



## Balance sheet

### **Fispal Tecnologia and TecnoCarne create opportunities for innovation and progress in the food and beverage industry.**

*The fairs attracted 46.530 thousand visitors, which moved the four days of the São Paulo Expo*

**São Paulo, June 2024 - Fispal Tecnologia**, the largest meeting point for the food and beverage industry in Latin America, celebrated its 40th anniversary from June 18-21 at the São Paulo Expo. Held at the same time as **TecnoCarne**, the event brought together more than **450 exhibiting brands** from 17 countries and attracted **46,530 visitors**. Organized by Informa Markets, both shows are essential to the industries they represent, providing a platform for the innovations, technologies and trends that are shaping the future of the industry.

This year's events featured extensive programming in the content arenas, with topics relevant to the industry. **Arena Fispal Tec** focused on Innovation & Industrial Technology, Packaging, Communication & E-commerce and ESG. **Arena TecnoCarne** also facilitated discussions on legal slaughterhouses and essential topics related to the animal protein value chain.

Marina Cappi, manager of Fispal Tecnologia, highlighted: "This year, the fair occupied 50,000 m<sup>2</sup> of exhibition area, representing an increase of 20% compared to the 2023 edition. Fispal serves as an innovation hub, showcasing the latest technologies and trends that drive the development of the industry."

"During the four days of the event, several companies showcased solutions that are set to revolutionize the industry. Among the novelties are packaging models that optimize transportation and extend the useful life of products, as well as items that aim to reduce the environmental impact.

Major players in the food and beverage sector, including **Dori Alimentos, Solar Coca Cola, Mondelez and Heineken**, discussed the value of innovation in transforming processes and solving current problems.

"We are very pleased with the results. The fair provided an excellent opportunity to demonstrate how the digitalization journey can



transform the food and beverage industry, making it more efficient and sustainable,” says Diego Cadete, Head of Food and Beverage at Siemens.

The combined impact of the two fairs was also a positive one. “For us at **Mayekawa**, this edition of TecnoCarne was a big change in relation to past events. Our booth received a significant number of visits from customers, friends, interested parties and other groups, also visitors to Fispal”, says Caroline Braga, Latam Marketing coordinator of the brand, which is celebrating 100 years of activities.

## **Trends in the animal protein chain**

**TecnoCarne**, in its 17th edition, stood out as an essential event for the animal protein production chain, with modernizations in ingredients, cutting techniques and traceability. The presence of specialists such as Marcelo Bolinha, who discussed the importance of cuts of meat for the final quality of the product, was one of the highlights in the **Vitrine da Carne**.

Marina Cappi, manager of TecnoCarne, stated that the event “is of critical importance to the animal protein sector. This year, we were able to implement innovations that have a significant impact on the production chain, including refrigeration solutions, processes, packaging, and ingredients.”

The fair also served as the venue for the launch of **World Burger**, presented by Fábio Mestriner, a packaging design and intelligence specialist. This project was created at ESPM (Escola Superior de Propaganda e Marketing) for the purpose of exporting processed and packaged meat with added value from Brazil.

Mestriner reports that the hamburger was selected for export due to its widespread consumption and advertising in movie theaters, streaming channels, and fast food chains. The product can be packaged in a can with a four-year shelf life, without the need for refrigeration, and is ready for consumption, eliminating phytosanitary or religious barriers.

Traceability was a key topic at TecnoCarne, with presentations and discussions on how new technologies can enhance product safety and quality. Companies such as **JBS and Yank Solutions** shared their experiences in using artificial intelligence to optimize processes and reduce risks.



The 2025 edition of Fispal Tecnologia will take place from June 24 to 27, at the São Paulo Expo. TecnoCarne, on the other hand, becomes a biennial event, with a date only confirmed for 2026.

### **About Fispal Tecnologia & TecnoCarne**

Fispal Tecnologia and TecnoCarne are the main connection platform between the food, beverage and protein industries. The onsite event, held at the São Paulo Expo, and the digital platform provide networking, content, and business opportunities to professionals in the sector on a year-round basis.

### **About Informa Markets**

Informa Markets creates platforms for industries and markets that specialize in doing business, innovating and growing. Its global portfolio consists of 550 international events and brands, with more than 30 in Brazil, in markets such as industrial, health and nutrition, infrastructure, construction, food and beverage, agribusiness, technology and telecommunications, among others. Through hybrid trade shows and events, specialized digital content and market intelligence solutions, Informa Markets offers clients and partners around the world the opportunity to network, experience life and do business, building relationships and business journeys between companies and markets 365 days a year. For more information, visit [www.informamarkets.com.br](http://www.informamarkets.com.br) or contact us at [institucional@informa.com](mailto:institucional@informa.com).

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