

Press release

Tecno Fidta 2022, the most important event for the food processing industry, began with the presence of the Undersecretary of SME Regional Productivity and Development, Mr. Pablo Bercovich.

The International Food Technology, Additives and Ingredients Trade Fair will be held until July 1, 2022 at La Rural Trade Center of Buenos Aires, Argentina

After four years, the players of the food processing industry met again face to face in an ideal environment to be in contact with colleagues, do new business and learn about the latest trends in food products and technology. **More than 250 brands from the entire production chain are present.**

In the opening ceremony, the President of Messe Frankfurt Argentina, Fernando Gorbarán, stated: *“The exhibition changed its venue, with a more integrated perspective. The growth and expansion of the industry sectors which are present show us the strength of the sector and the effort to maintain standards of quality and excellence. At some point, we thought that we were not going to have exhibitions again and yet here we are highlighting the importance of meeting, presence and exchange.”*

In his turn, the Representative of the sector brand **Maquinaria Argentina para Alimentos**, Representative of the Argentine Association of Metallurgical Industrialists and Vice President of the Chamber of Metallurgical Industrialists of Esperanza, Alberto Balangione, pointed out: “I believe that the sector brand identifies all the companies which are present here and which are trusting after four years, it identifies the potential of the industry and the desire to work. The sector brand is the identity of the sector built between the public and private sphere to promote the national industry. It represents us

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and is going to lead us to have that much-needed interaction between the public and the private in order to deepen ties and complement each other”.

The Undersecretary of Trade and Investment Promotion of the Foreign Affairs Department, Pablo Sivori and the Undersecretary of SME Regional Productivity and Development, Pablo Bercovich, were present during the opening ceremony. The latter remarked: “We are known worldwide for food and here we have to say that we also have to export food machinery, equipment, a diversified and federal productive matrix. The sector brand presented here is a tool to position the best of the national industry in the world”.

After the opening ceremony, the sector brand “**Maquinaria Argentina para Alimentos**” was presented, the result of the joint work between the public and private spheres, which seeks to generate new instances that allow to improve the competitiveness of the sector, establish itself in current markets and reach new international markets. **Representing Meat, Fruit and Vegetable, Beverage, Dairy, Bakery, Refrigeration, Process, and Packaging production sectors, it is made up of:**

- Argentine Department of Production Development
- Argentine Chamber of Manufacturers and Suppliers of Equipment, Supplies and Services for the Dairy Chain (CAFyPEL)
- Association of Food Industry Suppliers (AdePIA)
- Instituto Argentino del Envase (IAE)
- IIAR Argentina Chapter
- Association of Metallurgical Industrialists of Mendoza (ASINMET)
- Argentine Chamber of Industrial Project and Capital Good Engineering (CIPIBIC)
- Chamber of Metallurgical Industries of Esperanza (CIME)
- Argentine Association of Metallurgical Industrialists (ADIMRA)
- Chamber of Manufacturers of Machinery and Equipment for the Industry (CAFMEI)

Throughout Tecno Fidta, those present will be able to participate in different academic activities. One of them is the **III Food Conference: “Current challenges in the food sector: sustainable production and consumption”**, which will take place on June 30 from 2:30 p.m. to 6:30 p.m. in the Ceibo Room, White Pavilion. Organized by Red Alimentaria and GS1 Argentina, it focuses on the sustainable production model, which minimizes the use of natural resources and the formation of waste and polluting emissions, with special consideration given to the last link in the chain: the consumer.

On its part, the Argentine Association of Food Technologists (AATA) develops the **academic conference “Front Labeling Act – Challenges to the reformulation of foods for the reduction of sugars and fats”** within the framework of the exhibition. It will be held

on Friday, July 1 from 4:00 p.m. to 5:00 p.m. in the White Pavilion – Ceibo Room.

Tecno Fidta takes place from June 28 to July 1, 2022 at La Rural Trade Center of Buenos Aires, Argentina.

Exclusive event for professionals and business professionals of the sector. With invitation: free of charge. To register, you must submit your ID. Children under 18 years old will not be allowed even when accompanied by an adult, nor people with baby strollers.

More information:

www.tecnofidta.com

Press information and photographic material:

<https://tecnofidta.ar.messefrankfurt.com/buenos-aires/es/prensa/material-prensa.html>

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Additional information on Messe Frankfurt

Messe Frankfurt is the world's largest organizer of exhibitions, congresses and events with its own venue. The Messe Frankfurt group of companies has around 2,500* employees in 30 subsidiaries. In 2020, the company generated a turnover of around €250* million after ending the 2019 financial year with a turnover of €738 million. Even in the difficult times of the coronavirus pandemic, Messe Frankfurt maintains its international connection with its fields of activity. Thanks to its close links with different sectors, it effectively and efficiently represents the business interests of its customers within the framework of the "Fairs & Events", "Locations" and "Services" business areas. One of the main differentiating features of Messe Frankfurt is the global marketing network that spans all regions of the world. A complete offer of services — both face-to-face and online— guarantees high quality and constant flexibility in the services of planning, organizing and carrying out the events of its customers around the world. In addition, it is expanding its digital experience with new business models. The range of services covers from the rental of the venue, the assembly of the exhibition, marketing services, to the hiring of staff and the gastronomy service. The company headquarters are located in Frankfurt am Main. The partners are the city of Frankfurt, with 60 percent, and the state of Hesse, with 40 percent. More information in: www.messefrankfurt.com

*preliminary figures 2020

Additional information on Messe Frankfurt Argentina

It is the subsidiary of the world's leading organization of professional exhibitions. The aim of the exhibitions is to promote real business meetings that stimulate regional markets, encourage the internal market and, in turn, encourage the development of the technological pole in each area. Currently, the Messe Frankfurt Argentina event portfolio includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Busworld Latin America, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Intersec Buenos Aires, Salón Moto, Simatex, Tecno Fidta. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and Arminera, among others. You will find more information in www.argentina.messefrankfurt.com