



Press release MTP – 15.07.2011, Poznań



## New food processing technologies close to reach

12<sup>th</sup> – 15<sup>th</sup> September 2011, Poznań

**At this year's POLAGRA-TECH International Trade Fair of Food Processing Technologies nearly 300 exhibitors from 19 countries will present state-of-the-art technologies for meat, refrigerating, air-conditioning, heating and food industry. Exhibitors already reported nearly 60 new products!**

This year's exhibition of POLAGRA-TECH Fair will be comprised of four professional theme shows: Exhibition of Food Industry Machines and Equipment, Exhibition of Refrigerating, Air-Conditioning and Heating Equipment, Exhibition of Food Industry Machines and Equipment and International Food Ingredients Show. At the same time POLAGRA-FOOD International Trade Fair for Food, GASTRO TRENDY International Trade Fair For Gastronomy, SMAKI REGIONÓW (TASTES OF REGIONS) Fair dedicated to natural and traditional food as well as PAKFOOD Food Industry Packaging Fair will be organized, creating along with POLAGRA-TECH Fair the most full-range business – marketing platform for all companies operating in food industry - from production technologies, end products to packing and logistics of food products.

### Incentive for investment in the international group

POLAGRA-TECH Fair will attract most significant companies operating in food production and processing sector, not only from Europe. Companies from, among others, Poland, Austria, Italy, Slovenia, the Czech Republic, Spain, Switzerland, France, Germany, Turkey, the USA, the UK, Belgium, the Netherlands, Canada, Bulgaria, Slovakia, Denmark, Sweden will present their offers.

A full-range offer, interactive exhibition allowing for exhibiting all assets of machines, equipment and technological lines, numerous novelties and market premiers as well as conferences, exhibitions, presentations and shows will create a favourable atmosphere for establishing business contacts and Polish presidency in the EU as well as some meetings organized at the area of Międzynarodowe Targi Poznańskie will undoubtedly allow for noticing Polish capital and intensifying cooperation at the international arena.

### 17<sup>th</sup> Butcher's Forum

During this year's Butcher's Forum the representatives of the sector will meet to promote Polish meat and finished goods as well as to discuss the most important topics for the sector. The promotion of niche meat kinds, which perfectly work out as culinary meat but may also be a raw material for processing, will be the leading theme. The Forum will favour meetings with professionals - Jerzy Głowacki, hygiene consultant of the Association of Butchers, who will present latest global tendencies in the scope of micro-biological safety in meat industry, veterinary doctor Jarosław Naze, deputy Chief Veterinary Officer, who will answer many questions regarding the issue of veterinary supervision and prof. Stanisław Kowalczyk, Agricultural and Food Quality Chief Inspector, who will focus on discussing problems connected with proper marking of meat industry products.

On the first day of the fair, during the Forum the Promar company will present trends in the use of spices during the show "Meat in spices-land" and on the second day of the fair (13<sup>th</sup> September) National Butchery Competitions will take place. Reported products will be assessed in seven categories: the Best Meat Manufacturer, the Art of Composing and Decorating Platters, the Best Meat Product in Consumers' Opinion, Culinary Meat, Poultry Products, Meat in Ready-Made Dishes, Hit of the Year. The best meat manufacturers and meat industry professionals as well as ready-made goods, processed meat and meat dishes with unique taste assets will be awarded.

On the last day of the fair the Forum will be open to students of schools of catering and schools of food industry.

## **Meat Feast at Poznań Old Market**

On 11<sup>th</sup> September, a day before POLAGRA-TECH and POLAGRA FOOD Fair taking place at the premises of Międzynarodowe Targi Poznańskie, the Association of Butchers will organize, at the Old Market, a culinary festive "Świętomięś Polski" ("A Day of Polish Meat") directed at all citizens of Poznań and its suburbs. This event will promote Polish meat and meat processes as basic ingredient of healthy nourishing. The organizers mostly stand for education and they announce a number of attractions. The Old Market will be divided into theme zones at which culinary shows and tasting events will take place. In the zone „Meat from Poland in the Cuisines of the World" cooks from various continents will prepare exotic delicacies based on Polish meat. „Kocioł Świetomięsny" (Meat Kettle) with a dish prepared on the basis of beef, pork and poultry will be an attraction for food lovers. The organizers plan to prepare 10 thousand portions!

## **Refrigerating Exhibition**

Within the framework of the exhibition prepared in Pavilion 4, in cooperation with Krajowe Forum Chłodnictwa (National Forum of Refrigerating), at the Exhibition of Refrigerating, Air-Conditioning and Heating Devices of POLAGRA-TECH Fair 2011 manufacturers and distributors of refrigerating and air-conditioning industry, being the members of the Forum, will present latest technological solutions available on the market. Along with modern exhibits, professionals willing to clarify the applications and capabilities of devices and latest market trends will be at the visitors' disposal. Exhibitors will present innovative solutions for the industry and widely-understood agricultural and food sector, catering of retail chains and supermarkets, wholesales, logistics industry and installation companies operating in the area of refrigerating and air-conditioning.

## **Full-range view on refrigerating, air-conditioning and heat pumps**

Towarzystwo Chłodnictwa, Klimatyzacji i Pomp Ciepła SIMP (Association of Refrigerating, Air-Conditioning and Heat Pumps) along with Międzynarodowe Targi Poznańskie invite for a three-day conference (12<sup>th</sup> – 14<sup>th</sup> September) "Refrigerating Applications – refrigerating, air-conditioning and heat pumps in industry, commerce and catering" organized within the framework of Exhibition of Refrigerating, Air-Conditioning and Heating Devices of POLAGRA-TECH Fair 2011. Each day of the conference will be dedicated to different issues. Legal-technical, technical-economic and practical problems concerning the construction and operation of refrigerating and air-conditioning equipment will be touched upon. The subject of the conference will undoubtedly attract the interest of the owners of refrigerating, air-conditioning companies, representatives of retail chains, dairy, meat, alcohol, catering sector of industry (bakers, confectioners, restaurants, coffee shops, catering companies) and all those who use refrigerating, air-conditioning and heat pumps.

## **E-ticket for entry, registration of visitors**

Międzynarodowe Targi Poznańskie warmly welcomes persons professionally dealing with the subject sector of industry to register on-line at [www.mtp24.pl](http://www.mtp24.pl) and in cash desks at the premises of the fair. Entry ticket for POLAGRA-TECH fair, purchased after registration, is available at a very attractive price and entitles to visit POLAGRA FOOD, GASTRO TRENDY, PAKFOOD fair taking place simultaneously. Until 9<sup>th</sup> September tickets are also sold on-line.

**More information:** [www.polagra-tech.pl](http://www.polagra-tech.pl)

**Contact for media:** Katarzyna Supa, tel. +48 61 869 21 37, e-mail: [katarzyna.supa@mtp.pl](mailto:katarzyna.supa@mtp.pl)