Press release Rho - 28 May, 2019

**MEAT-TECH: the meat industry will return to the spotlight in Milan in 2021***The cured meat, meat and derivatives industry will meet at the Fiera Milano exhibition centre from 4 to 7 May with four days devoted to processing, transformation and packaging*

Complete lines, smart and flexible solutions, ingredients and materials that adapt to any requirement while fully complying with health, safety and product traceability standards will take centre stage at the third edition of MEAT-TECH, the international exhibition for professionals working in the meat processing, cold cuts and ready meal preparation industry to be held in the **Fiera Milano exhibition centre in Rho from 4 to 7 May 2021.**

Following the 2018 event, which together with IPACK-IMA was attended by more than 74,000 visitors, including 25% international buyers, the next edition of MEAT-TECH will feature a wealth of content and an even wider range of offerings, including the most advanced processing and packaging technologies and aromas, spices and ingredients for sausages and ready meals.

The **special areas** “**Meat+ Cold Chain Solution**” and “**Meat&More**” will also give plenty of coverage to cleanroom and refrigeration chain technologies, aspects that are particularly important for buyers interested in innovative products catering for new styles of consumption.

There will also be new spaces devoted to complete solutions for complex, meat-based products and food specialties, as well as ready-to-eat products such as pre-sliced meats, snacks and ready meals. Given the growing interest in “free-from” products, premium items and single portions, as well as the use of skin-pack solutions and packaging from recyclable sources, it is essential to devote ever greater attention to issues of the **circular economy** and supply chain **sustainability**.

An extensive programme of **promotional initiatives** for the international community is currently being drawn up to present the new features of an exhibition that can help its exhibitors and visitors grow through **strong synergies with IPACK-IMA**.

One of the goals of the next edition of MEAT-TECH, organised by Ipack Ima Srl, is to continue the internationalisation process that was successfully initiated in 2018, particularly in terms of buyers. With its focus on development and its strong international position, MEAT-TECH intends to fulfil the industry’s need for a meeting point and discussion forum.

Last but not least, the next edition of MEAT-TECH will benefit from the synergies of “**The** **Innovation Alliance”**, a unique manufacturing machinery platform that brings together five outstanding Italian exhibitions: MEAT-TECH, IPACK-IMA, Plast, Intralogistica Italia and Print4All. The resultant platform spans sectors ranging from plastics processing to processing and packaging technologies, from industrial and commercial printing to customised graphic designs for packaging and labels through to industrial handling and supply chain management.

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