

Press release

Tecno Fidta closed its doors after four days of reunion, innovation and professionalism

For four days, the largest food technology exhibition in the region was the meeting point for all the players in the sector: more than 130 companies representing more than 500 brands from the entire production chain were present. In addition, 10,113 visitors walked the aisles of La Rural.

The Food Technology, Additives and Ingredients Trade Fair, a biennial organized by Messe Frankfurt Argentina, opened a new venue and was a success. It was held from June 28 to July 1 at La Rural Trade Center and became the ideal setting to be in contact with colleagues, do new business and learn about the latest trends in food technology.

After its inauguration, the sector brand “**Maquinaria Argentina para Alimentos**”, which represents the Meat, Fruit and Vegetable, Beverage, Dairy, Bakery, Refrigeration, Process and Packaging production sectors, was officially launched. It brings together the public and private sectors with the aim of positioning and promoting all manufacturers and suppliers of equipment, supplies and services for the food sector, both in current markets and in new international markets.

The food and beverage industry is the one that generates the greatest added value and is positioned as one of the most important industrial sectors. That is why Messe Frankfurt Argentina, together with the Argentine Investment and International Trade Agency, developed the 6th International Matchmaking Program of the Food Technology, Additives and Ingredients sector, at Tecno Fidta 2022, where the generation of new contacts and business has a prominent space. There, international buyers met with national exhibiting companies seeking new markets for their developments and products. On this occasion, 72 meetings were scheduled with companies from Colombia, Ecuador and Uruguay.

For decades, Argentina has been synonymous with tradition and quality regarding the food industry, whose production is reflected in the

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exhibition, which has become the best showcase for companies. In this sense, the Tecno Fidta's Project Manager, Fabián Natalini, expressed: *"We are happy to have opened the doors after four years and closed them with the success we had. We would like to thank the exhibitors and visitors for these four days of reunion and we hope to see you in the next edition in this new venue that is La Rural. It will be in September, the historical date for this event."*

The exhibition also had spaces for professional updating, where new technologies and innovations were presented, and the course to which the food and beverage industry should go was marked. In this respect, the **III Food Conference was held: "Current challenges in the food sector: sustainable production and consumption"**, organized by Red Alimentaria together with GS1 Argentina, within the framework of the exhibition. There, specialists addressed the sustainable production model and the preferences and new habits of consumers, who determine the path of food production.

How the exhibitors lived the return of Tecno Fidta to face-to-face meeting

Agustín Belloso, Co-Founder and CEO of Tomorrow Foods:

"Tecno Fidta is always a good excuse to meet with industry technicians and professionals, to see how we can innovate together. This year we were surprised by the number of exhibitors and the renewed spirit after so many years of not seeing each other, to return to face-to-face meetings and see how we can collaborate together to build a better future for food."

Eng. Dario Rocca of Vitte Wine technology: *"It is a pleasure to share with so many colleagues and quality and excellence brands. I have taken a tour of the exhibition and I found surprises, innovations and people who are always present and continue to trust on this sector."*

Claudio Almeida, Representative of Maquinas, Cervezas y Latas, *"In this fair, all the Argentine technology is put to the service, and I am surprised. It is interesting what happens with the sector brand that will promote us at an institutional and international level, it identifies all the Argentine SMEs. At this time, our brand was awarded the Argentine seal and for us it is a very important achievement."*

Matías, in charge of Interciancia Imports sector: *"We are participating again in Tecno Fidta after the pandemic that we have all been through. The fair is having a great summoning; many companies are trusting again on the industry. It seems to me a good opportunity to be able to meet again and see all the new things that are being brought and that the factories are importing."*

Matías Mandel, Urschel responsible for Latin America: *“We are back at Tecno Fidta after three years locked up waiting to meet again with clients, an opportunity that the exhibition offers us in each edition.”*

The next edition of Tecno Fidta will be held in September 2024 at La Rural Trade Center.

More information:

www.tecnofidta.com

Press information and photographic material:

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

Social Networks:

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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