

Press release

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## Innovation and updating in Tecno Fidta: Red Alimentaria presented the Value Added, Quality and TICS for Food Conference

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**During the meeting, specialists of the sector gave several lectures and conferences in which they showed their knowledge and experiences related to the food and beverage sectors.**

As part of the academic activities of Tecno Fidta 2018, that takes place up to tomorrow Friday in Costa Salguero Center of Buenos Aires, it has been presented the Value Added, Quality and TICS for Food Conference, organized by Red Alimentaria and Tecno Fidta.

During the meeting, representatives of the Agroindustry Department; INTA; INTI Agroalimentos; ALATI (Latin American Association of Irradiation Technologies); UNNE (Universidad Nacional del Noreste); Red Alimentaria; CAME and Association of Food and Agriculture Journalists of Buenos Aires, lectured on the several subjects related to innovation and the improvements in the processes within the different sectors of the industry. Besides, they exchanged information and experiences in an interaction and discussion space.

In this sense Natalia Basso and María Celeste Barcús, of the Agroindustry Department, gave their lectures under the concept "Differentiation Tools" and talked about the Program of Food Loss and Waste and Alimentos Argentinos seal, respectively; after this lecture, Mrs. Mariana Cap, of INTA, covered the subject of intervention strategies for STEC control.

From INTI, the engineers Érica Stacey and Roxana Saravia, talked on the use of QR code applied to food information to consumer, while Dr. Mariana Sánchez, of the same institution, gave a lecture focused on pulses and their different uses and properties.

On his part, ALATI's president, Mr. Daniel Perticaro, exposed the irradiation subject in Latin America and the improvements in food quality for the international competition. After this, Dr. Gladys Rebak presented the developments of UNNE in relation to value added to non-traditional meat products; besides, Red Alimentaria representatives, Tech. Mercedes San Jurjo and Mr. Jorge Catino, shared their experiences in relation to online traceability and technologies currently available for this.

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1061 Luis María Campos Av. - P°5  
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Apart from this, Bach. Jorge Pazos, of CAME, talked to the audience about modernization and management in PyME agroalimentaria; the specialist in Kosher meat, Felipe Kleiman, talked on the requirements for export of Kosher beef meat to Israel, as part of the new standard of Animal Welfare for IVSAH (Veterinarian Services of the Agriculture Department of Israel), and to finish, the journalist Gastón Guido posed challenges regarding the sector communication, in his lecture: "Communication is a key link of the food and agriculture business chain."

As from the coordination of this series of lectures and conferences, both from Red Alimentaria as from Tecno Fidta, enrolled to think in innovation as a key element to be promoted within the industry, as a tool to reach competitiveness in the sector.

These and other activities related to the food technology industry will take place up to Friday, September 21 in Tecno Fidta, from 2 p.m. to 8 p.m. in Costa Salguero Center.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 18 years will not be admitted, even if attending with an adult. Baby strollers are not allowed.

#### **Further information:**

[www.tecnofidta.com](http://www.tecnofidta.com)

#### **Press information and photographic material:**

<https://ar.messefrankfurt.com/buenosaires/en/journalists/technologyproduction/tecno-fidta.html>

#### **Links to websites:**

[www.facebook.com/TecnoFidta](http://www.facebook.com/TecnoFidta) | [www.twitter.com/TecnoFidta](http://www.twitter.com/TecnoFidta)

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

#### **Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the

Tecno Fidta  
14° International Food Technology,  
Additives and Ingredients Trade Fair  
Costa Salguero Center  
Buenos Aires, September 18 - 21, 2018

following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, International Motorcycle Show of Argentina, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.  
For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

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