

Press release

February, 2020

## Tecno Fidta launches new tools to maximize its exhibitors' experience

**The main exhibition of the food technology industry comes back in 2020 with a series of news and benefits for the participating companies to take advantage before, during and after the event. The aim: to generate more and better business.**

Tecno Fidta is getting ready for a new edition in Costa Salguero Center of Buenos Aires. From September 15-18, the main players of the food technology, additive and ingredients sector will gather with the aim of boosting business and offering training activities and professional updating.

Since many years ago, the exhibition promotes and celebrates "face to face" meetings, but with the passing of time, digital communication technologies became essential. Currently, thanks to a good combination of "online" and "offline" aspects, exhibitors can have innovative experiences and better sales results.

For this reason, and with the aim that companies maximize their investment, the organizers have developed a series of tools for them to use before, during and after Tecno Fidta.

It is a pack of benefits included that contains, for example, a **digital marketing platform** from which they can create very easily their own micro-site of the event, send digital invitations to their contacts, customize banners to be used in their web pages, among others.

Besides, they have **printed invitations** –the number they need to send to their customers-, **signatures** for emails, **images** to be posted in **social networks** and a **diffusion service** in all the exhibition channels: newsletters, social networks –Facebook, Instagram, Twitter and LinkedIn- and press releases. All these tools are included in the booth hiring.

The Tecno Fidta proposal, in this sense, seeks to promote that exhibitors interact with visitors since a long time before the event date and generate a previous and progressive *engagement* with their customers, that it ends in a meeting or concrete business within the exhibition.

Carolina Del Pozo  
Tel. +54 9 11 4514 1400  
prensa@argentina.messefrankfurt.com  
www.argentina.messefrankfurt.com  
www.tecnofidta.com  
Press and Communication Manager  
Natalia Porta

Indexport Messe Frankfurt  
1061 Luis María Campos Av. - P°5  
C1426BOI, Buenos Aires  
Argentina

With customized service and training in the use of these tools, Tecno Fidta organizers recommend the companies to integrate the event to their marketing annual plan and offer them a proposal that exceeds a four-day exhibition.

Tecno Fidta will be carried out on September 15-18, 2020, in Costa Salguero Center of Buenos Aires, Argentina. The ones who are interested in reserving a space and knowing more about these benefits can contact the Organizing Committee by email at [tecnofidta@argentina.messefrankfurt.com](mailto:tecnofidta@argentina.messefrankfurt.com) or by phone at (11) 4514 1400.

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](https://www.facebook.com/TecnoFidta) | [www.twitter.com/TecnoFidta](https://www.twitter.com/TecnoFidta) | [www.instagram.com/tecnofidta](https://www.instagram.com/tecnofidta) | [www.linkedin.com/TecnoFidta](https://www.linkedin.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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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)

\* preliminary figures 2019

**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, Salón Moto, 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

Tecno Fidta  
15° International Food Technology,  
Additives and Ingredients Trade Fair  
Costa Salguero Center  
Buenos Aires, September 15 - 18, 2020

and Arminera, among others.

For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

Tecno Fidta  
15° International Food Technology,  
Additives and Ingredients Trade Fair  
Costa Salguero Center  
Buenos Aires, September 15 - 18, 2020