

Press Kit

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Key Information

MEAT ATTRACTION 2025	
Organized	IFEMA MADRID
Colaborator	ANICE (Asociación de Industrias de la Carne de España)
Dates	25 al 27 de febrero
Place	IFEMA MADRID (Av. del Partenón, 5, Barajas, 28042 Madrid)
Timetable	25 y 26 de febrero de 09:30 a 18:30 27 de febrero de 09:30 a 16:00
Edition	6ª, con periodicidad bienal
Main exhibitors	206 expositores titulares y cerca de 300 empresas participantes
Countries represented	8 países (Bulgaria, España, Francia, Irlanda, Italia, Portugal, Reino Unido y Rumanía)
Surface	1 pabellón: 4
Spaces	Área Producto Industria Auxiliar IbericoLand Foro de Meat Attraction (Meat Forum) Factoría Programa de compradores B2Meat
Awards	Premios Hostelería Meat Attraction Premios Innovation Hub
Social media	ifema.es/meat-attraction https://www.facebook.com/MeatAttraction/ https://twitter.com/MeatAttraction https://www.instagram.com/meatattraction/ https://il.linkedin.com/company/meat-attraction http://www.youtube.com/@meatattraction5314

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Meat Attraction reinforces the global leadership of the Spanish meat industry

Organised by IFEMA MADRID and ANICE, Luis Planas, Minister of Agriculture, Fisheries and Food, will be opening the trade fair tomorrow at 12.30pm.

Meat Attraction, the International Fair of reference for the meat industry, will be taking place from **25 to 27 February** consolidating the 6th edition of this biennial event. The Minister of Agriculture, Fisheries and Food, **Luis Planas**, will officially open the trade fair, organised by **IFEMA MADRID** in collaboration with the **Spanish National Association of Meat Industries (ANICE)**, tomorrow at 12.30 noon.

With **nearly 300 participating companies**, Meat Attraction 2025 is the only vertical trade fair for the meat industry in southern Europe that is projected as an instrument of internationalisation and marketing and as a space for the exchange of knowledge and dialogue of the first food industry. According to **ANICE** data, this sector represents 2.72% of Spanish GDP, 27.3% of the food industry's GDP and 4.53% of the total turnover of Spanish industry, which indicates its importance for the country's economic development.

Meat Attraction represents the entire meat production value chain. Thus, there will be a **Product area** where you can find: meats and meat by-products; IbéricoLand, which is the monographic exhibition space for Iberian meat products; as well as the quality marks - PDO, PGI, TSG, MG and *Halal* and *Kosher* foodstuffs. In addition, attendees will be able to learn out about the most interesting technological innovations for meat companies in the **Auxiliary Industry area**, which is key for the development of the sector and its competitiveness.

Technical conference programme and networking platform

In addition to the exhibition area, **Meat Attraction** will be offering a **high-level programme in MEAT FORUM, with presentations and round tables** which will address aspects such as innovation and technology in meat production, sustainability strategies and circular economy, new consumer trends and their impact on the market, digitalisation and automation in the value chain and aspects such as export prospects and emerging markets.

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In collaboration with **Carnimad**, the Factoría Chef area will be hosting activities and workshops, allowing trade visitors to experience first-hand the latest techniques and innovations and discover products and processes through hands-on training and interactive learning. These experiences are designed to improve people's understanding of meat quality, processing and traceability, helping them to make more informed decisions and optimise operations.

In addition, over the three professional days of the trade fair, there will be dedicated spaces to promote networking and the creation of strategic commercial connections. Highlights include the **B2Meat** programme, the **International Hosted Buyers Programme**, which will connect exhibiting companies with international buyers from key markets, and the Guest Importing Countries, which on this occasion are Italy and South Korea.

Finally, the trade fair will host the **2nd Meat Attraction Catering Awards**, in which more than thirty hotel and catering establishments specialising in meat will be participating, and which will recognise the best establishments in Madrid that stand out for offering meat specialities on their menus.

Meat Attraction once again has the collaboration of **Grupo Cooperativo Cajamar** as its main sponsor. As a leading financial institution in the agri-food sector, it offers its support to one of the strategic industrial sectors of our country in its commitment to innovation, quality and sustainable development and promotes the interaction of meat professionals so that they can share experiences, knowledge and solutions to the current challenges facing the industry.

Meat Attraction 2025 celebrates its sixth edition organised by **IFEMA MADRID** and **ANICE** from **25 to 27 February in Hall 4 of the Trade Fair Centre** from 09.30am to 6.30pm on the first two days and until 4.00pm on the last day.

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Meat Attraction's platform for Iberian cured meat products in all channels and markets

IFEMA MADRID and ANICE brought together more than 60 operators of Iberian products to show them the possibilities offered by this unique space at the next edition of Meat Attraction.

Meat Attraction, the leading International Trade Fair for the meat industry, continues its journey towards its opening on the **25, 26 and 27 February 2025 at IFEMA Madrid**. As part of its promotional activities and with the collaboration of the National Meat Processing Industries Association of Spain (ANICE), it has held a day to promote **'Iberico Land'**, one of the most interesting areas of the sixth edition dedicated to Iberian pork products and which presents a unique opportunity for operators, both for the national and international markets. The conference was attended by more than 60 operators interested in learning about the commercial possibilities of this specific tool for Iberian products.

The welcome was given by **Raúl García**, president of Iberaice, who stressed that "Meat Attraction is a commitment by the sector to create initiatives that improve the positioning of our products in international markets and represents a unique opportunity for the producers of Iberian products who want to increase their sales at national level, but also in those countries where our product is so highly regarded."

Next, Jesús Pérez, deputy director of **ASICI**, presented the industry's main data and spoke about the important worldwide promotional campaigns for Iberian ham that Interprofesional has been running for years and which serve to open the way for companies in the sector in international markets. In this regard, Pérez stated that "there is a growing demand for Iberian products, and specifically for Iberian hams, in markets such as China, Japan and the United Kingdom, among others. ASICI has been making headway in many of these international markets for years with promotional, information and training campaigns, which apart from positioning the product and gaining visibility, are aimed at facilitating the internationalisation of the companies in the sector."

During his speech, the deputy director of **ASICI** presented a decalogue for the internationalisation of companies that want to operate worldwide.

For her part, **María José Sánchez**, director of **Meat Attraction**, emphasised that "the fair is a tool for the sector, which is at its disposal to help it improve the internationalisation of its products in all markets. Iberico Land is the trade fair's commitment and its contribution

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to improving the positioning of Iberian products in all the channels where they are now so highly regarded, both in Spain and abroad," he indicated.

This was followed by a round table discussion entitled '**Channels and markets**', with the participation of Salomé Martínez, deputy Food Industry assistant director at ICEX; Beatriz Cecilia, project manager at Hostelería de España; Nuria Cardoso, communications director at ASEDAS; Jesús Pérez, deputy director of ASICI; and Miriam López, CEO of Jamón Lovers.

Finally, **Giuseppe Aloisio**, director general of **ANICE**, welcomed the great effort made in terms of image and positioning of Iberian products in the national and international markets. He recommended not trivialising the product in large-scale distribution and stressed the need to improve traceability in the restaurant and catering industry. Aware of the big problem of reputation that the meat sector is suffering, Iberian ham remains out of the debate as it enjoys "diplomatic immunity" and he encouraged those present to participate in this new edition of Meat Attraction as a great showcase for Iberian production.

All the speakers agreed that the products obtained from the Iberian pig must be positioned as a premium food in all markets and channels where it is marketed. The experts all acknowledged that it is necessary to work on marketing, communication and packaging so that consumers value it and we all avoid its trivialisation.

Furthermore, both for fresh products and for hams, shoulders and sausages, the participants in the round table emphasised the importance of training prescribers in terms of the cuts and the search for maximum profitability of the pieces in the restaurants and shops where they are sold, as profitability for the establishments is fundamental to their commitment to our products.

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Meat Attraction 2025 Introduces Itself to the Meat Sector in Murcia

The international fair for the meat sector in southern Europe will reveal the latest updates for its upcoming edition as part of SEPOR, reaffirming its role as a global reference for professionals in the meat value chain.

Both events share the goal of promoting competitiveness and innovation in the meat and livestock industry.

Meat Attraction, the international benchmark fair for the meat industry, continues to demonstrate its firm commitment to the sector by actively participating in all relevant events where livestock and the meat industry take centre stage.

On this occasion, as part of the Livestock, Industrial, and Agri-food Fair **SEPOR**, **Meat Attraction** will present its next edition during the day organised by the Ministry of Agriculture, Livestock, and Fisheries of the Region of Murcia and the fair itself. With the title, "The Role of Agro-food Interprofessionals in the Future of Food," the work carried out by these organisations since their inception will be analysed, highlighting their importance as a connection between the different links in the value chain, from farmers to consumers.

Patrocinio Bermúdez, manager of SEPOR, states that "SEPOR has been, for decades, an unparalleled forum for the national livestock sector, and the presentation of Meat Attraction in this context demonstrates how these two major platforms can complement each other and amplify their impact".

The choice of SEPOR as the venue for the presentation of Meat Attraction 2025 underscores the close relationship between both events, which share the goal of promoting competitiveness and innovation in the meat and livestock industry.

María José Sánchez, director of Meat Attraction, emphasised that "it is a pleasure to collaborate with SEPOR and present Meat Attraction 2025 at the fair, a space with which we share the mission of strengthening the agri-food sector. This

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meeting will be an opportunity to preview the new features of the fair that will take place in February in Madrid," she added.

With its slogan "Quality, Variety, Innovation, and Health", **Meat Attraction** will bring together thousands of visitors, buyers, professionals, and companies from over 30 countries from 25 to 27 February at **Hall 4 of IFEMA MADRID**. Here, they will find opportunities to combine business and networking in a relaxed and effective manner, as well as chances for visibility and internationalisation, alongside knowledge, training, and interaction among all professionals in the meat industry.

Additionally, the event will also serve as a launchpad for some new features for the upcoming edition, focusing on providing solutions to enhance the specialisation of butchers and charcuterie professionals, as well as a comprehensive programme of Technical Sessions and meetings for the B2Meat community, featuring major buyers from priority countries and including contributions from the commercial offices of ICEX Spain. All of this is complemented by the *Live Connect* platform, which will allow users to benefit from networking with professionals in their sector 365 days a year.

Meat Attraction, co-organised by **IFEMA MADRID** and its strategic partner for this sector, **ANICE**, has the support of the interprofessional organisations in the livestock and meat chain, including **INTERPORC**, **PROVACUNO**, **INTEROVIC**, **INTERCUN**, **ASICI**, and **AVIANZA**, as well as other representative sector associations such as **ANAFRIC**, **FECIC**, and **AGEMCEX**.

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Meat Attraction 2025 to host the #DistriMeat conference 'Meat companies facing the geopolitical challenge'

On 25 February, experts will be addressing the effect of global uncertainty for all players in the livestock-meat value chain.

The meat industry is facing new challenges derived from the political, economic and social changes that are taking place around the world and that will mark the future of the production and marketing of the agrifood sector. In this context, **Meat Attraction**, organised by **IFEMA MADRID** and the **National Meat Processing Industries Association of Spain (ANICE)**, is hosting the **#DistriMeat** conference 'Meat companies facing the political challenge' on 25 February.

Organised by **Meat Attraction**, **Agrifood Comunicación**, **ANICE**, the **National Association of Large Distribution Companies (ANGED)**, the **Spanish Association of Distributors, Self-Service and Supermarkets (ASEDAS)** and the **Spanish Confederation of Meat Retailers (CEDECARNE)**, this conference offers attendees a unique opportunity to learn from experts about the impact that geopolitical changes are bringing about and will potentially generate for the international food and beverage trade.

The inauguration will be attended by **María José Sánchez**, director of Agrifood Trade Fairs at IFEMA, and **Giuseppe Aloisio**, managing director of ANICE, who will welcome the attendees and contextualise the topics to be addressed during the event.

Next, **Horacio González Alemán**, director of Thoffood, will give a talk on '**Meat companies facing the geopolitical challenge**', analysing how international dynamics and global policies are having a determining influence on the meat industry. He will be pinpointing the keys on how companies can face and adapt to these new scenarios, while transforming challenges into opportunities.

The day will continue with a round table on '**The collaboration between links, the key to the future**', with the participation of **Nuria Cardoso**, communications director at ASEDAS, **José Luis Álvarez**, manager of Álvarez Selección, **Ignasi Pons**, managing director of FECIC, and **Lola Ulecia**, from the Food Area of ANGED. Moderated by **José Manuel Álvarez**, communications director for the Livestock-Meat Forum, they will explore the importance

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of cooperation between the different links in the meat value chain in order to achieve a more sustainable and competitive industry.

"Geopolitical dynamics and international politics are key factors for the meat industry. At Meat Attraction we understand the need to reflect on these challenges so that companies can thrive in this new global scenario and this conference will be offering an in-depth look at how to see the opportunity in the challenge for a more resilient industry," said **María José Sánchez**.

Giuseppe Aloisio stresses that "in a context of global uncertainty, the meat industry must diversify markets, strengthen strategic trade agreements and promote innovation throughout the chain to ensure the competitiveness of our companies".

Meat Attraction 2025 is bringing together the meat industry from **25 to 27 February in Hall 4 of IFEMA MADRID**.

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Countdown to Meat Attraction 2025: less than 20 days to go until the meat industry's biggest event

More than 100 international buyers and a packed programme of conferences, demonstrations and business opportunities make this the leading event for the meat industry.

Meat Attraction 2025 will be bringing together the industry's main players at IFEMA MADRID, with a focus on innovation and internationalisation.

The countdown has begun and in less than 20 days **Meat Attraction** will open its doors in Hall 4 of **IFEMA MADRID**, consolidating itself once again as the International Monographic Trade Fair for the meat industry in Southern Europe. From 25 to 27 February, the industry's leading players will be meeting at an essential event for professionals, companies and experts in agrifood innovation.

Organised by **IFEMA MADRID** and **ANICE (the National Meat Processing Industries Association of Spain)**, **Meat Attraction** has become a key platform for boosting the visibility, marketing and expansion of the meat sector both nationally and internationally. The fair will be a meeting point for the entire value chain, from producers and distributors to exporters and importers, as well as experts in technology, sustainability and digitalisation applied to the industry.

Along with the full range of exhibitors, both product and auxiliary industry, **Meat Attraction** announces that it will have more than 100 international buyers and a full programme of conferences, demonstrations and business opportunities that make this trade fair the benchmark event for the meat industry.

With nearly 300 participating companies and thousands of visitors from more than 50 countries, **Meat Attraction** provides an ideal setting for networking and developing business opportunities. This exhibition will facilitate the direct connection between buyers and sellers, foster the possibilities of strategic agreements and promote the internationalisation of the Spanish meat industry.

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Other highlights include the '**Factory**' area, which will offer live demonstrations of the latest production and processing techniques, and the Meat Attraction **Forum**, where experts will be addressing the issues that are defining the meat industry's transformation process.

Under the slogan "**Impulsando el Negocio Cárnico**" (Boosting the Meat Business), **Meat Attraction 2025** will be focusing on key aspects such as efficiency, innovation and sustainability as pillars of the industry's growth. With the presence of experts and representatives of large companies, the Trade Fair will be a platform for the exchange of knowledge and the generation of new business opportunities.

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Meat Attraction Artificial Intelligence applications in the livestock-meat chain to be analysed at Meat Attraction

Organised with EUROCARNE on 26 February, success stories on the application of this technology in the meat sector will be presented at the MeaTIC Conference as well as ways of financing its implementation in companies.

Meat Attraction, organised by **IFEMA MADRID** and **ANICE** from **25 to 27 February** at the Trade Fair Centre, is hosting a new session of the MeaTIC Conference, which offers an overview of the most innovative and outstanding technologies for the entire meat production chain.

Under the slogan 'Artificial Intelligence in the livestock-meat chain' and organised together with **EUROCARNE** on 26 February at 12.30pm in the Meat Attraction Forum, it will address how the implementation of this technology can help to improve and make livestock farming and the meat industry more efficient, as well as the financing possibilities for companies to digitalise and apply AI in their activity.

After the presentation and official opening at 12.30pm by the director of **Meat Attraction**, **María José Sánchez**, at 12.40pm the presentation 'Present and future of artificial intelligence for the agri-food and meat sector' will be given by David Martínez, manager of the Digital Transformation/Information and Communication Technologies Department at the Ainia technology centre.

This will be followed at 1.05pm by the round table 'The role of AI in the future of the meat sector' moderated by Jesús Cruz, director of **EUROCARNE**, with the participation of relevant figures involved in this implementation: Joaquín Terés, director of the group's industrial systems and co-founder of Nealia (Grupo Vall Companys), will give voice to the livestock sector; the meat industry will be represented by Carlos de la Iglesia, corporate director of Engineering and Maintenance at Incarlopsa, and financing will be addressed by Carmen Ovejero, sector leader for Agri-Food at the FI Group.

A colloquium will take place prior to the MeaTIC Conference closure at 2.30pm.

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The meat revolution comes to Madrid: showcooking, innovation and technology land at Meat Attraction 2025

The trade fair is featuring an interesting programme of live demonstrations with renowned chefs and industry experts.

Spaces dedicated to innovation and new technologies will showcasing the latest advances in sustainability, digitalisation and production processes.

Meat Attraction 2025 is preparing to offer an edition packed with innovative experiences, live showcooking sessions and all the latest trends in the meat sector. From **25 to 27 February**, **IFEMA MADRID** will be the epicentre of innovation and gastronomy, bringing together professionals, companies and industry experts.

Visitors will be able to enjoy a lively programme of showcooking events and culinary demonstrations by top chefs, who will presenting innovative techniques and new ways of preparing and eating meat. This space will allow attendees to discover first-hand the versatility and quality of meat products through avant-garde gastronomic proposals.

In addition, **Meat Attraction 2025** is committed to digitalisation and sustainability, proof of which are the areas specialising in new technologies applied to the meat industry. The sector's leading brands will be exhibiting their new products in meat products, machinery and sustainable packaging, as well as innovations in production processes and solutions aimed at improving automation, traceability, quality and food safety.

Consolidated as one of the leading trade fairs for the meat production, processing and marketing sector, it promises once again to be a unique experience combining business, knowledge and gastronomy, and strengthening the meat industry at a global level.

Meat Attraction 2025 has the repeated collaboration of **Grupo Cooperativo Cajamar** as its main sponsor. As a leading financial institution in the agrifood sector, Cajamar offers its support to one of our country's strategic industrial industries in its commitment to innovation, quality and sustainable development. Grupo Cooperativo Cajamar also promotes interaction between meat professionals so that they can share experiences, knowledge and solutions to current challenges.

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Challenges, advances and innovation: Meat Attraction programme drives the future of the meat industry

IFEMA MADRID and ANICE announce a full agenda of presentations, round tables and complementary activities to the exhibition area of Meat Attraction.

Meat Attraction, the International Trade Fair of reference for the meat industry, which is being held from **25 to 27 February**, announces its programme at the service of the industry. Organised by **IFEMA MADRID** and the **National Meat Processing Industries Association of Spain (ANICE)**, and sponsored by **Grupo Cooperativo Cajamar**, it will be featuring presentations and activities to offer professionals a high-value experience.

The present and future of the meat industry to be debated during the MEAT FORUM

MEAT FORUM kicks off on **25 February** with **#DistriMeat**, in which **Horacio González Alemán**, director of Thoffood, will be addressing the keys to the business sector of the meat industry in the face of the geopolitical challenge. Afterwards, moderated by **José Manuel Álvarez** (Livestock and Meat Forum), the round table discussion **'The collaboration between links, the key to the future'** will be held with the participation of **Nuria Cardoso** (ASEDAS), **José Luis Álvarez** (Álvarez Selección), **Ignasi Pons** (FECIC) and **Lola Ulecia** (ANGED).

Dr Antonio Escribano, Professor of Sports Nutrition at the Catholic University of Murcia (UCAM), will be addressing the importance of animal protein for humans, offering a keynote speech after which he will open up a discussion with the audience.

In the afternoon presentations will be given on **'Biotechnological strategies to increase the shelf life of meat products'** and **'Strategies to reduce food waste in meat industries'**, closing with **'Do you want to save the planet? Eat meat'**, which will give the keys to balancing production and consumption and will present the industry's responsibility towards the environment and the MEATquality project.

The second day, **26 February**, begins by focusing on the development of the Halal market, which is expected to grow to \$1.9 trillion by 2027. After the inauguration, a discussion will take place on the **situation and prospects for Spanish companies in the halal meat market**

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in the countries of the **Gulf Cooperation Council (GCC)** along with round tables on **'The Spanish Poultry Sector and the New UAE.S. 993:2022 in UAE'** and **'Strategies and Experiences Exporting Spanish Meat Products to the GCC'**.

This will be followed by **'International challenges in the meat industry. Italy and Spain, models and experiences'**, which will bring together **Valentín Almansa**, Director-General of Agri-Food Production Health and Animal Welfare of the Spanish Ministry of Agriculture, Fisheries and Food, and **Ugo della Marta**, Director General of Hygiene and Food Safety and Nutrition of the Italian Ministry of Health, to discuss the international challenges facing the meat industry and how to learn from the experiences and lessons learned in each country.

After this round table, the **MeaTIC Day** organised in conjunction with **Eurocarne** will address how the implementation of Artificial Intelligence can help to improve and make livestock farming and the meat industry more efficient, as well as business financing channels for digitalisation. After the talk **'Present and future of AI for the agri-food and meat industry'** by **David Martínez** (Ainia Technology Centre), **Jesús Cruz** (Eurocarne) will moderate the round table **'The role of AI in the future of the meat industry'** with **Joaquín Terés** (Nealía-Grupo Vall Companys), **Carlos de la Iglesia** (Incarlopsa) and **Carmen Ovejero** (FI Group).

The last day of MEAT FORUM begins with **'The revolution of food cleaning in the meat industry'** and with the presentation **'AI and automation as drivers of change in the industry'**. The round table **'Meat as a protagonist in hospitality: from origin to customer experience'** will explore how the meat value chain is articulated in the industry and the challenges and opportunities at each stage. **Pedro López Mena** (LEW Brand Group), **Giuseppe Aloisio** (ANICE) and **Martina Misserachs** (Academy of Nutrition and Dietetics) will be participating.

This will be followed by the **Meat Attraction Hospitality Awards**, organised in conjunction with **Hostelería de España**, which recognise catering establishments that have meat as the main ingredient on their menus, and the **Innovation Hub Awards**. MEAT FORUM will close its 2025 edition with the presentation of the **Meat Music Festival**.

Factoría: activities and workshops to explore the meat industry

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In collaboration with **Carnimad**, on **25 February** the Factoría area will host the last training session of the **Spanish National Butchers' Team**, which in March 2025 will be competing for the first time in Paris in the **World Butchers' Challenge**. Industry peers will be able to witness what the competition events are like and how the professionals prepare to reach the podium.

In the afternoon, the **round table 'Women in the meat value chain'** will feature women from different links in the industry value chain who will explain how they are interconnected and feed back to each other to achieve the best results.

26 February sees the start of the **'Best Spanish Meat Product' competition**, which at this edition has the mission of highlighting the artisan facet of the professionals in the trade, who will surprise visitors with their recipes, presentations and flavour mixes. In the afternoon, **Iñigo Álava**, director of R&D and lecturer at the **Basque Culinary Center** and doctor in Biochemistry, will offer the masterclass **'The organoleptic characterisation of meat'**, testing the senses and what they can perceive in a piece of meat.

On the last day, Factoría Chef is hosting **'Foie Gras, a jewel of world gastronomy'** and closing with **'Iberian flavour with a Michelin Star: Nico Jamones and Coto de Quevedo'**.

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Annex. Plan

Click on the map to access the new interactive map of **Hall 4** with all exhibitors at **Meat Attraction 2025**.

