

Meat-Tech and Tuttofood To Be Held Together in May 2021



The third edition of Meat-Tech, the Ipack Ima trade [fair](#) dedicated to processing and packaging solutions for meat, derivatives and ready meals industry, will take place at Fiera Milano from May 17 to 20, 2021, alongside Tuttofood, the international B2B exhibition dedicated to the food sector. The former will offer a unique context in the European panorama by integrating the trade fair offer of Meat, Seafood and Dairy chains, historical sectors of Tuttofood, with the best technologies and solutions for processing and packaging of Meat-Tech.

Following the requirements of the industry, Meat-Tech consolidates its strategy based on listening to the needs of the market: a new meeting between the exhibitors of the fair took place yesterday, a moment of important discussion on market trends, expectations of exhibitors and customers, the interesting prospects that are prefigured with the new choices related to the change of date of Meat-Tech. The guidelines for the contents of the 2021 edition of the event have been defined in order to make it always more in line with business expectations, in terms of the chains represented, technological solutions, and reference markets.

“The interest of our industry for a supply chain project with technology and finished product on display is certainly high. The effective collaboration of our Association with Meat-Tech will lead us to the organization of approach events and a meeting during the exhibition days,” Nicola Levoni, President of ASSICA (Industrial Association of Meats and Cured Meats) and historical partner of Meat-Tech said.

Aiming to further confirm the key role Tuttofood plays as an international hub, [organizers](#) have launched several initiatives to guarantee a real network of direct relations with key stakeholders on the market, with scouting activity to increase the number of hosted buyers from countries of particular interest such as Singapore, Japan, the USA and Europe (the UK, Germany, France, Spain, The Netherlands), but also planning strategies to involve an increasing number of bloggers, influencers and trend setters. Focus on the USA, Canada and the Middle East continues with the

involvement of associations and chambers of commerce. Tuttofood will be expecting visitors from 17 to 20 May, 2021.

One new feature is Tuttofruit, an area dedicated to fresh fruit and vegetables and innovation in the IV and V ranges, which value fruit and vegetable products with high service content. The 2021 edition also focuses on an organic development of the latest sectors launched – Tuttowine, Tuttodigital and Tuttohealth – as well as on consolidating more traditional sectors.

The Tuttofood hub is strengthened with the launch of Fiera Milano Platform, a new platform dedicated to the entire community of supply chains involved: exhibitors, visitors, buyers, journalists, bloggers and opinion leaders. The project includes an ecosystem of services: the solid strengthening of contents on event websites and social media profiles to best present the trends and products with images and stories from those involved, a synergy between F2F and digital meetings (first and foremost webinars), and redesigned catalogues for the presentation and sale of products. In addition, a digital map of the exhibition will allow for remote usage, as well as direct, real-time negotiations.