



Rho – 10 May 2023

The meat industry will return to the spotlight in Milan in 2024 with MEAT-TECH and the new thematic exhibition PRO-TECH

The MEAT-TECH press conference outlined the new characteristics of the event devoted to processing and packaging of cold cuts, meat and derivatives, which for the first time will broaden its scope to cover all high-protein foods

The exhibition **MEAT-TECH (28-30 May 2024, Fiera Milano)**, unveiled at today's press conference, will showcase a complete ecosystem of industry-leading processing and packaging technologies for the cold cuts, meat and ready meals sector along with ingredients, flavourings and spices. The show will focus in particular on **complete meat processing plants** featuring the latest filling machines, preparation lines, weighing, portioning, forming and extrusion systems, and dosing and cooking systems.

These versatile, high-performance production solutions meet the strictest food safety standards for meat products as well as innovative preparations for the **vegetarian market**. At this new edition of the show, industry professionals and innovative product development experts will have the opportunity to meet suppliers of technological solutions for both traditional and new protein-based products.

This latter segment in particular will take centre stage at the new thematic exhibition **PRO-TECH**, which will complement the already extensive range of technology and solutions for meat processing and packaging that has always been exhibited at MEAT-TECH, with a series of alternative ingredients and specific solutions for this emerging market.

PRO-TECH will be devoted entirely to new exhibition sectors such as fish, hard cheese, ready meals and pet food with a new focus on alternative proteins, plant-based foods, high protein foods and protein snacks.

The show will have a **new formula** and a positioning in line with the most significant market dynamics and meat consumption trends of the future. Key trends will include growth in demand for high-quality meat originating from sustainable, non-antibiotic-intensive animal farming and an increased focus on plant-based alternatives such as soy, pulse and cereal products, as well as a boom in high-protein foods that are becoming increasingly sought after by retail outlets in response to growing consumer demand.

MEAT-TECH 2024 will therefore serve as a platform for the entire protein food market, combining the exhibition's longstanding experience with its ability to respond to market dynamics driven by new lifestyles and consumption patterns that take an integrated view of meat and meat-like protein. The exhibition, part of the Ipack Ima network of trade fairs, represents a **point of convergence between complementary industries and production chains**, giving them the opportunity to share ideas and accelerate the pace of innovation.

With its unique combination of traditional and alternative ingredients and additives for new formulations, the best food processing technologies, packaging materials and technologies, end-of-line solutions, labelling and traceability, refrigeration and washing systems, cleaning, hygiene and safety equipment, as well as automation and robotics, the show is a highly specialised B2B event and will be **the sector's only appointment in 2024**.



“The new edition of MEAT-TECH demonstrates the event’s ability to interpret and anticipate market trends,” commented **Simone Castelli, CEO of the show organiser Ipack Ima**. “MEAT-TECH and PRO-TECH are part of Ipack Ima’s strategy aimed at creating an integrated exhibition platform capable of interacting with markets and sectors through the contacts generated by the new show concept. We therefore intend to offer exhibitors and visitors solutions based on well-established technologies that at the same time are constantly evolving thanks to digitalisation, machine learning and AI. The exhibition will cater to the needs of the constantly expanding and increasingly diversified protein food market, which covers everything from traditional meat and plant-based foods to new plant and non-plant-based forms of protein.”

MEAT-TECH and the new PRO-TECH section are organised by Ipack Ima and will be held in the **Fiera Milano exhibition centre from 28 to 30 May 2024**. The events will anticipate technological and production trends and explore the ways in which innovation and sustainability represent a springboard for the industry’s future development.

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