

MEAT-TECH 2021

17 to 20 May 2021, Milan (I)

Organizers: Ipack-Ima

MEAT-TECH 2021

Bio and Green push the new consumption habits with reference to meat and dairy, which start again under new auspices. MEAT-TECH interprets them.

A

2021 edition dedicated to the food chain as a whole, from ingredients to distribution: an event of international scope,

which operators are waiting for as an opportunity to restart the sector, thanks to a renewed way of networking and the discovery of positive contaminations throughout the value chain.

MEAT-TECH - IPACK-IMA's trade fair dedicated to processing and packaging solutions for the meat, derivatives and ready meals industry that will take place at Fiera Milano from 17 to 20 May 2021 - broadens its horizons and looks to related sectors, focusing in particular on technologies for the dairy sector with a dedicated offer.

Environmental awareness, traceability, food safety, digitization of production systems will be the trend topics that the event will not fail to emphasize, looking for applications capable of combining efficiency and added value, in a logic of technology transfer.

The complex economic/social situation created by the global pandemic has conditioned the market in an ambivalent way: if, on the one hand,



average consumption is falling, on the other, consumers are looking for more reassurance about the quality of products.

This is confirmed by data from Nomisma's "The World After Lockdown" observatory: between March and May 2020, 30% of Italians purchased organic products with greater continuity; 20% paid attention to environmentally friendly production methods and sustainable packaging.

The strong environmental sensitivity is therefore transferred from the product to the packaging: 9 out of 10 consumers believe that an organic product should, for consistency, be packaged with green methods, where 36% expect a 100% recyclable and 17% compostable packaging, while 11% would like information on the environmental impact of packaging on the label.

This is a growing trend not only in Italy, but that for the organic Made in Italy product has been

A "supply chain" project To strengthen the attractiveness of MEAT-TECH by Ipack-Ima will also be the strategic concomitance with TUTTOFOOD - international B2B trade fair historically dedicated to the Meat, Seafood and Dairy food chains - which will enable the gathering in Milan of an integrated and synergistic exhibition offer in a unique European context.

The contemporaneity of MEAT-TECH and TUTTOFOOD takes on a strategic significance, as it unites two sectors that have demonstrated their ability to adapt to the needs of the retail channel, which is undergoing a profound transformation, called upon to respond to the demands of sustainability and food safety, increasingly felt by consumers.



particularly significant in the last 10 years (+597%), with a position in fifth place worldwide behind the USA, Germany, France and China in the two-year period 2018-2020 (Source: Nomisma).

This dynamism particularly affecting the meat and dairy sectors, sectors in which process and product innovation becomes a fundamental tool for growth.

And it is precisely the presence of exhibitors specialized in the meat and dairy sector, together with "multi-product" companies, that will make MEAT-TECH's exhibition offer unique.

