



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



co-located with  
**TUTTOFOOD**  
MILANO



Milano, 22-26 ottobre 2021

## **WELCOME INNOVATION @MEAT-TECH 2021**

### **Italian Start-Up – PAV 15 C45**

To facilitate meetings and a shared path through which start-ups and large companies can communicate, ITA – the Italian Trade Agency and MEAT-TECH are introducing the Italian Start-Up area.

An open space for showcasing seven emerging enterprises which will light up this space dedicated to a business area which, in 2020, saw 11,899 new start-ups registered in Italy, a 9.3% increase on 2019.

**Ingood:** innovative manufacturing and marketing services with high technological value, namely testerplace.com, an innovative cloud-based marketing automation service.

**Pikkart:** founded with the aim of becoming a leading company in the supply of innovative solutions for Augmented Reality (AR) and Artificial Intelligence (AI).

**It's Prodigy:** a specialist system integrator whose main goal is to create highly innovative next-generation services for medium and large companies using Industry Technology 4.0.

**MIPU Energy Data:** AI for optimising maintenance, quality and energy, MIPU aims to bring prediction to factories to reduce waste, costs and difficulties and to enhance existing features.

**smartFAB:** offers a ready-to-use augmented analysis platform that enables manufacturers of all sizes to optimise production, while improving quality and reducing waste.

**TAG:** strives to develop, produce and market highly valuable technology services, innovative automatic machinery for processing, weighing and packaging food products using nano technologies and handling systems with globally unique industrial invention patents.

**WEL:** has developed Brainy, a Blockchain native IoT Hub capable of enabling device management and data collection, responding to the market demand for remote data, digitisation and process certification.

These innovative start-ups are young, high-tech companies with strong growth potential. They represent one of the keys of the current Italian industrial policy and one of Italy's the innovative instruments for growth.

Since 2012, ITA – the Italian Trade Agency has been guiding innovative start-ups toward major international innovation events in order to facilitate meetings with potential investors. This project includes MEAT-TECH which, with its exhibitor and buyer partners, represents a highly technological industry with unique specifications within one of Italy's leading supply chains.

**MEAT  
TECH**  
by Ipack Ima

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To get the latest on the exhibition, visit our website: [www.meat-tech.it](http://www.meat-tech.it)

**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.**