**Transparency, supply chain and the future:   
innovation begins at MEAT-TECH**

*Versatile new production and packaging solutions, ingredients*

*and materials to drive the development of the entire sector*

*22 January 2020 -* Growing **the entire supply chain and ensuring the identity** of a constantly evolving market, meeting new consumer needs and **anticipating the trends of modern distribution** with a high added-value event capable of bringing together all professionals in the sector. These are the goals of **MEAT-TECH**, the specialist international exhibition for the **cold cut, meat, fish and ready meal industry** currently preparing for the third edition to be held from 4 to 7 May 2021 in the Fiera Milano exhibition centre in Rho.

The event will showcase technological solutions that help industry and retailers **meet the needs of consumers** who are increasingly in search of a more advanced and aware food experience based on sustainable production processes, animal welfare and a knowledge of the origins of raw materials.

**This dynamic sector** generates a turnover of more than €8 billion in Italy, including €1.5 billion from exports (source: ASSICA – Italian Cold Cut and Meat Producers’ Association) and is investing in **research, development and traceability**. It is increasingly focused on the **capacity to innovate** with the aid of advanced solutions for developing the entire supply chain, particularly **ingredients, flavours and spices.**

Allergen and added-sugar-free **functional ingredients** ideal for low-calorie diets and versatile mixtures to be used for products of various animal origin. These and many other new products will be on show at MEAT-TECH, from the world of decorative spices - catering for the trend of **ready meals** and high-protein, long-lasting and additive-free **away-from-home snacks** - through to new natural lines that guarantee the nutritional values of finished products and **extend their shelf-life**.

Also complete and increasingly automated plants for **processing and transformation** thatoperate in compliance with the strictest hygiene standards and maintain high levels of production performance. MEAT-TECH will display the latest new products in the fields of bagging machines, preparation lines, weighing, portioning, forming and extrusion systems, tying and dosing machines and cooking systems. Versatile solutions **suitable for food processing**, from cold cuts, fresh meat and meat-based products to fish, cheese and bakery products. But also innovative preparations for the Veg Community, toppings, fillings and Pet Food.

The processing segment reflects the growth of the **meat processing plant and machinery** sector(source: ANIMA/ASSOFOODTEC-COMACA Research Department based on ISTAT data): the 2019 figures were positive with production +0.4%, investments +0,7% and an export share in excess of 70% of production.

The next edition of MEAT-TECH will also showcase innovative and high added-value **packaging materials** intended for food contact that stand out for their high quality standards and performance. These materials are increasingly designed in accordance with the new paradigms dictated by the circular economy.

As part of a complete supply chain vision, **cold chain and clean room** solutions will be given a new identity spanning a variety of sectors and foods and will be showcased in the special **MEAT+Cold Chain Solution** area.

This crossover approach will extend to the wider world of food packaging hosted at the concurrent exhibition **IPACK-IMA**, where **latest-generation packaging systems** for cold cuts, ready meals and easy foods will round off the exhibition range of a show that stands out for its high level of specialisation, opportunities for technology transfer and the development of new ideas and products, making it a unique industrial event at a world level.

***Ipack Ima Srl Press Office***

*E-mail: press@ipackima.it*

*Marco Fiori*

*E-mail: marco.fiori@intono.it Mobile: +39 334 600 7739*

*Maria Costanza Candi*

*E-mail: mariacostanza.candi@intono.it Mobile: +39 349 1019253*

[***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.*