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the event

On the road to Meat-Tech 2021

Sustainable packaging was the main theme addressed during the first webinar that paves the way to the Milan trade show (22-26 October). From the creation of the MYipackima digital platform, to the launch of the second edition of the Packaging Speaks Green international forum.

by Aurora Erba

The first digital event promoted by MYipackima is dedicated to a very timely theme, which is eco-friendly packaging. It is part of the journey which will lead business players and companies towards the next edition of Meat-Tech, the trade fair dedicated to processing and packaging solutions for meat, derivatives and ready meals industry, which will take place at **Fiera Milano Rho** exhibition center from October 22 to 26, 2021. The webinar was presented by Rossano Bozzi, Ceo of Ipack Ima. Nicola Levoni, president of Assica (Industrial Association of Meats and Cured Meats), was given the floor firstly, as he has been working for years with the trade show organizers to coordinate Meat-Tech. Stefano Mele, Ceo of Fabbri Group, has joined the discussion to outline the sector prospects, together with Simone Pedrazzini, executive director of Quantis Italia, Luigi de Nardo, who represents Milan's Politecnico University, and Nella Bovis and Giovanna Sacani, researchers of SSI-CA (Experimental Station for the Food Preservation Industry).

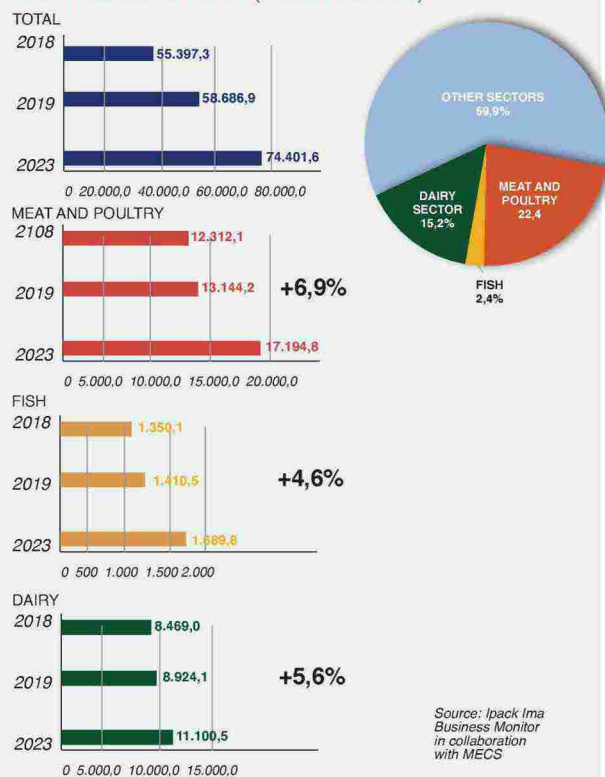
"Packaging sustainability is highly strategic for the meat and deli sector, which is often considered environmentally unfriendly. However, in the last 20 years, it has taken a huge step forward," Nicola Levoni explains. He also highlights the urge for business players to physically go back to confront themselves within international markets: "Our sector is made of raw materials and technologies. But business and clients play a key role, too. And

we can meet them at trade fairs." Therefore, many expectations are placed on Meat-Tech 2021, which will be held in October alongside Tuttofood (the international B2B exhibition dedicated to the food sector) and HostMilano (the hospitality and hotellerie international exhibition).

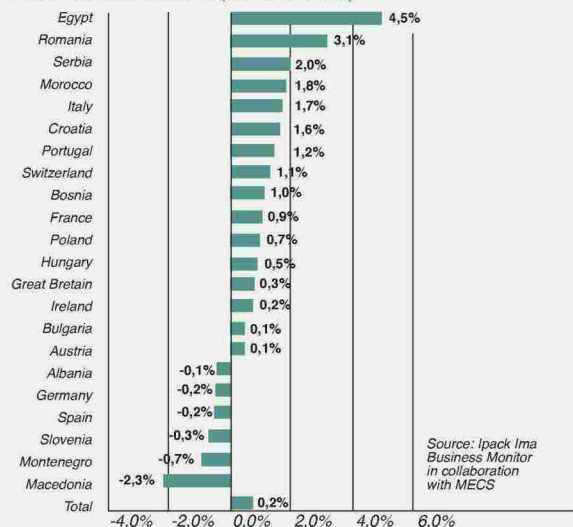
Great news for Meat-Tech 2021

Meat-Tech has always been dedicated to processing and packaging solutions for the meat, deli and ready meals sector. However, this year wide space has been given also to the fishing and the dairy industry (milk and yogurt excluded). "The exhibition is dedicated to the Italian market, but it has an international overview," claims Rossano Bozzi, Ceo of IpackIma. "It is built day after day based on the industry's evolving demands. Moreover, it gets some help from trade associations, such as Assica, Assofoodtec (Italian Association of Manufacturers of Machinery, Plants and Equipment for Food Production, Processing and Preservation) and Ucima (Italian Packaging Machinery Manufacturers Association)." The event will further explore the whole supply chain: from ingredients and packaging solutions to materials and pack technologies. In addition to those segments which are fundamental for the manufacturing world: labelling, traceability, hygiene, sanitizing and packaging in the clean room. Moreover, Meat-Tech will host Packaging Speaks Green, the international forum on sustainable

FOOD PROCESSING WORLD (MILLION DOLLARS)



FOOD PACKAGING WORLD (CAGR 2020-2023)



FABBRI GROUP AND THE COMPOSTABLE FILM 'NATURE FRESH'

"Sustainability: is it a duty or a chance?" This was the title of the speech delivered by Stefano Mele, Ceo of Fabbri Group. The company has its headquarters in Modena (Emilia-Romagna) and is specialized in the machinery and film production for fresh food packaging. Back in 2015 the factory had already understood the importance of developing solutions able to respect environmental sustainability criteria. "Plastic is a very useful material, but its lifecycle management raises big problems," claimed Stefano Mele. "Which is why we decided to produce a compostable film that can be thrown away in the wet waste bin. This is how, a year ago, Nature Fresh was born." Despite the issues caused by the pandemic, the new film gained great success abroad. For instance, it was adopted by the English meat producer Westaways Sausages, which was given the award 'Innovation of the year' for its fully certified compostable sausage pack during the UK Packaging Awards 2020. "Nature Fresh was so successful that we decided to develop a new compostable film for modified atmosphere packaging. New tests are going to start soon."

packaging organized by Ucima and whose latest edition took place in Bologna in February 2020. "The pandemic forced us to postpone the event, however it is returning live during Meat-Tech 2021," claims Bozzi, who also presents a brand-new agreement settled with Hi-Food, a company specialized in natural ingredients which shows a hybrid approach between the animal and the vegetable world. "Together, we are planning three technical conferences dedicated to plant-based food. The array of themes will include 'veggy dairy', 'Italian veggy patty' and 'veggy ready meals.'" Many activities will be dedicated to incoming buyers, too. For the occasion, on April 15th a business matching tool named MYipackima was activated. All exhibitors and buyers have access to the online platform in advance. In addition, the Ipack Ima Business Monitor was created in collaboration with MECS, a research center specialized in capital machinery systems. During Meat-Tech it will focus on meat, the fish industry and the dairy sector, providing participants with production data, consumption, predictions and the list of the most involved companies that operate both in the processing and packaging field. "A statistical support to make the buyers' scouting more efficient, effective and in line with the demand-supply system," claims the Ceo.

Verso Meat-Tech 2021

Il packaging sostenibile al centro del primo evento di accompagnamento alla fiera (in programma a Milano dal 22 al 26 ottobre). Tante le novità in cantiere: dall'apertura al lattiero caseario alla creazione della piattaforma MYipackma. Oltre al lancio della seconda edizione di Packaging Speaks Green.

the event

On the road to Meat-Tech 2021

Sustainable packaging was the main theme addressed during the first edition of the event, the first in the series of the Meat-Tech 2021. From the profile of the 100 packaging experts present in the hall of the second edition of the Packaging Speaks Green event on 15th April.

Infographic showing data on sustainable packaging trends, including a pie chart and bar graphs.

FABBRI GROUP AND THE COMPOSTABLE FILM 'NATURE FRESH'

the Italian Cheese Culture

THE ITALIAN CHEESE CULTURE

PIZZA CHEESE

Advertisement for Fabbri Group's compostable film 'Nature Fresh' featuring a pizza.