

## MEAT-TECH: a fair in person that looks at the future with confidence



Rho, Milan - 9th November, 2020 - It is a fair in person that promises to be the great return of the event dedicated to processing and packaging solutions for meat, cold cuts and ready meals industries which will take place at Fiera Milano from May 17th to 20th, 2021.

The co-location with TuttoFOOD in May 2021 consolidates the image of a fair that combine supply chains, creates relationships, intercepts different audiences by offering an all-around overview of the market. The unique event scheduled in 2021 for the sector, MEAT-TECH will take place in accordance with the strictest anti-Covid security protocols established by Fiera Milano as guarantee to exhibitors and visitors, as already experienced with trade shows held in the second half of 2020.

Supply chain, food safety and sustainability are only some of the trend topics in MEAT-TECH, chosen to provide the production chains at the show elements and applications capable of combining innovation, production efficiency and technology transfer logics for the products of today and tomorrow.

In a difficult year like the current one, there are many elements of change that the market will have to face, starting with the changed consumption habits that see increasing sensitivity towards environmental issues and organic, chosen by 20% more consumers, in a coherent path that combines raw materials quality with more sustainable choices also on the packaging aspect.

The environmental sensitivity increased by the emergency start from the product choice to arrive to the packaging solution, so much that 9 out of 10 consumers believe that a green packaging is an essential complementary element to the organic product (Source: Nomisma).

But bio is not the only cluster growing in 2020 which, at its final stages, sees the consumption of the cured meat sector equal to 130,000 tons sold for a value of over 1,030 million euros, which

follows the 413,000 tons of the processed meat, for a turnover of 2,978 million euros (Source: ASSICA).

On a global level, good performance are also showed by the Fish & Seafood sector which, with over 126,400 million euros in sales, sees a growth by +4.7% estimated in the period 2021 - 2024 (Source: Ipack Ima Business Monitor in collaboration with MECS).

Dairy is also among the fair focuses, in particular cheeses, that see 886 million kg expected for sales by the end of the year, for a value of over 9,000 million euros, with expected growth of the world market in the period 2021-2024 by + 0.9%, equal to 21,682 million kg for 178,795 million euros in sales.

Finally, to the cross themes in the fair, there is the offer of innovative ingredients for complex recipes that look with growing interest to the market of free from or vegetal-based products.

The supporting associations of MEAT-TECH, carrying with them skills, knowledge and networking opportunities, represent the Italian manufacturing excellence: UCIMA (Italian Packaging Machinery Manufacturers' Association), ASSICA (the meat and cold cut producers' Association) to represent cured meat (processed beef and pork products) and pork slaughtering companies, and ANIMA ASSOFOODTEC (the Italian Association of Manufacturers of Machinery, Plant and Equipment for Food Production, Processing and Preservation).