**MEAT-TECH 2021: the cold cut, meat, sea food and ready-meal industry will meet in Milan**

*Ingredients, materials and technologies with a special focus on sustainability and international markets*

*20 September 2019 -* Now in its third edition, the exhibition **MEAT-TECH** will be held in Milan from 4 to 7 May 2021 in conjunction with IPACK-IMA. The thematic exhibition focused on processing, transformation and packaging of meat, sea food and ready meals is becoming increasingly international in scope and is establishing itself as one of the excellences of the Ipack Ima exhibition offerings.
At **MEAT-TECH** visitors and exhibitors will find complete lines, processing and packaging technologies, ingredients, clean rooms and innovative packaging materials with special attention to the sustainability of production processes.

The sector’s networking activities will continue to be organised in collaboration with the Meat and Cold Cut Producers’ Association **(ASSICA)**, the Italian Association of Manufacturers of Machinery, Plant and Equipment for Food Production, Processing and Preservation **(ASSOFOODTEC)** and the Italian Packaging Machinery Manufacturers’ Association **(UCIMA)**, all of which support the exhibition and help to choose its content and further boost its appeal both in Italy and abroad.

MEAT-TECH reaffirms its role as a point of reference of the sector thanks to its high-quality exhibition offerings increasingly focused on innovation, traceability and safety of production processes and the ability to cater for new consumption trends. These include paradigms linked to the **circular economy** and **new lifestyles**, from **organic packaging** to **free-from products**, from **skin pack** solutions to **single portions** designed to maximise product shelf life, following the trends of meals away from home and the growing awareness amongst consumers and producers of the need to make the entire supply chain ethical and sustainable.

The MEAT-TECH offerings include two special areas: **MEAT+ Cold Chain Solution**, with solutions designed for clean rooms and the cold chain, and **MEAT&More**, a smart exhibition formula specially designed for companies that are taking part in the show for the very first time.

MEAT-TECH is boosting its internationalisation strategy and engaging more effectively with foreign markets to confirm its role as a global player, both during the show and beyond. Following the success of the B2B matching initiative which engaged with interesting companies operating in the Mexican meat, cold cut and ready meal sector of the calibre of Sigma Alimentos, a multinational that operates in 18 countries, **an** **appointment has already been organised for November 2020 with Eastern European and Russian buyers,** who will have the chance to meet the leading producers at MEAT-TECH and visit their facilities.

The programme of initiatives leading up to MEAT-TECH 2021 will therefore include interesting new opportunities to bring together international exhibitors and buyers who have been selected with the support of the **Italian Trade Agency ITA**. The next appointment will be an event focused on MAGHREB on 11 and 12 November 2019 in Milan, where the leading food processing & packaging companies will have the chance to meet entrepreneurs and managers from Tunisia, Egypt, Algeria and Morocco.

MEAT-TECH 2018 saw the participation of 180 exhibitors from 29 countries who were able to benefit from the synergies offered by the joint scheduling with IPACK-IMA with its more than 74,000 visitors, including 18,500 international attendees from 146 countries.

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***MEAT-TECH is part of The Innovation Alliance, Fiera Milano, 4 - 7 May 2021***

*The Innovation Alliance, the largest European showcase of manufacturing machinery, will be back in the Fiera Milano exhibition centre. Held once again as a combined event, IPACK-IMA, MEAT-TECH, PLAST, PRINT4ALL and INTRALOGISTICA ITALIA will offer a showcase of technological excellence in a wide range of manufacturing industries in Italy and abroad, with a focus on the entire supply chain. The exhibitions will combine the very best of machinery for the manufacturing industry, a range of applications from rubber and plastic processing to recovery and recycling (including a focus on increasingly circular and sustainable industrial processes), from food processing technologies to food and non-food packaging, from industrial printing to converting and labelling, from goods handling to warehouse management.*