



MEAT ATTRACTION 2019 DATA SHEET

MEAT ATTRACTION	International Meat Sector Fair
Date:	17-19 September 2019
Open to:	Trade only
Place:	Hall 10 at Feria de Madrid
Opening hours:	From 9:30 a.m. to 7:00 p.m.
Edition:	Third
Participants	400 exhibitors and companies represented
Areas:	Product Area Auxiliary Industry Area Ibérico Land Ecorganic Market
Parallel activities:	<ul style="list-style-type: none"> -10th International Ham Congress -#Distrimeat 2019, the European distribution of meat and meat products - World Meat Forum: China -AEC Conference- Safety, quality and innovation for the competitiveness of the meat industry - 3rd Interporc Scientific Symposium - 2nd International Grand Final for White Cut Ham Cutters - 100% Marketing: brands, values and messages that work - Presentation of the book “The supermarket, a balanced, accessible and circular proximity model” - Innovation of the meat product for new styles of consumption - Perspectives on the export of beef from Spain - Forensic science: how can scientific traceability help verify the origin of Spanish lamb? - Meat and healthy eating - Animal welfare: A real commitment to the consumer by the meat and livestock sectors - Challenges and opportunities of the organic meat sector - ICT and Automation in the meat industry - Contributions by the veterinary profession to the meat value chain: Management of food crises and the export process to third countries



	<p>Sustainable packaging and packaging: new technological developments applied to meat sector</p> <ul style="list-style-type: none">-Technical exhibitors' conferences-Accelera Awards- Final of Best Meat Tapas Madrid 2019: TAPA ATTRACTION-INNOVATION HUB-Factoría Chef
Organised by:	IFEMA and ANICE , National Association of Meat Industries of Spain
To coincide with	Meat Week www.semanadelacarne.com



17-19 September

MEAT ATTRACTION 2019, the rendezvous with the world's best meats

The fair opens its doors in Hall 10 of IFEMA with the participation of 400 companies and 10,000 businesspeople from 60 countries, making it the biggest and most comprehensive of its editions Madrid, 17 September 2019.- Meat Attraction 2019, the International Meat Sector Fair, opens the doors of its third edition with the participation of 400 exhibitors and companies, which represents an increase of 50% over the previous year, and 10,000 businesspeople from 60 countries. In just three years, the fair has established itself as the leading business platform and the only sector-specific fair dedicated to the fourth largest industrial sector in Spain, which generates an annual turnover of €24 billion.

Organised by IFEMA and ANICE (National Association of Meat Industries of Spain), this event will take place from 17 to 19 September in Hall 10 of the Feria de Madrid, and will focus on innovation as the engine of sector transformation, and with the main axes that mark the development of the sector such as nutrition and health, sustainability and production with ethical principles. By all these means Meat Attraction 2019 aims to position Spain and its meat industries as one of the main international hubs for the marketing of meat products through a highly specialised vertical single-theme event for the entire meat value chain, with the clear objective of increasing the sales of the exhibiting companies. On this occasion, the Fair will feature the **Product area: meat, meat products, IbéricoLand** (single-theme exhibition space for the Iberian meat products industry); **meats and derivatives with denominations of origin** (DOP, IGP, ETG, MG); **Ecorganic Market** (companies specialised in organic meat products); **Halal and Kosher Area**, which has the highest representation, plus the significant weight of the **Auxiliary Industry and Value Chain Area**.

International Guest Programme, B2Meat and Guest Importer Country: China

Meat Attraction allows participants to offer a platform for international momentum and expansion. In this regard, IFEMA is making a significant investment in the *International Guest Programme*, which attracts buyers from all over the world suggested by the exhibiting companies to Madrid. Similarly, Meat Attraction will have the participation of more than **100 major buyers from priority countries for B2Meat workshops**. With the collaboration of the ICEX commercial offices around the world, the 18 countries with the best performance regarding Spanish meat product imports have been defined. These meetings between the exhibitors and this selection of large buyers will take place in the same Hall 10 in which the Fair is hosted, and will be held during the three days with B2B single-subject sessions by product categories. Thus, buyers from European countries (Germany, Italy, the Netherlands, Poland, the UK, Portugal and France), Asia (China, South Korea, Philippines, Hong Kong, Vietnam and Japan) and the Americas (Brazil, Mexico and Canada), have shown their interest especially in pork, beef and mutton/lamb products, ham and Iberian products, serrano ham, *chorizo* sausage and other charcuterie, as well as organic products, while in the Middle East (Saudi Arabia and United Arab Emirates) interest has mainly been shown in beef.



This programme is joined by the '**Guest Importer Country**', which this time is **China**. Since the protocol between the authorities of both countries that opened exports was signed in Beijing in November 2007, China has become the main non-EU market (and the first in the world by volume) for the Spanish pork industry, which also has favourable prospects for expanding business opportunities with China, including the expansion of operators authorised to export their products there and the opening of the Chinese market to other types of meat such as beef, lamb and mutton.

Therefore, [Meat Attraction](#) makes a special effort with different actions to promote trading relations between both countries, which includes the presence of an official, institutional and business delegation, as well as the holding of a **dedicated session** on the Chinese meat market, which will serve to address meat trading relations between these countries and will allow business opportunities to be presented.

Innovation and sector news

Innovation is one of the fundamental axes at Meat Attraction for **emphasising all the innovation and sectorial innovations** as one of the pillars of **a modern industry adapted to the new consumer profiles**. In this regard, it incorporates the **Innovation Hub** area, a new space that brings together the new features and the best products or services of the exhibitors participating in the International Meat Sector Fair. So, **Innovation Hub** becomes the great opportunity to promote and give maximum visibility to the star products at Meat Attraction 2019.

Along the same lines, a total of **10 products and services** have been selected by the jury of the **Accelera Awards**, sponsored by Meat Attraction, to defend their candidacy on **Thursday, 19 September**, from 1:00 p.m. to 3:00 p.m., at the Fair. Thus, these finalists will vie for recognition of the best project in the two suggested categories, **Product Area and Auxiliary Industry Area**. Offering a prize of **€3,000**, in making its assessment the **jury** will consider the **criteria of innovation, sustainability and applied technology**.

On this occasion, the finalists vying for the awards are **BRAVO FOOD DESIGN SL, CARMELO PUCHE, EL POZO ALIMENTACIÓN, ENTREPEÑAS S.L.** and **MORALEJO SELECCIÓN S.L.** in the Product Area and **CRYOSPHERA SLP, GRUPALIA PACK SL, PERABEL CONSTRUCCIONES INOXIDABLES S.L., POLTEX - PPNOR S.A.** and **SOTHIS** in the Auxiliary Industry classification.

As a complement to the exhibition, the **Innova Forum** will host technical conferences on innovation at each link in the chain.

Programme of Technical Sessions

Meat Attraction offers visitors an **intense and powerful programme of technical sessions** with the participation of **renowned professionals in the sector**. From highly topical content, to the analysis of the challenges, trends and opportunities of the meat industry, through different success stories and round table discussions, among other topics.

The programme starts on Tuesday 17 September with the **10th World Ham Congress**, which for three days will address in depth issues such as the production, research and marketing of ham, in addition to promoting the ham culture within and beyond our borders. It will also host the second edition of **#Distri meat 2019, the European distribution of meat and meat products;**



Meat & Organic Congress or Meatic, the Conference on Automation and Digitalisation in Industry, World Meat Forum: China; 2nd International Grand Final for White Cut Ham Cutters, etc. ([see full programme](#))

Factoria Chef, the gastronomic space

Factoria Chef is the only stage for demonstrations and cooking shows by renowned chefs, product tastings, activities, etc. In this edition, Factoria Chef will be opening on 17 September, coinciding with the **Butcher's and Charcutier's Day**, an initiative organised by **Meat Attraction and Educarne-Carnimad** with a full programme of activities that, among others, will feature **Anthony Puharich**, CEO of **Victor Churchill Butcher**, considered the best butcher shop in the world. This will be joined by other exceptional guests such as **Pepe Chuletón**, known as "the social media butcher" and "King of the T-Bone", who will be showing off his artistry with the knife in a live setting, making a demonstration of beef cutting; and the artisan butcher **Ana París**, who will be offering a master class on innovative artisan creations. In addition, two round table discussions will be held; one on charcuterie and prepared products and another on the future of the butcher and charcuterie sector.

Factoria Chef will be the scene of various **cooking shows** carried out with different products such as chuck steak, Segovian suckling pig, ham, Asturian veal, cecina (dried cured beef) and suckling lamb. It will feature the presence of renowned chefs such as the Michelin-starred **Antonio González de las Heras, Rosa María Gutiérrez, Roberto González Santalla, Elena Barley, Nacho Vaquero, Victor Barrado, Eduardo Sánchez Benavente, Fuencisla Esteban, Juan Pozuelo and Nacho Vaquero.**

Coinciding with Meat Attraction will be the holding of **Meat Week**, a sector initiative the objective of which is to **provide information about the properties, values and nutritional qualities of meat and meat products.** Held on **13-22 September**, Meat Week will host different activities aimed at professionals in the sector and the general public aimed at **highlighting the benefits of meat in a healthy, varied and balanced diet.**

During Meat Week, organised in collaboration with the **Meat and Health Platform and Meat Attraction**, as well as with the support of the sector organisations and associations **ANICE, Mercados Municipales, ACES, ANGED, ASEDAS, ASICI, CARNIMAD, EDUCARNE, INTERCUN, INTEROVIC, INTERPORCSPAIN, MERCADO CENTRAL DE CARNES, MERCAMADRID, and PROVACUNO**, different initiatives will be developed with informative elements on the nutritional properties of our meat products. From a recipe book for 10 km runners to a tapas route through five markets in Madrid, including the holding of the **Butcher's and Charcutier's Day**, or by collaborating with Messengers of Peace and the Church of San Antón in the preparation and distribution of food in their charity dining room for disadvantaged people.

Meat Attraction 2019, organised by IFEMA and ANICE, will be holding its third edition on 17-19 September in Hall 10 of the Feria de Madrid, from 9:30 a.m. to 7:00 p.m.