



## Tecno Fidta 2024 closed its doors after four days of business and record number of visitors

Buenos Aires, September 2024 - **With the participation of more than 12,000 visitors, the International Food Technology, Additives and Ingredients Trade Fair was an absolute success, and became the center of innovation, technology and professional updating.**

Once again, Tecno Fidta 2024 demonstrated why it is the most important event for the sector in the region. With the participation of more than 500 national and international brands from countries such as Brazil, China, Germany, Italy and Spain, who exhibited their machinery, products and services to more than 12,000 specialized visitors. Organized by Messe Frankfurt Argentina, the exhibition was the ideal framework for professional updating and training, exchange with colleagues, customers and the generation of new contacts and business.

The president and CEO of Messe Frankfurt Argentina, Fernando Gorbarán, said: *"We are very pleased and proud of the result of Tecno Fidta 2024. We were able to experience the strength and quality of this industry, with the presentation of new products, new technologies and launches; and the quality of the specialized participants who filled the halls and auditoriums throughout the four days. Special thanks to the exhibitors for the innovative proposals they brought, we look forward to seeing you all at the next edition."*

The exhibition was also attended by young people and students interested in learning about each stage of the value chain in the food processing industry. More than 230 students visited Tecno Fidta, where they had the opportunity to learn about the latest developments in the sector, in addition to participating in academic activities and interacting with the main players in the sector.

### **The professional training was the main protagonist of this edition**

**Ammonia Refrigeration Congress** was developed, which was held in the space of **Maquinaria Argentina para Alimentos**. There, the International Institute of Natural Refrigeration (IIAR) gave a series of interesting lectures to the sector under the title "Safety, innovation and knowledge."

On the other hand, the **Conference of the Association of Agri-Food Journalists** was held under the slogan: "Communication Audits: the transversal axis of every process". Organized by the Association of Agri-Food Journalists, it was an opportunity to highlight the value of communication so that agri-food companies can build effective strategies according to their communication goals.

The **5th Food Conference** was also held, jointly organized by GS1 Argentina, Red Alimentaria, INTI, INTA, with the coordination of the Secretariat of Bioeconomy. The Conference was divided into two blocks with strategic topics: **Vegetable Products and Meat Products**; and its aim was to update the outlook on technological innovation and digitalization for access to new markets. Among the lectures, horticultural production and traceability; intelligent systems for control; technology in meat products such as preservation systems; packaging systems linked to shelf life were highlighted.

In addition, Red Alimentaria and GS1 Argentina organized the **Industrial Refrigeration Day: “Energy Efficiency”**, with three thematic axes: design aspects that impact the efficiency of industrial refrigeration systems; evolution and trend of evaporators for chambers and frozen storage; and the important impact that oil has on energy savings.

The **Lecture Series at the German Pavilion** also had a full house. There, the **German Federal Ministry of Food and Agriculture** held different conferences focused on: “Reduction of sugar, fat and salt: challenges for the food industry”, and “Standards: curse or blessing.”

The **Seminar of the Argentine Association of Food Technologists (AATA)** was also held, an ideal opportunity to learn about the latest developments in food processing. Topics such as: Challenges of qualification, food safety with Artificial Intelligence and Innovations with 3D Printing were addressed. For its part, the **Professional Council of Agricultural Engineering (CPIA)** presented a series of talks focused on topics such as safety management systems, corporate carbon footprint, environmental management and innovations in vegetable protein.

### **A meeting to make new contacts and generate business**

For the first time, the **National Matchmaking Program of the Food Technology, Additives and Ingredients Sector** was held. Organized by Messe Frankfurt Argentina together with Maquinaria Argentina para Alimentos, it was attended by first class food companies. Undoubtedly, it was a great opportunity to make the national industry known and to strengthen ties with the international market.

### **How exhibitors experienced Tecno Fidta 2024**

#### **Food T - Victoria Roncarolo, Management and Marketing**

*“Once again, we would like to thank Tecno Fidta. We are very proud to be able to share with all our suppliers, our customers and potential customers; all the space that this entails, the networking, the branding of the products that we have to present, we are very happy.”*

**Equindo Fragol - Nicolás Goldfinger, Equindo Operations Director**

*“It was a pleasure for us to bring our new products to an event of such magnitude. From the first day, it was full of customers, with very optimistic people and eager to do business. We presented a lot of machines, from the most modern formers in the market, hamburger formers, sausage formers, automatic saws, emulsifiers, dough preparation lines, ovens. As always, we will be at every edition of Tecno Fidta.”*

**Mitmaq - Carlos Montaña, President of Mit Maquinarias S.A.**

*“For us it is a very important fair, we have been preparing for two years to have this opportunity to meet with our customers and offer what we have new for the industry. It is also an important moment for us as a country and as a region, and we are confident that this will give us a lot of new business prospects.”*

**Farmesa - Agustín Pérez, Marketing Manager**

*“It is a new edition of Tecno Fidta in which we participate, a spectacular place because you meet all the customers, acquaintances and friends in a much more relaxed atmosphere where you not only talk about business, but also about life. We are very happy to be here, and obviously we will see each other in the next edition.”*

**Bombadur - Darío Adur**

*“It was a very important fair for all Latin America, where we met new clients, old clients, and colleagues who are always willing to exchange knowledge and new experiences for the markets.”*

**Rapela - Diego Rapela, Director of the Biomedical Laboratory Dr. Rapela**

*“It is the first time we are exhibitors. This year the exhibition was really very good, we always visit it, but this is the first time we are exhibiting. We wanted to be present to have face-to-face contact with customers and other exhibitors. We believe it will be very positive for the company.”*

**The next edition of Tecno Fidta will be in September 2026. You can find more information at [tecnofidta.com.ar](http://tecnofidta.com.ar).**

Exclusive event for professionals and business professionals of the sector. By invitation: free of charge. To register, you must submit your ID card. Children under 18 years of age, even accompanied by an adult, and people with baby strollers will not be admitted.

**More information:**

[www.tecnofidta.com](http://www.tecnofidta.com)

**Press information and photographic material:**

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

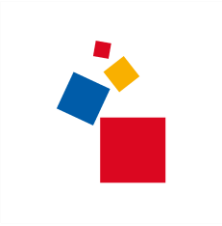
**Social networks:**

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