

Press release

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## The culmination of a new edition of Tecno Fidta

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**The region's largest exhibition of food technology brought together 160 business professionals and 10.305 visitors, with knowledge and technology being the protagonists for four days.**

The 14th International Food Technology, Additives and Ingredients Trade Fair ended last Friday at the Costa Salguero Center in Buenos Aires. For four days, 160 exhibitors from Argentina, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Italy, Spain and USA received 10.305 professional visitors from all continents.

While attending the official opening, Mr. Johannes Schmid-Wiedersheim—Director of IFFA at Messe Frankfurt Exhibition GmbH—highlighted: "The food industry is globalized and in Tecno Fidta you can see the international brands bringing the latest trends and innovations, both for the value chain and the consumer."

For his part Mr. Fernando Gorbarán, President and CEO of Messe Frankfurt Argentina, said: "Tecno Fidta seeks to generate business spaces representing the entire food chain, and especially SMEs, while offering a wide range of opportunities."

Finally Mr. Diego Cobian, President of the Association of Food Industry Suppliers (AdeplA), said: "In view of our country's current situation, we must weave networks and work together so that future generations find the world a bit better. The collaboration between the public and the private sector is key to generating business in venues such as Tecno Fidta."

### **Trends, Knowledge and New Technologies**

Tecno Fidta is known for having prominent companies showcase their latest products and services for the food processing industry. But, in addition to the technological side, the exhibition also encourages the generation and dissemination of new knowledge through its academic activities.

Among said activities was the Seminar on Value Added, Quality and ICT for Food. Organized by "Red Alimentaria", the seminar brought together leading figures from public and private organizations such as companies

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that develop advanced technologies, universities, associations and research institutes. On their part, the Argentine Association of Food Technologists (AATA) organized several conferences and talks on topics relevant to the sector. The exhibitors, meanwhile, offered technical conferences and product demonstrations.

### **More and better businesses**

The generation of new businesses is another of the trade fair's hallmarks. The organizing company—Messe Frankfurt Argentina—invited buyers from Paraguay, Uruguay and Bolivia to participate in the International Matchmaking Program, a space for connecting buyers with local SMEs that seek to place their production in new markets abroad. In total, 113 meetings were generated (40% more than in 2016).

### **An International Network**

The world's most important exhibition of the meat industry, the IFFA, also had its presence at Tecno Fidta 2018. Both events are part of Messe Frankfurt's network of exhibitions related to food technology. IFFA Director Johannes Schmid-Wiedersheim announced some of the novelties that will be seen at IFFA 2019—which will take place in Frankfurt—and detailed the exhibition's main topics and focus.

The IFFA presentation was followed by a conference from the VDMA—Food Processing and Packaging Machinery—an entity that gathers the German machinery industry. Ms. Magret Menzel, VDMA Head of Marketing and Communication, highlighted the growth experienced by the global meat market and provided data which estimates that world production will reach 1,479,000 Million Euros by 2026.

### **Exhibitors' Endorsement**

A professional trade fair's foremost capital is its exhibitors' satisfaction. After participating in the event, this is what they expressed:

#### **Pablo Patapovas – President**

#### **PRISMO ANALÍTICA (Brucker Optik representative for the South Cone)**

"The public participated a lot. We have received visits from agricultural colleges—something we like because it is related to the training of our future professionals—as well as people from private industries and the government (...). Participating in Tecno Fidta allows us to reach different types of audiences (...) For that reason, for us, it is very convenient to be here and present our ideas and solutions. We would participate again because we see that it opens up new opportunities and new markets within the country and abroad."

#### **Juan Manuel Pérez - Regional Sales Manager**

#### **FARMESA**

"We believe that Tecno Fidta is a very important exhibition for Latin America in the food industry. It is a great social event in which we can meet all our clients, not only from Argentina, but from all of Latin

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America. Many customers have come from Colombia, Venezuela, Uruguay, Chile and Brazil and it is an excellent time to share ideas and, obviously, do business. (...) The two-year gap between one edition and the next is the perfect timeframe to be able to generate businesses and make them move forward. We will definitely participate again."

**Diego Fernández - Commercial Director**

**ULMA**

"We are a Spanish-Basque company determined to continue working here, as we've done for many years, regardless of the country's situation. It is a strategic decision to be in Argentina and to stay with our clients. Tecno Fidta is a point of reference to receive customers from Uruguay, Chile and Paraguay. (...) Argentina continues to have regional strategic importance and we believe that Tecno Fidta gives us the framework to develop our businesses and meet with our clients, which is ultimately what matters most. (...) Buenos Aires is also the ideal scenario to receive visitors from other provinces. People came from Patagonia, Entre Ríos, Córdoba, to find us here in an exceptional setting. Ulma will continue to support and grow with Messe Frankfurt as organizer of Tecno Fidta."

**Juan Rinke - President**

**BIZERBA**

"Tecno Fidta is undoubtedly the best exhibition in Latin America for launching food-related technology. (...) We have noticed the public has changed when compared with previous years. Although the economic crisis that we are experiencing is noticeable, it is also worth mentioning that there are sectors that benefit from the current situation, like for example, the fishing industry—especially the exporters of prawns—and the meat industry; and we have various equipment for these markets. We have seen and verified, during the first two days of the exhibition, the number and quality of attending visitors. I would say that it has been one of the best editions, at least in recent years. (...) Of course we will participate again, because we are very satisfied, and I consider it the most important event for the food industry. We have always achieved important commercial results, even in years of crisis."

**Esteban Ramírez - Head of Administration**

**HL RODRÍGUEZ**

"For us it is very important to participate in this exhibition because we are always presenting innovations. We are a young company which puts a lot of energy every year and it always suits us to be here, to present our new developments and get our customers up to date, make demonstrations, and be able to capture new business opportunities. For us Tecno Fidta is a way to strengthen relationships (...). We will return the next edition because that means maintaining and strengthening relations with our customers and friends, which is what makes us grow and evolve every year."

The next edition of Tecno Fidta will take place from September 15 to 18, 2020 at the Costa Salguero Center in Buenos Aires, Argentina.

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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 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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