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## **ANUTEC BRAZIL brings the latest news in technology for the meat industry**



*The event highlights the most up-to-date solutions in technology to meet the changing consumption patterns and consumer trends*

One of the great challenges facing the food industry, especially with regard to non-processed products, is to preserve the food quality for days or weeks after they were packed. The companies in the food industry have been developing solutions in technology in order to increase the beef, poultry and fish lifespan despite it often goes unnoticed by the final consumer. These innovations are among the highlights of ANUTEC BRAZIL, the International Fair of Suppliers for the Meat and Animal Protein Industry, which will take place from August 7<sup>th</sup> to 9<sup>th</sup> at Expotrade Convention Center in Curitiba (PR), which gathers the world's leading players in the sector.

Among the solutions brought by the event is modified atmosphere packaging (ATM) technology, which removes most of the residual oxygen present in the packages by introducing a mixture of gases (normally nitrogen and carbon dioxide) to preserve the product. "Minced meat usually lasts for up to three days on supermarket shelves or in domestic refrigerators when stored in a conventional polystyrene tray. If our trays with ATM are used for packaging it increases its lifespan up to 20 days", summarizes Gilmar Fernandes, from HP Embalagens, one of the companies that has confirmed presence at the event.

In addition, the industry has been changing to meet the demands for environmentally conscious products. Nowadays, sustainability is a key concern for the majority of consumers and the companies are striving to serve them efficiently.

Kuraray, which also confirmed presence at ANUTEC, is one of the companies providing solutions for the industry. The company has developed Plantic technology, which is a type of plastic made from cornstarch that uses up to 85% renewable materials in its composition. The material works just like as plastic wrapping to pack products and sealing, it is 100% biodegradable and keeps odours and oxygen away from the food, preserving freshness and aroma.

"Times have changed and the industry needs to open its eyes. ANUTEC BRAZIL perfectly meets the purpose on updating the market bringing the latest news in technology. Those solutions will be presented both at the exhibit area featuring the world's leading suppliers of the sector, as well as through the lectures in the conference program organized in partnership with ITAL, Food Technology Institute, in which we will address the latest news in technology and the future of the meat industry," says Cassiano Facchinetti, Koelnmesse Brazil CEO.

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In addition to the packaging sector, the fair also covers the processing, refrigeration, food safety, logistics, ingredients and services sectors. Some of the major leading global manufacturers of the industry have confirmed presence at the event: Ulma Packaging, Linco, SunnyVale, Bettcher, Tecmaes, Multivac, Poly-Clip, New Max, Jarvis, among others. "The fair gathers representatives from the whole animal protein chain, showing how the companies take part in the manufacture process from the slaughterhouse to the consumer table and that there is a whole chain responsible for ensuring the quality of the final product," he says.

ANUTEC BRAZIL takes place at Expotrade Convention Center, recognised as the largest exhibition and convention centre in the Southern Region of Brazil. The venue has a constructed area of 34,000 sq. m. and it is located in a strategic area, which is only 17 km away from Afonso Pena International Airport, 10 km away from Curitiba downtown and 2 km away from the Pinhais bus terminal. The exhibition centre provides 3,000 parking spaces, as well as an efficient air conditioning and telephony system, which are included in the infrastructure that is required by an event of this magnitude.

Registration for ANUTEC BRAZIL is now open. Go to [www.anutecbrazil.com.br](http://www.anutecbrazil.com.br). For those companies interested in taking part in the event, please contact +55 11 3874-0030.

**Service:**

**ANUTEC BRAZIL 2018**

**Date:** 07<sup>th</sup> to 09<sup>th</sup> August 2018

**Venue:** Expo Trade Convention Center

**Address:** Rodovia Deputado Leopoldo Jacomel, 10454 - Vila Amélia, Pinhais - PR

**Opening hours:** 1pm to 8pm

**Visitors' online registration:** [www.anutecbrazil.com.br](http://www.anutecbrazil.com.br)

**Koelnmesse – Global Competence in Food and FoodTec**

Koelnmesse is the leading organizer of specialized fairs in the food and beverage industry and related sectors. The specialised fairs Anuga, International Sweets & Biscuits Fair (ISM) and Anuga FoodTec are well established and are recognised as worldwide as leading events of the industry. Koelnmesse organizes food fairs not only in Cologne, Germany, but also in new and growing markets around the world, such as Brazil, China, Colombia, India, Thailand and the United Arab Emirates. The global activities performed by our company allow us to offer our customers a complete portfolio that includes qualified events in various industries, thus creating a basis for sustainable and stable international business.

For further information go to: <http://www.global-competence.net/food/>

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### **About Koelnmesse Brazil**

Currently, Koelnmesse organizes six fairs in Brazil: the FIT 0/16 children's fashion fair, held twice a year in São Paulo; the Pueri Expo, International Trade Fair in Childcare, an event inspired by the largest fair of children's articles in the world, "Kind + Jugend"; the WellFood Ingredients, International Functional Ingredients and Nutraceuticals Summit, and the launch of ANUFOOD Brazil, the exclusive International Fair for the Food and Beverage Sector, inspired by Anuga, to be held in 2019. Once in Curitiba, every two years ANUTECH Brazil, technology fair for food industry. Koelnmesse Brasil is located in São Paulo and has a team with more than 10 years of experience in the organization of large events for various industries. Under the direction of director Cassiano Facchinetti, the Brazilian subsidiary is responsible for the international events of Koelnmesse, as well as the future development of commercial activities in the country.

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