

Poznań, 22.09.2009

Polagra-Tech International Trade Fair of Food Processing Technologies

SUMMARY

The largest meeting of the food industry in Central and Eastern Europe, i.e. Polagra-Tech International Trade Fair of Food Processing Technologies, as well as Polagra-Food International Food Product Trade Fair and Gastro Trendy International Trade Fair of Catering and Pakfood Food Industry Packaging Fair, all held concurrently, attracted 800 companies of the food and catering sector from Poland and many countries and territories from all over the world, including Belarus, Belgium, Bulgaria, China, Czech Republic, Denmark, Finland, France, Germany, Italy, Netherlands, Portugal, Spain, Taiwan and Ukraine. Exhibitors showcased over 100 newly launched products. The exposition covering 18,000 square meters was visited by about 25,000 professionals. The „Tastes of Regions” special space was admired by another 12,000 gourmets interested in regional and traditional products and dishes. This year, Polagra-Tech featured the following: Exhibition of Meat Industry Machines and Equipment, Exhibition of Refrigerating, Air-conditioning and Heating Devices, Exhibition of Food Industry Machines and Equipment, as well as International Food Ingredients Show.

Official delegations from Poland and abroad

The fair has been traditionally held under the auspices of the Minister of Agriculture and Rural Development, who stressed the importance of this event and its role in shaping trends on the food and catering market during the press conference and at the fair opening ceremony. Minister Sawicki visited the exhibitors' exposition, as well. Fair guests included representatives of ministries of agriculture from Russia, Vietnam, Moldova and China, as well as officials from the Polish Ministry of Agriculture and Rural Development.

Meat at Polagra

Already on 13 September, on the „Day of Butchers and Meat Producers”, the Meat Processing Workshop was launched within the framework of the Exhibition of Meat Industry Machines and Equipment. The Wielkopolska white sausage, Silesian sausage and *krupniok* (traditional Polish blood sausage) were all produced there during the fair. An attempt at beating the record for the production of the longest trade fair sausage proved an incredibly spectacular event. On 15 September, employees of the Mysław company prepared 1,025 meters of salmon metka sausage made of beef and pork meat with an exquisite combination of spices. Every visitor could taste this product, and even take a bit of it back home. A yet another opportunity to taste meat delicacies was the „Meat in the Land of Spices” culinary show, where cooks representing the following companies: Unilever, Promar, Amco, Sokołów and the Academy of Hotel Management and Catering Industry in Poznań all held their culinary presentations. The Exhibition of Meat Industry Machines and Equipment was a wonderful chance to discuss the most critical concerns for the sector, in particular in these difficult economic times, during discussion panels and the 15th anniversary Forum of Butchers and Meat Producers.

Live machinery

What was presented at the stands of Polagra-Tech exhibitors was state-of-the-art machinery for the meat, refrigerating and air-conditioning industries, along with fruit and vegetable processing, dairy,

mills, pasta-making and fodder, potato, food concentrates and beverage sectors. What is more, the exposition included the offer of control and measurement equipment, laboratory devices, units and spare parts, acid-proof steel, machinery for water management, cleaning and flushing equipment, pumps and means of transport, as well as health and safety at work. Anyone looking for cutting-edge solutions for their plants could see 'live' machinery and explore its technological properties.

Out of concern for the environment...

The „Pro-Climate 2009“ International Congress of Climate Protection in Refrigeration, Air-conditioning and Heat Pumps Technology (14-15 September) organised by Międzynarodowe Targi Poznańskie together with partners: EPEE - European Partnership for Energy and Environment and the National Refrigeration Forum, attracted over two hundred participants. Discussions were attended by Polish and European experts involved in the refrigerating sector, governmental, business and environmental circles. Topics on the congress agenda included the following: „Refrigeration and climate protection: European and Polish perspective“, „Legal, organisational and technical issues of climate protection in refrigeration, air-conditioning and heat pumps technology: Polish and European experiences“, „Refrigeration equipment as renewable energy source. Heat pumps: European patterns, possibilities for Poland“, „Financing the development of refrigeration technology using domestic and European resources“, „Modern refrigeration technologies as a way for clean savings“ and „Obligations vs. opportunities for investors and RAC companies resulting from the new legislation“.

A supplement to the Exhibition of Refrigerating, Air-conditioning and Heating Devices was an exhibition of refrigerating, air-conditioning devices and heat pumps that rely on cutting-edge and energy-efficient solutions, prepared jointly by the National Refrigeration Forum and MTP.

...and healthy food

On 15 September 2009, the conference hall of the „Ingredients and functional food“ conference organised by Międzynarodowe Targi Poznańskie, Polish Chamber of Food Ingredients and the Polish Society of Food Technologists was full of people. Such a large audience was attracted by extremely interesting issues discussed by world-famous experts on food ingredients. Topics included the latest achievements in food technology, impact of food ingredients on health and directions of legislative efforts in the European Union as regards additional substances and aromas. The offer of food ingredients could be explored at the stands of the International Food Ingredients Show that was accompanied by this conference.

Fair on the Web

All year long, in-between subsequent editions of the fair, you can visit the virtual fairs on MTP website. The exhibitors' catalogue features details on companies participating in Polagra-Tech 2009. Descriptions of new products showcased at the fairs and a list of products and stands that won the MTP Gold Medal and Acanthus Aureus awards are available there, as well.

The next edition of Polagra-Tech will feature the following exhibitions: Exhibition of Baking and Confectionery Industry (12-16 September 2010), Exhibition of Food Industry Machines and Equipment, Exhibition of Machines and Devices for the Dairy Industry (13-16 September 2010) as well as International Food Ingredients Show (13-15 September 2010).