



**22 - 26 OCTOBER 2021**  
FIERA MILANO RHO - ITALY  
meat-tech.it



Press Release – Milan, October 22nd, 2021

## **MEAT-TECH 2021: welcome to the trade fair exhibiting technologies for meat, cold cuts, ready meals and more**

*Launching today, the fair is open from the 22<sup>nd</sup> to the 26<sup>th</sup> of October at Fiera Milano*

Cold cuts, meats, ready meals, seafood, dairy products and new trends in plant-based products, all under one technological roof showcasing excellence in processing, packaging and ingredients.

MEAT-TECH opens its doors today, taking place in **Milan from the 22nd to the 26<sup>th</sup> of October 2021 (WEST entrance, Pavilion 15)** and held in conjunction with two champions of food excellence, retail and hospitality: TUTTOFOOD and HOST Milano. **Just one ticket to enjoy the best on offer from multiple supply chains**, combined in one extraordinary event, providing a complete overview of complementary sectors even with their distinctive features.

For this special edition, MEAT-TECH, is an integral part of what can be described as a **Km of innovation**, where visitors will find cross-disciplinary answers to their product, technology and solution needs.

### ***At MEAT-TECH you meet innovation***

Cross-disciplinary is how MEAT-TECH's distinctive range of products on offer can be described, reflected in the extensive programme of events. The **"Innovative Food Talks"** focused on the veggie world and plant-based ingredients by Hi-Food; the **"From Eco-Design to the most innovative solutions for smart packaging for the food industry"** conference by Tecnoalimenti; issues related to **"Food safety and quality without additives"** by OM - Informare, the conference **"The road to COP26. The new frontiers of Circular Economy in the Food and Packaging Industry"** organised by the UK Department for International Trade in Italy, feature as in-depth events throughout the five days of the trade fair.

There are also four events by exhibition partners: **"Packaging Speaks Green Pocket"**, by Packmedia, on the theme of sustainable packaging; **"FCM Vademecum for food machinery: the example of the slicers and meat mincer sector"** organised by ANIMA-ASSOFOOTEC; **"The new regulations on official food controls and related implementing decrees"** workshop sponsored by ASSICA; and finally Intralogistica Italy's convention **"The cold chain in intralogistics for food"** will close the programme on Tuesday the 26<sup>th</sup> of October, MEAT-TECH's final day.

There are two events organised by Ipack Ima: the first on the exhibition launch day in collaboration with MECS – UCIMA Research Centre: **"Meat-Tech: trends and new scenarios for the meat and ready meals industries"**; the second on the last day of the trade fair with a press conference entitled **"IPACK-IMA 2022: innovation, international vision and sustainability for a global event"**.



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co-located with  
**TUTTOFOOD**  
MILANO  
**host** Milano  
INTERNATIONAL  
HOSPITALITY EXHIBITION

### ***At MEAT-TECH You breathe innovation***

Experiences at MEAT-TECH are also particularly well planned with: "**Innovative Food Experience**", organised in collaboration with HI-FOOD, a space dedicated to tasting and testing of plant-based products, and "**The Sustainable Factory by Meat-Tech**", a live demonstration of production and packaging with green solutions, in collaboration with **DOMINO, FT SYSTEM, GELMINI, HAFLIGER, ILPRA, STOMMPY, TREVIL and VERIPACK**. Meanwhile, in the **Italian Start Up area**, ITA – the Italian Trade Agency and MEAT-TECH present an open space with 7 emerging companies that will have an opportunity to present themselves to the market and meet key industry players at the fair.

MEAT-TECH's exhibits return to the spotlight with **111 excellent companies in the industry** and an approach based on strategic collaboration with key industry associations that have supported it since its first edition in Milan: **ASSICA** (Association of Meat and Cured Meat Industries), **ANIMA-ASSOFOODTEC** (Italian Association of Manufacturers of Machinery, Plants and Equipment for Food Production, Processing and Preservation) and **UCIMA** (Italian Packaging Machinery Manufacturers Association).

A winning system, as confirmed by the **participation of over 120** highly profiled buyers coming from , in addition to Italy, Albania, Saudi Arabia, Belarus, Bosnia and Herzegovina, Bulgaria, China, Croatia, Egypt, Germany, Great Britain, India, Israel, Lebanon, Malesia, Morocco, Montenegro, Poland, Romania, Serbia, Slovenia, Spain, United States, Tunisia, Turkey, Ukraine and Hungary. Thanks to the collaboration and support of ITA – the Italian Trade Agency, buyers will be able to meet exhibitors in person and online through the **digital MYIpackima tool**, the new business matching platform designed to facilitate matching between industry demand and supply before, during and after the trade fair.

MEAT-TECH continues until the 26<sup>th</sup> of October 2021. All MEAT-TECH exhibitors, events and conferences are online at Expoplaza, the digital event catalogue (<https://expoplaza-meattech.fieramilano.it/it>)

Press material provided by exhibitors can be downloaded [at this link](#)

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**MEAT-TECH is the trade fair for innovative technologies and materials for processing, transforming and packaging meat, derivatives and ready meals. An exhibition that is completed with spices, aromas and ingredients for the food industry. Figures for the 2018 edition: 180+ exhibitors, 14,363 visitors and visitor satisfaction equal to 7.3 out of a maximum of 9.**