**The industry focuses on innovation and sustainability**

*Exhibitors at MEAT-TECH report positive expectations and offer previews of the innovations that will be on display*

*October 2019* – The sales campaignfor **MEAT-TECH**, the international exhibition of solutions and ingredients for the cold cut, meat, sea food and ready meal industry to be held in Milan from 4 to 7 May 2021, has been achieving excellent results.

*“More than a year before the exhibition is due to begin, some of the most dynamic companies in the sector have enthusiastically accepted our proposal,” said* ***Valerio Soli****, Chairman of Ipack Ima srl. “The first step in our exhibitor acquisition campaign has been concluded with* ***overall 61% growth with respect to 2018 and a sharp increase in numbers of foreign companies****, a pleasantly surprising result that gives us plenty of encouragement about the project we are proposing to the market. This confirms MEAT-TECH’s international appeal for all industry professionals in search of innovative solutions for an increasingly sustainable supply chain.”*

The companies that have already rebooked their spaces at MEAT-TECH 2021 confirm the event’s leadership position and their expectations regarding international attendance, completeness of the exhibition offerings and innovation, with special attention to sustainability.

“*We were very pleased with MEAT-TECH* *2018 in terms of Italian and international visitors,”* said **Federico Boratto from** **Inox Meccanica***. “The buyer programme brought together a group of professionals strongly focused on processing plants, giving us the chance to meet buyers from all over the world at an event lasting just a few days. It was an excellent result both commercially and in terms of applications*.”

*“At MEAT-TECH 2021 we expect to see a strong focus on sustainability, the most important issue for the processing and above all packaging industry,” said* ***Giulia Antonelli from Coligroup****. “We are testing new paper-based and 100% recyclable materials. We are also doing a lot of work on compostable materials, which are seeing a very big increase in demand.”*

MEAT-TECH will be held in conjunction with IPACK-IMA, the leading processing & packaging technologies exhibition, and with **IPACK-Mat**, the special Ipack Ima project launched in 2018 and devoted to innovative solutions in terms of high-performance and high-added-value materials, with a special focus on sustainability and the circular economy.

*“IPACK-IMA and MEAT-TECH are two of the most important exhibitions where we exhibit our core business. We are strongly focused on planet saving and energy saving and try to offer solutions that bring advantages in terms of competition and energy consumption,” added* **Federica Travaglini** **from** **Travaglini**. *“I’m pleased to see that the importance of the cleanroom sector has now been understood, given its relevance to various segments and foods such as fish, cheese and ready-to-eat foods.”*

MEAT-TECH 2018 also benefited from the synergies offered by the joint scheduling with IPACK-IMA with its more than 74,000 visitors, including 18,500 international attendees from 146 countries.

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[***MEAT-TECH***](http://www.ipackima.com/) ***is part of “The Innovation Alliance”, Fiera Milano, 4 -7 May 2021***

*The Innovation Alliance, the biggest European event dedicated to instrumental mechanics, will be back in Fiera Milano. Once again together, PLAST, IPACK-IMA, MEAT-TECH, PRINT4ALL and INTRALOGISTICA ITALIA, will offer to professionals from all industrial sectors a showcase of technological excellence from different manufacturing worlds in Italy and abroad, brought together as way to put a strong focus on the entire supply chain. An offer that will show the best solutions for the manufacturing industry, different applications ranging from the engineering of rubber and plastic to their recovery and recycling - also in view of always more sustainable and circular industrial processes-, from food processing technologies to food and non-food packaging, from industrial printing to converting and labelling, right down to the material handling and the warehousing.*