

Press release

September, 2020

The food technology industry gathers through #TecnoFidtaConecta

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It is a digital initiative that arises as a meeting and contact space between the community of companies and professionals that are part of the exhibition. It starts with a cycle of talks on new technologies, economy and international business.

On September 15 - 17, **#TecnoFidtaConecta** will be carried out. It is a cycle of virtual meetings in which specialists, speakers and academicians of great renown and history will analyze the food technology sector through several perspectives. The initiative is presented as an activity prior to the exhibition that will take place in April 2021.

The first of the proposals is **"Panorama"**: a segment devoted to the analysis of the current situation, the economy and business. Within this framework, on **Tuesday, September 15 at 11 a.m. Guillermo "Willy" Kohan** will talk on **"The future of Argentina after coronavirus"**.

While on **Wednesday, September 16 at 11 a.m.**, the international business specialist and counselor **Marcelo Elizondo** will give a lecture on **"The future of strategic markets for Argentina and the challenges and opportunities of foreign trade in the new context"**. Both activities are free, with prior registration and limited quotas. Those who wish to attend can [register here](#).

And because today more than ever it is essential to be updated with the new trends, practices, technologies and opportunities that arise from science and innovation, the second **#TecnoFidtaConecta** proposal is **"Where we go?"**. A space in which the specialists in food technology **Marcela Leal** (Universidad Maimónides) and **Mariana Sánchez** (INTI) will talk together with **Dévora Dorensztein** (Red Alimentaria) on the trends and the future of the industry. This lecture will take place on **Thursday, September 17 at 11 a.m.**, is free and requires [prior registration](#).

Today we can't shake hands but nothing prevents us from meeting in **#TecnoFidtaConecta** and create a real space for exchange, dialogue and support between all the members of this sound community that made up around the event since its first edition.

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

Press information and photographic material:

<https://tecnofidta.ar.messefrankfurt.com/buenos-aires/en/press.html>

Links to websites:

www.facebook.com/TecnoFidta | www.twitter.com/TecnoFidta |
www.instagram.com/tecnofidta | 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

* 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 and Arminera, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com

Tecno Fidta
15° International Food Technology,
Additives and Ingredients Trade Fair
Costa Salguero Center
Buenos Aires, April 20 - 23, 2021