



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



Press release – Milan, 5 November 2021

MEAT-TECH: good return for the exhibition of technologies in the world of meat, cold cuts and ready meals

With 114 exhibitors, 15% of whom from abroad, 120 buyers from 27 countries and over 11,000 visitors, the 2021 edition of **MEAT-TECH** has just ended. It has been held **from 22nd to 26th October 2021** in conjunction with **TuttoFood** and **Host Milano** at Fiera Milano Rho, which welcomed over 150,000 visitors with a success beyond expectations.

For the first time, Ipack Ima experimented a hybrid event that amplified the results of the trade show thanks to more than 560 meetings scheduled within the Myipackima digital platform and the online streaming of all the live workshops and conferences that increased the attending audience and the sharing of the numerous contents offered.

These numbers confirm MEAT-TECH as the meeting point for suppliers of processing, packaging and ingredient solutions for the fresh food sector and, in particular, for cold cuts, meats, ready meals, sea food and dairy products. There was also plenty of space, on the exhibition and on the conference stage, for new trends linked to plant-based and meat-like proteins.

MEAT-TECH was an opportunity to take stock of the trends in the fresh food sector, which includes meat, fish and dairy products, with a global volume of €937 billion and in which the processed meat segment is at the first place with 76% with a value of €700 billion. In this context, the technology field that has Italy as world leader, sees 49.9 billion euros in food processing and 15.3 billion in food packaging.

International vision and opening to new markets have made MEAT-TECH 2021 an important moment of synthesis for the processing&packaging community, which is optimistically looking forward to the next edition of **IPACK-IMA scheduled at Fiera Milano May 3-6, 2022.**

Ipack Ima Srl Press Office

press@ipackima.it

Marco Fiori

marco.fiori@intono.it

Mobile: +39 334 600 7739

Maria Costanza Candi

mariacostanza.candi@intono.it

Mobile: +39 349 1019253