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#anutecbrazil

ANUTEC BRAZIL: big international players on the market present the latest technologies for the meat industry



ANUTEC BRAZIL
07.08. - 09.08.2018
www.anutecbrazil.com

From 7 to 9 August 2018, the third edition of ANUTEC BRAZIL takes place for the first time in the Expotrade Convention Center in Curitiba. The international supplier trade fair for the meat and animal protein industry in Brazil presents many new technological innovations and trends for the meat industry. With the relocation to the larger fair grounds, ANUTEC BRAZIL has set the course for further growth in the future and optimally fulfils the requirements of the industry. The event reflects the entire delivery chain of the food industry, with a focus on processing, packing, food inspection and ingredients, as well as services and solutions in the animal protein segment. The advantages of the trade fair location of Curitiba are also ideal: Brazil's third most important economic location is located at the centre of the meat processing industry of the company. Important innovations are presented at the trade fair, including solutions for an extension of the expiration dates of beef, poultry and fish products, modified packaging technologies and plant cultivation technologies. "The pioneering format of ANUTEC BRAZIL precisely reflects the orientation to the needs of the industry. We are also proud of the close cooperation with the most important providers of the industry, who have initiated this event", emphasises Cassiano Facchinetti, Executive Director of Koelnmesse in Brazil and organiser of the trade fair. Global key players and major national market participants will present their innovations and performance capacity at ANUTEC BRAZIL. Among others, Bettcher, Bizerba, Bremil, CSB-System, Handtmann, INCOMAF, Ishida, Jarvis, LINCO, MULTIVAC, Newmax, Poly-clip system, Sew-EURODRIVE, Sunnyvale, Tecmaes, ULMA Packaging and VEMAG will present their products. Important buyers and industry associations are also expected at the event. Important associations, for example, ABRAFRIGO (Brazilian Association of Refrigerators), SINDIAVIPAR (Union of Poultry Produce Industries of the State of Paraná), ABIEC (Brazilian Association of Meat Exporters) and ABPA (Brazilian Animal Protein Association) have also already confirmed their participation.

The prospects for ANUTEC BRAZIL are good: the economy of Brazil has stabilised in recent months and a cautiously optimistic mood prevails in the country. The improved economic situation is also reflected in the increasing demand for beverages and food products, among other factors. The industry association ABIA (Associação Brasileira das Indústrias da Alimentação) anticipates that the industry will once again invest more intensively in the expansion of its production capacities in order to address the increasing demand for food products.* This will result in interesting sales opportunities for international companies. ANUTEC BRAZIL

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addresses this and is an ideal platform for first contacts and concluding business directly on location.

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Themes and solutions that are moving the industry

As the central trade meeting point in Brazil, the event presents the most recent technological offerings, among other aspects, for optimally encountering the transformation of consumption patterns and consumer trends. "Times have changed and offer innovative providers attractive possibilities for market entry. Many leading international providers of the industry are therefore presenting their new products and solutions at ANUTEC BRAZIL. In addition, the event organised in cooperation with the renowned Institute for Food Technology (ITAL) and the supporting programme provide insights into new technological developments and the future of the meat industry", emphasises Cassiano Facchinetti.

Innovative event and supporting programme of ANUTEC BRAZIL

The event and supporting programme once again presents attractive possibilities for trade visitors and exhibitors for a unique transfer of knowledge and successful networking. The programme encompasses many contributions revolving around the challenges facing the meat industry in Brazil and worldwide, makes a valuable contribution to addressing questions of the various growth and competition strategies and points out trends and technological innovation strategies of the meat industry. In the "Meat Showcase", pros present various methods for cutting meat, which is then prepared for visitors of the event. The Hosted Buyers programme is being organised in cooperation with the Centro Empresarial de Estudos Internacionais (CEEI) and offers exhibitors and visitors an ideal opportunity for targeted participation in professional business roundtables.

Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

Anutec - International FoodTec India - International supplier fair for the food and drink industry, Mumbai 27.09. - 29.09.2018

ProSweets Cologne - The international supplier trade fair for the sweets and snacks industry, Cologne 27.01. - 30.01.2019

IIDE - India International Dairy Expo, International trade fair for dairy farming, - processing, -packing and -products, Mumbai 12.03. - 14.03.2019

Note for editorial offices:

ANUTEC BRAZIL photos are available in our image database on the Internet at www.anotecbrazil.com in the "Press" section.

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