / Merchants
- Personnel / HR manager
- Marketing and PR specialist
- Scientist and educator
- Other (unspecified profile)



From year to year the portal receives more and more requests from the users seeking assistance in various issues in our field. Thus, in 2016 we decided to create a company with the same name "Meat Expert". The main purpose is to solve problems promptly and professionally in the most popular areas. The first year of the work proved that it was the right decision which allowed to increase the efficiency of the work significantly.

In addition, the ongoing analytical work carried out by the portal allowed us to identify other pressing issues – it is the need for legal protection from unreasonable claims of state and commercial regulatory bodies, the need for independent expertise of equipment, technologies, labeling of products etc.

**We selected several of the most popular and promising areas of activity for the new company:**

## Recruitment

Our headhunting department carries out the search for employees for the following positions:

- executives of the meat processing factories (Head of Production, Development, Chief Production Manager, Chief Technologist, Chief Foreman, etc.)
- specialists for trading companies involved in the meat industry (marketing, development, sales managers, technologists, etc.).

Our unique database of the industry specialists throughout Russia and well-developed methods for selecting candidates (including psychological testing) allow us to find exactly the person that the employer needs taking into account the specifics of a particular employer's request.



## Independent technical service

The scope of our engineering department includes a number of tasks:

- Technical examination of used equipment with the purpose of determining the actual market price for buyers or sellers;
  - Preparation of independent reports on technical condition, performance, market value and liquidity of equipment for solving various disputes (between suppliers and buyers of equipment, between co-founders, between creditors and pledgers, etc.);
  - Technical diagnostics of used equipment and submitting reports about its technical condition, correctness of maintenance and operation, residual life, forecast of repair or restoration costs.
- Qualified startup or repair of new or used meat processing equipment of the most European brands.
- After-sales service (including warranty service) on a permanent contractual basis for manufacturers (or their representative offices) that do not have their own technical service in Russia.

## Pre-design work and organization of technological process

A successful business always begins with setting a task and determining what the client needs and for what purposes, and the result of which is a competent project with a foundation for the further development of production. One of the main objectives of a project manager is to save a client's money.

## Legal support of businesses

Our team consists of experienced lawyers and experts with specialized knowledge in the food industry and provides legal support on the following issues:

- Relations with regulatory authorities, protection against claims;
- Interaction with Federal Anti-Monopoly Service and other government agencies;
- Registration and protection of copyright, trademarks and brand names, solution to conflicts;
- Protection of business reputation of manufacturers;
- Legal support of transactions, including foreign trade;
- Documentary and factual verification of counter-parties;
- Representative functions in organizations in Moscow and the Central Federal District;
- Maintenance of arbitration cases and bankruptcy procedures;
- Preparation of legal opinions on various issues.



## PR and strategic communications

The activity's sphere of our most creative areas includes building and maintaining of close relations with representatives of the media and the blogosphere, as well as the formation of relevant informational providers to maintain the interest of the target audience in the company's activity.

- consulting on planning and practical work in the field of public relations including prompt adjustment of the communication strategy in accordance with the changing situation, development of events and information events, determination of emphasis in the presentation of information, recommendations on working with various media and bloggers
- initiating informational occasions for the preparation of PR actions (press releases, publications, events, etc.).





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