

Press release

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#TecnoFidtaConecta: it successfully came to an end the first cycle of virtual meetings of the food processing industry

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During three days, the digital initiative summoned referents and specialists who analyzed, from different perspectives the current economy situation, the future of business and the latest technologies and trends of the food technology sector.

With a great number of participants and a varied panel of lecturers, it came to an end the first **#TecnoFidtaConecta**, a cycle of Talks on Technology, Economy and International Business aimed at the food technology industry. The initiative was presented as the starting point of a series of digital activities that will take place before the exhibition in April 2021.

#TecnoFidtaConecta began with **"Panorama"**, with two economic segments. In the first one, the journalist and analyst **Guillermo "Willy" Kohan** talked on "Argentina during and after coronavirus", in which he anticipated some macro-economic variables to be taken into account and the main challenges that the country faces in the short and medium term. "We start to see better perspectives in rich countries, with job recovery and encouraging signs in USA, Germany, and China. In Argentina, it has been decided to avoid default and speed up the negotiations with the IMF and this was something positive", he said.

The second economy segment took place on Wednesday and was in charge of the specialist and consultant in international business **Marcelo Elizondo** who lectured on **"The future of strategic markets for Argentina and the challenges and opportunities of foreign trade in the new context"**. During his talk, Elizondo stated: "We are a country with little relative participation in international trade (0.31%), but in terms of food exports Argentina implies 2.05% of the total. It is an activity in which we play in the major leagues." The specialist analyzed the markets in which the country can insert its food and agriculture products and which are the current challenges and demands to export with great success. "In spite of the decrease in world trade caused by the pandemic, the consumption of agricultural and livestock goods remained stable and it even increased. To export more, you need to produce more. In Argentina, we do not have an issue in terms of demand, we have an issue in terms of offer", he said.

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The last day of #TecnoFidtaConecta was devoted to innovations and new practices of the food industry in the “**Where we go**” segment. In this space, the specialists **Marcela Leal** (Universidad Maimónides) and **Mariana Sánchez** (INTI) talked with **Déhora Dorensztein** (Red Alimentaria) on the latest trends of the sector, highlighting the four most important ones: environmental awareness, with more demanding consumers that request sustainable products; waste recovery thanks to new technologies that enable us to use ingredients that were discarded before; consumers with special needs and specific diets (sportsmen and sportswomen, vegans, intolerances and allergies, among others); and the "fair share", that implies changes in packing technologies and systems. “All these trends and new needs require today more than ever investment, research and innovation in food technology. The pandemic has just speed up processes that were already taking place”, said the panelists.

#TecnoFidtaConecta goes on with new lectures and proposals. The next one will take place on **October 7 and 8** and it is organized, this time, together with Red Alimentaria. During two unmissable days, renowned academicians, researchers, business professionals and representatives of several institutions related to the sector will talk on “**Food, new scenarios: trends, technologies, nutrition, loss and waste**”. The activity will be broadcasted from Red Alimentaria’s platform and is free, with prior registration.

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 |
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Background information on Messe Frankfurt

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* preliminary figures 2019

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

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.

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