

# Demand is constantly increasing

Argentine trade fair Tecno Fidta will take place from 20-23 September

**T**ecno Fidta 2016 will present the most recent developments in products and services related to: processing; packing and bottling; additives; ingredients and raw materials; cold storage; laboratories and quality control; automation and control; industrial hygiene for food and beverage plants; accessories and peripherals and services for the industry.

It will be an unmissable event for professionals and businessmen since it provides a general overview of the market situation; exhibits the latest trends worldwide and offers academic activities for updating. For more than two decades, Tecno Fidta is the most important event in South America and the meeting point of the main national and international decision makers related to food processing industry. The sector is extremely strategic and has a

great potential, since the global food trade is reaching its peak with a demand that is constantly increasing and at the same time transforming itself.

## Accelerated urbanization process

As an example, the Department of Agriculture of United States estimates that the global demand of agro food will double in 15 years with the incorporation of 2,000 million people that will need to be fed. This takes place when the urbanization process is accelerated, as it is happening at present in China and other developing countries. More than the price of products, the quality, traceability and its contribution to a healthy and nutritious diet is started to be valued. Historically, Argentina has been a leader in the food production and export worldwide.

With foreign deliveries of over USD 25,000 millions, Argentine products are commercialized in markets of the five continents. Tecno Fidta will take place from

20-23 September in Centro Costa Salguero, Argentina. The International Food Technology, Additives and Ingredients Trade Fair is organized by Messe Frankfurt

Argentina and it is supported by the Argentine Association of Food Technologists (AATA) and the Association of Food Industry Suppliers (AdePIA).



*In September Tecno Fidta 2016 will present the most recent developments in products and services related to processing, packing and bottling.*

Photo: Messe Frankfurt Argentina / Juan Carlos Schulmeister

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