



The Verona exhibition is drawing closer (May 24-27, www.eurocarne.it)

EUROCARNE GOES INCREASINGLY INTERNATIONAL 26 PERCENT OF EXHIBITORS ARE FROM OUTSIDE OF ITALY

The three-yearly exhibition for meat processing, preservation, refrigeration and distribution technology and products organized by Veronafiere in partnership with Ipack-Ima Spa will host the leading companies of the meat industry. The exhibitor count is already up to 180, some of which coming from as far as New Zealand and the Philippines. The news in store for the upcoming edition include the «Meat District», an area dedicated to meetings, training and hands-on demos: a meeting place for all industry professionals to do business.

Verona, January 18th 2012. For this edition Eurocarne is geared on internationality. The three-yearly exhibition dedicated to meat processing, preservation, refrigeration and distribution technology and products organized by Veronafiere in partnership with Ipack-Ima Spa from May 24th to 27th 2012 – www.eurocarne.it – has already gathered strong consensus from all market leaders and today expects over 180 exhibiting companies.

The international presence is impressive. 26% of exhibitors come from foreign countries including **Austria, Belgium, France, Germany, Great Britain, Spain, Sweden, Holland, USA, the Philippines and New Zealand.**

The product display at Eurocarne is comprehensive and spans across the board, clearly showing the exhibition's leading position among global meat events. The product and service display is made up by 26% of meat processing systems, machinery and equipment; by 22% of packaging technology and materials; by 14% of slaughtering systems, machinery and equipment; by 13% of additives and materials; by 7% of refrigeration systems; by 6% of environmental hygiene equipment and materials; the remaining 6% is made up of labeling and weighing control systems and equipment as well as POS fittings, furnishing and small equipment.

Much more than business: Eurocarne 2012 welcomes the «Meat District». Eurocarne is not just a key showcase for companies: it also provides valuable discussion and update opportunities on crucial issues connected to new consumption and market trends, regulations and other topics of extreme current interest.

To this end Veronafiere and Ipack-Ima Spa work in partnership with the industry's major media players including Mark-Up (Il Sole24Ore Group), Largo Consumo, Chiriotti Editori as well as important trade associations such as Assica (Confindustria) in order to offer visitors and industry professionals high-level workshops, conventions, debates, market researches, training opportunities and successful case histories. This is the «Meat District», created in cooperation with ICE – the Agency for Foreign Promotion and Internationalization of Italian Companies -, one of the many news in store at Eurocarne 2012 and a true meeting place for the entire business community of the meat industry.

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