

## **Polagra-Tech 2010**

**POLAGRA-TECH International Trade Fair of Food Processing Technologies is Central and Eastern Europe's largest meeting forum for food industry professionals.**

Polagra-Tech is made up of six thematic exhibitions, with exhibitors at this year's event having the following shows to choose from: the biennial Exhibition of Baking and Confectionery Industry (12-16 September) and Exhibition of Dairy Industry Machines and Devices (13-16 September), and the annual Exhibition of Food Industry Machines and Equipment (13-16 September) and International Food Ingredients Show (13-15 September). Exhibition of Meat Industry Machines and Equipment and Exhibition of Refrigerating, Air-Conditioning and Heating Devices are held on odd years and will be featured in 2011.

### **Comprehensive and specialist exposition**

MTP's pavilions and outdoor areas will be hosting state-of-the-art technologies for individual branches of the food industry. Adding to its attraction, the exposition will also see some product debuts, and the visitors will be able to watch many of the showcased machines, devices and entire process lines in operation, or taste the products made at the fair.

The baking and confectionery section of the fair looks particularly interesting, and even today we are seeing numerous businesses, including market leaders, applying for participation, even though we are still a few months away from the launch date. More than that, the applicants' booths are going to be bigger and more spectacular than in the past.

### **Conferences, shows and competitions**

In addition to its impressive line-up of exhibiting companies, Polagra-Tech 2010 will be hosting a large number of important industry events. Together with the Polish Bakers' Association, Poland's only organisation with membership of Union Internationale de la Boulangerie et Boulangerie Patisserie (UIB), MTP will be organising the World Congress of Bakers and Confectioners. UIB's choice of our country as the Congress venue is a true distinction and a sign of appreciation both for the involvement of our representatives in the work of the Union and for our country's social and economic developments that are beneficial to the bakery sector. Organisation of the Union's Congress will be an excellent opportunity to showcase the achievements of the Polish bakery and confectionery sector and promote our local products of outstanding taste and health qualities.

Polagra-Tech 2010 will host the final stage of the Polish qualifiers to the Bakery World Cup. The tournament is organised by Lesaffre Polska SA with a honorary support from the Polish Bakers' Association and the Polish Association of Confectioners, Pastry Cooks and Ice-Cream Makers. Regional preliminaries will be held in the Mazowieckie Province (March 2010), Śląskie Province (April 2010), and Wielkopolskie Province (May 2010). Candidates are offered a choice of three categories to try their skills in: special bread baking, semi-confectionery products and artistic baking. The winning team will be representing Poland in Central European qualifiers to be held in Croatia in 2011.

In collaboration with Sigma-Not publishing house and its industry magazines (*Przemysł Fermentacyjny i Owocowo-Warzywny*, *Przemysł Spożywczy*, *Przegląd Piekarski i Cukierniczy* and *Przegląd Gastronomiczny*), we will be holding discussion panels on the most topical subjects concerning individual sectors of the food processing industry. An event is also planned for the dairy sector professionals.

### **Good climate for talks**

Polagra-Tech International Trade Fair of Food Processing Technologies will be attended by the most important players in the food production and processing industry. With its comprehensive showcase of technologies, a large variety of new products and market premieres, and – always MTP's forte – a good climate for business, Polagra-Tech attracts large crowds of local and international visitors. Of significance in this context, too, are usual strong points of Poznań such as available accommodation, tourist infrastructure, geographical location, and convenient access by car, train or air.

For more information, visit us at [www.polagra-tech.pl](http://www.polagra-tech.pl)

### **Contact for media**

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