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Hispack & Bta.

One of Europe's most important sector events in 2009

Hispack&Bta alliance features over 3,000 companies in Gran Via

The two shows together offer an opportunity for the future of the packaging and food and beverage technologies sectors

Around 60% of Spanish packaging companies are suppliers to the food and beverage industry

20% of exhibitors are foreign, mainly from the European Union

For the first time in Spain, a trade fair event will bring together, in the same exhibition centre and on the same dates, the packaging and food and beverage technologies sectors, with the aim of increasing the range of exhibits and attracting visitors, above all from the food and beverage industry, the main consumer of packaging. From the 11th to the 15th of May, the alliance between Fira de Barcelona's International Packaging Show, Hispack, and Barcelona Food and Beverage Technologies, Bta, will concentrate over 3,000 companies and become one of the sector's most important European events in 2009.

Around 60% of Spanish packaging companies are suppliers to the food and beverage industry, one of the sectors which invests the most in innovation and, therefore, one of the main demanders of new materials (biodegradable; which notify the expiry date of a product or that have anti-oxidant effects, etc.), of packaging which improves the safety of food and beverages throughout the production and distribution chain, as well as designs with greater selling power.

In order to make the most of the synergies, Hispack and Bta are being held simultaneously - although they maintain their own identity and organisation- with over 1,000 exhibitors representing more than 3,000 companies, occupying 70,000 m2 in the Gran Via exhibition centre's 6 pavilions and an expected audience of 60,000 trade visitors.

Together, Hispack&Bta make up one of the most important events for the packaging and Point of Purchase Advertising (POPA) industry and for food and beverage technologies in Europe in 2009 and one of the three leading European events of its kind.

Future projection

According to the president of Hispack, Javier Riera-Marsá, "this strategic alliance with Bta. has a future vocation and is a decisive opportunity for the immediate future of the packaging and food technologies sectors, above all in an economic climate like the current one, since it reinforces the potential of these industries, makes them more competitive and contributes to boosting the market".

The packaging and POPA sector in Spain, which has an annual turnover of more than 10,600 million euros, has an important impact on the Spanish economy, since it is present in many fields of activity: food and beverages, pharmaceuticals, chemicals, cosmetics and perfumery, among others.

According to the latest published data, "in 2008, the agro-food industry maintained an enviable stability, increasing turnover by 2.4%, with a positive sales balance and generating employment", said the president of Bta, Josep Arcas.

Spain provides 10% of total value of Europe's food and beverage production, making it "a very dynamic and anti-cyclical market which is especially interesting for packaging and food technology suppliers, and, more so, in the current economic climate", he added.

International promotion in 30 countries

At this year's Hispack&Bta, 20% of exhibitors are foreign, above all from European Union countries, mainly Italy, Germany and France. This outstanding participation is partly due to the joint promotional campaign in various countries to increase the number of international exhibitors and visitors at both events. The aim is to attract over 6,000 foreign visitors.

Thanks to the collaboration of the *Asociación Multinsectorial de Empresas (AMEC)* and international delegations of Fira de Barcelona, the organisers have carried out promotional campaigns in 30 countries, concentrating their efforts in priority markets such as Latin America and the Mediterranean (Argentina, Brazil, Chile, Colombia, Mexico, Peru, Algeria, Greece, Morocco, Tunisia and Turkey). They have also planned a series of business encounters between Hispack&Bta exhibitors and representatives of 50 companies from Asia, Eastern Europe, Africa and the Middle East.

Joint Activities

Hispack&Bta are organising various activities to give added value to packaging and food and beverage technology companies. Highlights of the programme are the Technological Innovation Seminar on new preservation and packaging trends for the meat and fish sectors, which will also present the latest developments in food ingredients and additives and food refrigeration systems, and the Sustainability Sessions on eco-efficient design of products and processes for the food and beverage industry.

Hispack is Spain's most important Packaging and Point of Purchase Advertising show and is organised by Fira de Barcelona in collaboration with the Graphispac Association. Bta, Barcelona food technologies, organised by Alimentaria Exhibitions, –joint venture between Fira de Barcelona and Reed Exhibitions– is the country's food technology benchmark event. Both shows are held every three years.

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Fact sheet

Bta. Barcelona food and beverage technologies 2009

Dates: 11-15 May 2009

Edition: 12th

Frequency: Triennial

Scope: International

Hours: Monday-Thursday: 10.00 a.m. - 7.00 p.m.
Friday: 10.00 a.m. - 2.00 p.m.

Location: Halls 4, 6, 8.0 and 8.1 - Gran Vía Venue, Fira de Barcelona

Sectors: Technology for the food and beverage industry, food process machinery and intermediate food products.

Shows

Tecnoalimentaria, International exhibition of machinery and technology for manufacturing and the food and beverage trade in general.

Tecnocárnica, International exhibition of machinery, technology, equipment and supplies for the meat and meat products industry.

Ingretecho, International exhibition of intermediate products for the food and beverage industry.

With the support of: Amec (Spanish acronym for the Multi-sector Business Association), ICEX (Spanish acronym for the Spanish Institute for Foreign Trade), IRTA (Catalan acronym for the Agri-Food Research and Technology Institute), AECOC (Spanish acronym for the Spanish Commercial Coding Association), and AFCA (Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors)

Area occupied: 70,000m² net (forecast, together with Hispack)

Companies represented: 3,000 (forecast, together with Hispack)

Visitors: More than 60,000 (forecast, together with Hispack)

Chairman: Josep Arcas

Director: Víctor Pascual

Communication and Press Department

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Bta. 2009

The Hispack & Bta. 2009 project attracts 3,000 companies and 60,000 visitors and occupies 70,000 m2

Bta. 2009, European benchmark and international platform for food and beverage technology and machinery

Bta. 2009 - Barcelona food and beverage technologies – is holding its twelfth edition, which will be marked by internationalisation, innovation and a more comprehensive and horizontal range of products. 11-15 May 2009, the modern facilities of the Gran Vía venue at Fira de Barcelona will host what will be the sector’s most important European trade show. This edition will feature the participation of leading international companies, presenting the latest technology, machinery and intermediate product solutions for all sectors of the food and beverage industry.

Professionals from all food and beverage sectors have a new date in their diaries. One of the most important trade shows for machinery, technology and ingredients for the food and beverage industry will be held 11-15 May, the sector’s largest in Europe in 2009.

Equipment for all food processes; industrial and commercial refrigeration; quality control, cleaning, hygiene, safety and environmental protection systems; packing and packaging machinery; functional products; food additives; technological additives, and more. The variety of products offered at Bta. has created a pioneering trade show model in Spain.

Bta. in three shows

Through three dedicated areas – Tecnocárnica, Ingretecnó and Tecnoalimentaria – the show presents professionals with the full range of technology, machinery and intermediate products required by the food and beverage industry.

Tecnoalimentaria, international exhibition of machinery and technology for manufacturing and the food and beverage trade in general; **Tecnocárnica**, international exhibition of machinery, technology, equipment and supplies for the meat and meat products industry; and **Ingretecnó**, international exhibition of intermediate products for the food and beverage industry.

Institutional support

Amec (Spanish acronym for the Multi-sector Business Association) supports this event with the aim of promoting the internationalisation of the exhibition, focusing especially on the countries of the Mediterranean and Latin America. Amec includes 64% of the firms in the sector and is the most representative association for the food and beverage machinery and technology industry.

Lluçia Casellas, Amec chairman and managing director of Roser CMSA, a company in the machinery and equipment construction sector, serves as vice-president of the exhibition. This combination of the two positions is a reflection of the desire for collaboration on the part of that body and the Bta. organisers.

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One exhibition, three shows: Tecnoalimentaria, Ingretecnó and Tecnocárnica

More than 200 companies make up the machinery and equipment sector for the food and beverage industry in Spain

A full range of machinery and technology for the food and beverage industry at the Tecnoalimentaria show

The exhibition space for the extensive range of offerings presented at the trade fair will be divided into three single-theme shows: Tecnocárnica, Ingretecnó and Tecnoalimentaria. **Tecnoalimentaria is the international show which brings together hundreds of companies producing machinery and technology for manufacturing and the national and international food and beverage trade in general. An event which is capable of offering valuable solutions to the needs of every food and beverage market sector.**

Tecnoalimentaria brings 267 firms together in more than 9,000m2. Manufacturers, distributors and retailers of machinery, equipment and technology for food and beverage processing; industrial and commercial refrigeration; quality control, cleaning, hygiene, safety and environmental protection systems; engineering; packing and packaging and the retail food trade, all able to present the most complete range of offerings, trends and the sector's latest launches.

The quality of the event attracts thousands of professionals from the world of dairy products, fruits, vegetables, preserves, in sum, any food segment, who attend this multi-sector show in search of technological solutions to meet their needs.

Flexibility as a strength

In order to enable them to compete in intra-community and extra-community international markets, Spanish manufacturers of food and beverage machinery have invested heavily in R&D&I, which has had an effect on quality, innovation and variety. Spain's machinery and equipment sector for the food and beverage industry is made up of more than 200 companies, located primarily in Catalonia, Madrid and Valencia, with these autonomous communities being home to virtually the entire sector.

Approximately 30% of the sector's companies are small and 65% are mid-sized. This situation creates a trend towards concentration through mergers. However, Spanish products in the machinery sector are characterised by offering profitable solutions thanks to their responsiveness and the flexibility of the manufacturing line. This creates a market niche which large companies find it more difficult to cover, according to the ICEX (Spanish acronym for the Spanish Institute for Foreign Trade) report: '*Spain, machinery and equipment sector for the food and beverage industry*'.

Additionally, the food and beverage industry is the sector with the greatest economic importance in Spain. This market, made up of 31,492 companies, represented 17% of overall industrial production for 2007, according to data from the FIAB – Spanish acronym for the Spanish Food and Drink Industry Federation.

**One exhibition, three shows: Tecnoalimentaria, Ingretecno and
Tecnocárnica**

Ingretecno, Bta.'s most innovative show

**The latest trends in ingredients, additives and
intermediate food products at Ingretecno**

Ingretecno is the Bta. show dedicated to bringing together the latest in aromas, ingredients, additives and intermediate food products. This space will serve as a reflection of one of the most dynamic and innovative sectors in the food and beverage industry. Ingretecno exhibits the ingredients which round out preparation of a food product, and define final products through functions and characteristics such as quality, ease of preparation and variety of serving options.

Some 1,000 m2 and close to 100 companies will enable visitors to get a up-close look at the most innovative offerings, see how the market is developing and in sum, move towards new offerings which will help them to create more competitive food products and better adapt to meet the needs of consumers.

In addition, Bta. puts companies in contact with manufacturers of intermediate products, special ingredients, functional products, food additives, natural additives, enrichers, aromas and flavours, spices and seasonings, and technological additives, as well as analysis and technical consulting laboratories. Ingretecno offers a one-of-a-kind opportunity to present the latest efforts in R&D&I at the international level in a space which encompasses a full range of offerings for the food production chain.

The ingredients and additives sector

The challenge of the agri-food sector is to provide satisfactory solutions for consumers who are increasing more exacting and knowledgeable and demand information, quality and safety in the foods they consume. Therefore, the axis around which technological development in the agri-food sector revolves is the group of foods which meet the particular nutritional and dietary needs of each consumer, adapting to new consumption habits outside the home, presented in portions and easy and quick to prepare.

Intermediate food products (IFP), and ingredients and aromas in general, are only a small part of the final process in terms of weight and cost, but they have a significant impact on the success of the final product with consumers. Using these, it is possible to create products with functions and characteristics such as quality, ease of preparation, a wide range of serving options, flavours or added and differentiating value.

Despite the current economic situation, turnover for the additives and food ingredients sector increased by almost 6% in 2008 to 5,500 million euros, according to AFCA, Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors, which includes the 119 Spanish companies which make up this sector. This increase was more marked in food supplements, which include vitamins, minerals and other substances which provide foods with healthy features.

According to AFCA (Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors), prospects for 2009 indicate an upward trend towards the end of the year, specifically for sales of additives and especially food supplements. This association also forecasts a clear improvement in exports. New opportunities are opening up for this sector in Asia and Latin America, and to a lesser extent in the EU.

Functional foods stimulate the industry

In Spain, turnover for this type of food is 3,000 million euros a year, with 14% growth, according to data from the consulting firm Nielsen. In other countries such as Canada and the U.S.A., they have already been incorporated into the diet of 40% of the population.

The boom in functional foods offers an extraordinary opportunity for the ingredients and additives industry and intermediate products in general, the stars and driving force of the sector. It is estimated that trade in these products on the global market will increase ten-fold over the next four years and exceed 500,000 million euros, while traditional foods will grow at a modest 3% pace.

Currently, there are more than 200 types of functional foods on the market. Yogurts and dairy products are the most established, with close to 38% and 31% of the market, respectively. Another group where functional offerings are taking on increasing importance is beverages, with consumption in Western Europe increasing by 6% in 2006, reaching a volume of 4,400 million litres.

In the Spanish industry there are a total of 31,492 food and beverage companies, potential customers for this type of product. This figure represents 14.95% of jobs in the industrial sector and ranks fifth in Europe in terms of sales (2007 data from FIAB – Spanish acronym for the Spanish Food and Drink Industry Federation).

**One exhibition, three shows: Tecnoalimentaria, Ingretecto and
Tecnocárnica**

Tecnocárnica hosts 220 exhibitors in close to 15,000 m2

Tecnocárnica brings together the latest industrial machinery and technology offerings

Tecnocárnica is the international show which brings together machinery, technology, equipment and supplies for the meat and meat products industry. This space will be a reflection of an industrial sector which is committed to the most advanced technology with the aim of positioning itself as one of the most important and internationally active in Spain.

In an area of around 15,000 m2, **Tecnocárnica** brings together close to 220 firms. Manufacturers, distributors and retailers of machinery, equipment and technology for meat processing; industrial and commercial refrigeration processes; cleaning, hygiene, safety and environmental protection equipment and systems; equipment for retail, abattoirs, cutting plants, meat product and meat derivative processors; and engineering and services companies for the sector's industry and trade.

Legal aspects, such as the passing of new regulations which affect the meat sector, or socio-demographic factors, such as the reduction of family units, lack of time and new consumption habits, result in significant investment in research, development and innovation for this sector. This current situation makes **Tecnocárnica** a strategic showcase for professionals in the meat and meat products industry.

Meat products, number four industrial sector

The meat industry is the number four industrial sector in Spain, coming after the automotive industry, the oil and fuels industry, and production and distribution of electrical energy. The meat sector includes abattoirs, cutting plants and manufacturing industries. Although it is made up primarily of small and mid-sized companies, it is by far the leading Spanish food and beverage industry, representing some 19,000 million euros in turnover, 20% of the entire Spanish food sector, which is in turn the number one industrial sector in the country.

This turnover accounts for almost 2% of total Spanish GDP and 14% of GDP for industry. Likewise, the meat industry generates direct employment for close to 90,000 workers, is made up of 4,470 firms, and also represents a little more than 20% of total employment in the Spanish food and beverage industry.

In addition, it is especially noteworthy that the meat industry has exports to markets throughout the world valued at more than 2,300 million euros a year, with a very positive balance of trade (200-300% coverage rates). This is something that very few important economic sectors can say, and which contributes to alleviating the country's traditional trade deficit, according to data from Confecarne.

Major exports

Additionally, Spanish meat processing machinery has become an international benchmark. Companies in this sector export 39% of their production, above all to European countries. These companies have been gaining ground and now even export to China. There are currently 85 meat processing machinery companies in

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Spain, employing 2,085 people, with turnover of close to 111 million euros in 2008, according to Amec (Spanish acronym for the Multi-sector Business Association). Catalonia is home to the largest number of firms in the sector, accounting for 78%, followed by the Valencian Community (11%), Madrid (5%) and Castile-La Mancha and Castile-Leon (6% together).

International exhibition

Companies such as Metalquimia, CFS, Multivac and Roser Construcciones Metálicas take part in the most international edition

The sector's leading international brands come to Bta. 2009

Bta. - Barcelona food and beverage technologies – will be marked by internationalisation, innovation and a more comprehensive and horizontal range of products. The event will include the participation of leading international companies, presenting the latest technological solutions, machinery and intermediate products for all sectors of the food and beverage industry.

Close to 3,000 firms gather in a total area of 70,000 m², with the presence of the sector's leading firms from around the world, representing countries such as Spain, France, Italy, the United Kingdom, Netherlands, Belgium, Denmark, Germany, Austria, China and Brazil, among others. Companies of the stature of Metalquimia, CFS, Roser Construcciones Metálicas, Multivac, Marfl Food System, Kronen, Stork, Handtmann, Seydelmann, Vemag, Travaglini, Lasca, Weber, Banss, Efa, Alpina, EMO: Equipos para Manutención y Obras, Danmix, Mobepack, Comercial Arrel, Vaessen-Shoemaker, Talleres Cato, Grupalia and Fomaco, among others.

43% of the firms attending the event come from abroad. According to data from the last edition of Bta, in 2005, 84.5% were European, 8.5% came from the U.S.A. and Canada, 2% from Asia and Oceania, and 1% Latin America.

The Hispack & Bta. project has focused heavily on internationalisation, forging ties with our closest cultural and geographical neighbours, such as Morocco, Tunisia, Algeria, Egypt, Portugal and France, and the countries of Latin America with a linguistic connection.

International promotion campaign

Portugal, France, Italy, the United Kingdom, Netherlands, Belgium, Denmark, Germany, Austria, China and Brazil are just some of the countries which will be taking part in Bta. 2009. This international participation is supported by a strong international promotion campaign to attract buyers from Europe, especially Russia, Romania, Poland, Hungary, Croatia, Czech Republic and Ukraine; the Mediterranean basin – Algeria, Morocco, Tunisia, Egypt, Turkey, Greece and Israel; Latin America; China and India.

International promotion campaign

The event is expected to attract 6,000 foreign professionals out of a total of 60,000 visitors

Eastern Europe, Latin America and Mediterranean countries will be important attendees at the exhibition

Thanks to shared synergies, Bta. & Hispack will reinforce their international dimension and position themselves among the leading European trade shows for the sector in 2009, becoming a global benchmark. A substantial portion of the 60,000 visitors, approximately 10%, will be international. The Hispack & Bta. packaging and food technology exhibitions have selected key demand-side markets in 30 countries in Eastern Europe, Latin America and the Mediterranean to increase the presence of foreign visitors and investors.

Bta. – Barcelona food and beverage technologies - and Hispack – International Packaging Exhibition – target the same visitors by offering a comprehensive and horizontal range of products. According to forecasts by the joint organisers – Alimentaria Exhibitions and Fira Barcelona – close to 6,000 of the 60,000 visitors who will attend the exhibition will come from abroad.

According to data from Bta. 2005, 66% of the show's visitors will come from countries which are part of the European Union and 9% from the rest of Europe. Somewhat higher, 13%, is the number of professionals from the Americas, and 12% encompasses the rest of the world's countries, from Africa or Asia.

Promotion plan for buyers

Hispack & Bta. have carried out a strong promotion, advertising and communication campaign to attract international buyers, with the collaboration and support of the Multi-sector Business Association (AMEC in its Spanish acronym), sharing business experiences, contacts and databases of potential visitors. The plan focuses on twenty strategic countries for the sector which are experiencing significant growth. These are Romania, Poland, Hungary, Croatia, Czech Republic, Slovakia and Ukraine, well as the so-called BRIC countries (Brazil, Russia, India and China). In addition, the exhibition reflects the commercial interests of Mediterranean countries such as Algeria, Morocco, Tunisia, Egypt, Turkey, Greece and Israel. Also part of this trade mission is Latin America, especially Argentina, Chile, Colombia, Mexico, Peru and Brazil.

International Business Centre(IBC)

During the exhibitions, all foreign visitors to Hispack & Bta. will be able to make use of the International Business Centre (IBC), a space offering comprehensive sector information and advisory services from Amec. Located in Pavilion 4 at Stand D502, the aim of the IBC is to serve as a true business centre to promote exchanges between national exhibitors and international visitors. This will be the location of the various business conferences organised with the different foreign delegations invited, as well as the Brokerage Event.

Activities programme

Extensive activities programme, business conferences and workshops

Spotlight on sustainability and technological innovation activities

The programme of associated activities for Bta. 2009 is an excellent opportunity for the exhibition's professionals to get the very most out of their participation in the event with real solutions to the needs of their companies. The activities taking place alongside the exhibition enjoy great recognition and prestige. This is demonstrated by the loyalty of our visitors, as one in three visitors to Bta. takes part in the show's activities.

Bta. is an exceptional gathering for different agents with connections to the sector. As a space for debate, it is ideal for sharing concerns, meeting other professionals from the sector, sharing experiences, discovering trends, opening up new business opportunities, learning where the market is headed, and more. This makes the exhibition an excellent space for the transfer of knowledge led by the most prestigious specialists in each sector.

The programme of conferences, training sessions, meetings, etc. developed by the show's organisers in collaboration with the sector's major associations and institutions receives extensive coverage, due not only to its significant level of interest and innovation, but also because of the participation of world-class speakers who are highly influential in the sector.

Sustainability Conference

Bta. – together with Hispack and AECOC (Spanish acronym for the Spanish Commercial Coding Association) – has organised the **Sustainability Conference**. Sponsored by Ecoembes, this conference will reveal the keys to a responsible, sustainable company. Business owners, managers, managing directors and marketing managers will be able to acquire new knowledge and bring solutions to their organisations on 13 May 2009. The conference will feature a speech by **Michael Braungart**, well-known German academic and expert, who will discuss his experience in designing eco-efficient products and processes for the food and beverage industry from a global perspective, from point of origin to degradation of the materials. In a second talk, the executive director of the Sustainability Agency in Spain, **Luís Jiménez Herrero**, will offer his views on sustainability as a business factor and competitive strategy, the situation in Spain and the opportunities that will present themselves in the future.

The Sustainability Conference will conclude with a roundtable discussion which will bring together representatives of different multinationals such as Nestlé and Carrefour and the managing director of Ecoembes, **Melchor Ordóñez**.

The Sustainability Conference is sponsored by **ECOEMBALAJES, S.A.** (Ecoembes). **Ecoembes** is a not-for-profit company whose corporate purpose is to design and organise a comprehensive management system (CMS) for the selective collection and recovery of packaging waste for later treatment, recycling and recovery. More

than 12,300 companies have joined the CMS, incorporating all sectors involved in the management of packaging, from manufacturers and packagers to distributors, manufacturers of raw materials and recyclers.

PROGRAMME

13 MAY 2009 - ROOM 4.3 PAVILION 4

10.30 **Welcome to attendees**

10.45 **Speech by Michael Braungart**

How to design eco-efficient products and processes for the food and beverage industry from a global perspective, from point of origin to degradation of the materials.

Michael Braungart

Professor of Process Engineering at Universität Lüneburg (Germany) since 1994. Scientific Director of EPEA International Umweltforschung GmbH, founded in 1987 in Hamburg (Germany). Co-founder of McDonough Braungart Design Chemistry (MBDC) in Charlottesville (Virginia, USA) and Hamburger Umwelt Institute (HUI), founded in 1989. These organisations share a common set of values that embrace intelligent and eco-effective design and seek to optimise products from their origin to final degradation (Cradle to Cradle framework).



Braungart has developed tools to design eco-effective products and business systems for various industries. He teaches at universities all over the world and is considered one of the environmental heroes of the 21st century, according to TIME magazine.

11.35 **Speech by Luís Jiménez Herrero**

Sustainability as a business factor and competitive strategy, the situation in Spain and opportunities in a commitment to sustainability.

Luís Jiménez Herrero

Luis Jiménez Herrero holds a doctorate and degree in Economics and Business Studies from the Universidad Complutense de Madrid (UCM), an Aeronautical Engineering degree from the Universidad Politécnica de Madrid (UPM), a diploma in Petroleum Engineering (UCM and UPM) and a diploma in Project Evaluation (DSE, Berlin, Germany).



He has worked as Executive Advisor on the Environment for the Ministry of Public Works, Manager of the Environment Unit for Argentaria, Manager of the Environmental Consulting and Sustainability Division for PWC, and Director of the firm Asesores de Medio Ambiente y Desarrollo Sostenible (plans for regional and local

sustainable development strategies (Agendas 21 locations) and sustainable tourism).

He is the Executive Director of the Sustainability in Spain Observatory, an independent organisation which analyses sustainable development processes and promotes social change towards sustainability. He is a Lecturer in Environmental and Development and Sustainable Development Economics and Ecological Economics at the Faculty of Economics and the University Institute of Environment Sciences (IUCA in its Spanish acronym) at the UCM. He is the author of numerous publications on environmental economics and sustainable development.

12.35 Round table

- **Michael Braungart**
Co-founder, McDONOUGH BRAUNGART DESIGN CHEMISTRY
 - **Luis Jiménez Herrero.**
Executive Director, SUSTAINABILITY IN SPAIN OBSERVATORY
 - **Mariano Rodríguez**
Quality and Sustainable Development Manager, CARREFOUR
 - **Miquel Serra**
Head of the Lean Project, NESTLÉ ESPAÑA
 - **Melchor Ordoñez**
Managing Director, ECOEMBES
- Moderator:**
Enrique Boigues.
Logistics Manager, AECOC (Spanish acronym for the Spanish Commercial Coding Association)

13.25 End. Aperitif

Technological Innovation Conference

Bta. 2009, in collaboration with Hispack, IRTA – Catalan acronym for the Agri-Food Research and Technology Institute – has developed an intensive schedule of lectures and master classes on innovation and technology, to be held 12-13 May 2009.

The core idea running through these sessions will be the practical application of R&D&I within the food and beverage industry. There will be a focus on new trends for the meat and fish sectors, both markets with a high degree of innovation: *'RFID applications for the meat industry'* and *'Global situation of the processed fish and seafood market. New trends in preservation and packaging'* will be among the titles of the sessions.

The programme will be rounded off with subjects which are of interest to several different sectors, such as ingredients and refrigeration. Attendees will be able to learn more about *'Innovation in the food ingredients and additives sector. New foods and public health'* or *'Key aspects of support for R&D and food innovation in Spain'*, of great interest to the sector.

Additionally, Bta. 2009 will include a master conference presented by the prestigious IESE business school on how to manage innovation at food and beverage companies, directed by Prof. **Jaume Riera**.

PROGRAMME

TUESDAY, 12 MAY 2009

- 10.30 – 10.45 **Opening**
Joan Gené, Director-General for Food, Quality and Agri-food Industries
- 10.45 – 11.30 **Innovation in the ingredients and food additives sector. New foods and public health.**
Dr. M^a Teresa García Jiménez, Director of the Specialist Diploma in Food and Applied Nutrition at the National School of Health, Carlos III Health Institute.

Moderator: Andréu Gavilán, President of AFCA – Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors.
- 11.30 – 12.15 **QDS (quick drying system) technology.**
Dr. Jacint Arnau, Head of the Food Engineering and Processes Unit at IRTA – Catalan acronym for the Agri-Food Research and Technology Institute.
- 12.15 – 12.45 Break

- 12.45 – 1.30 **RFID applications for the meat industry.**
Joan Maria Cassany, General Manager of ICNITA
ELECTRONICA.
- 1.30 – 2.15 **Key aspects of support for R&D and food innovation in Spain.**
Nabil Kayyat, Head of the Life and Materials Sciences
Division. CDTI (Spanish acronym for the Centre for the
Development of Industrial Technology). Ministry of Science
and Innovation.

WEDNESDAY, 13 MAY 2009

- 10.30 - 11.15 **New indirect refrigeration systems. Benefits for the food cold-storage industry.**
Juan Carlos Rodriguez, Project Development Engineer for
Johnson Controls Refrigeración SL.
- Moderator: Manuel Lamúa, General Secretary of ANEFRYC -
National Association of Cold and Air Conditioning Companies.
- 11.15 – 12.00 **Global situation of the processed fish and seafood market. New trends in preservation and packaging.**
Gonzalo Campos, European Fish Specialist, SEALED AIR
Dr. Pere Duran, Researcher at CENTA - Catalan acronym for
the Centre for New Food Technologies and Processes
- 12.00 – 12.30 Break
- 12.30 – 14.00 **Managing Innovation Projects.**
Prof. Jaume Ribera, IESE Business School

Ingrenova 2009

Bta. 2009 will feature the debut of the Ingrenova Project, which will allow the show's exhibitor companies to present the most innovative intermediate food products (IFP) of the past three years. Ingrenova supports the efforts being made by manufacturers in conceiving, developing and launching these products. The event will be held as part of Ingretectno – the intermediate products for the food and beverage industry show, one of the three shows that make up Bta. 2009. Ingrenova will attract the interest of the show's visitors and potential buyers from more than 20 countries, opinion leaders, and agents in the food and beverage chain. During the event, all will be able to discover the sector's latest launches and their real applications for the food and beverage industry.

The Ingrenova Committee – made up of representatives from IRTA (Catalan acronym for the Agri-Food Research and Technology Institute), AFCA (Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors), CENTA (Spanish acronym for the Centre for New Food Technologies)

and the trade journal *Tecnifood* – will be responsible for overseeing and managing the choice of these innovations.

Business Conference

The need to reach foreign markets is ongoing for businesses in the food and beverage equipment and technology sectors. During the exhibition, Bta. 2009, in collaboration with AMEC – Spanish acronym for the Multi-sector Business Association, will become a true business hub, promoting trade among participants. These meetings are arranged through a scheduling system, which buyers will use to plan meetings during the event. Eastern Europe, Africa and the Middle East are scheduled for 12 and 13 May; and India and China for 13 and 14 May.

Technology Transfer Conference

During Bta. 2009, the Catalan Foundation for Research and Innovation (FCRI in its Catalan acronym) will exhibit 200 m² of the technological offerings of research centres and universities for the food and beverage sector through FITEC, its trade fair and exhibition R&D&I space. FITEC will make information points on research centres and universities available to all agents with connections to the sector.

There will also be presentation sessions for R&D&I projects, providing a platform for contact among researchers with offerings which may interest the industry, which seeks solutions, and companies.

Conferences and presentations

Bta. 2009 offers both exhibitors and visitors the opportunity to learn about the latest advances in technological systems and applications through conferences and presentations held during the exhibition.

Certification requirements for food safety management systems for manufacturers of food containers

In recent years, especially since the publication of European Regulation 1935/2004 on materials and articles intended to come into contact with food, food safety and traceability requirements for manufacturers of food packaging have increased considerably. Therefore, food and beverage industries are increasingly more demanding in terms of what they require from their food packaging suppliers. In this area, AENOR (Spanish acronym for the Spanish Association for Standardisation and Certification) has developed three certification schemes which ensure that food packaging companies comply with the aforementioned requirements. Most of all, they make it possible for companies to obtain a product which stands out, enabling them to become a trusted supplier to the agri-food industry.

4th European Food Technology Platform Meeting

Technology centres will play a key role at Bta. with interesting subjects such as robotics in the sector or the latest trends in packing and packaging included as part of the European Technology Platforms. This edition of the exhibition will include the **4th European Food Technology Platform Meeting**, promoted by the Spanish Food and Drink Industry Federation (FIAB in its Spanish acronym).

European technology platforms are a result of the initiative of the European Commission. They serve as a tool for improving European competitiveness by stimulating research, technological development and innovation. In addition, they coordinate public and private investment, as well as other community and national policies with the aim of concentrating efforts, reducing fragmentation and contributing to the European Research Space.

Food Hygiene: costs, risks and benefits

One of the key factors of food and beverage manufacturing processes is hygiene. Being able to guarantee the hygienic quality of foods requires everything from examination of the raw materials used to the hygiene of the equipment they come into contact with during production. With the aid of Itram Hygiene, this subject will be explored in detail, emphasising the new challenges of food safety, 12 and 14 May.

In addition, on 12 and 13 May, two companies, **CFS** and **Metalquimia**, will each offer sessions focusing on packaging solutions and profitability of the cooked ham process. This will also include the **SAM (Seguretat Alimentària i Mitjans) Platform**, dedicated to food safety and the media. The SAM platform was created in January 2008 by the Food Safety Agency and Scientific Communication Observatory at Universitat Pompeu Fabra to debate the issue '*Genetically modified organisms: a challenge for communication*'.

R&D&I Ingrenova Project

Ingrenova exhibits the innovative capabilities of the ingredients sector

Ingrenova reveals innovation in ingredients, aromas and additives

More than ever, Bta. shows its commitment to R&D&I with the debut of the Ingrenova Project. At Ingrenova, exhibitor companies will present the latest launches in ingredients, aromas, additives or the so-called IFPs (intermediate food products). In this way, Bta. 2009 supports the efforts made by manufacturers in conceiving, developing and launching these products on the market. This sector's potential for innovation will be exhibited in this specific innovation area, which will also include information sessions on product benefits and uses.

Natural preservatives, vitamins, microcapsules to flavour foods, anti-microbe seasonings for meat preservation, bovine gelatine for freshness, and lactoferrin protein are just some of the new trends in the ingredients and additives sector which improve the safety and nutritional value of foods, prevent decomposition, enhance flavour and improve texture.

Bta. 2009 will feature the debut of a project to demonstrate the R&D&I efforts of the sector's companies in developing ingredients, aromas, additives and intermediate products. An exceptional showcase for the most innovative intermediate food products (IFPs) of the past three years. Ingrenova will attract the interest of the show's visitors and potential buyers from more than 20 countries, opinion leaders, and agents in the food and beverage chain. During the event, all will be able to discover the sector's latest launches and their real applications for the food and beverage industry.

In the heart of the Ingretecno show

Ingrenova will occupy 200 m² of exhibition space located on the central aisle of Hall 6 at Fira de Barcelona's Gran Vía venue, a strategic location at the entrance to the show. The space will be the perfect setting for disseminating information about and promoting IFPs with a carefully created display whose functional design will use information panels and audiovisual aids to present the main characteristics of and information about the sector to the more than 60,000 professionals which the organisers expect to attend the event.

Product information sessions

Another of Ingrenova's attractions for participating companies is the conference area where professionals will be able to present their products in sessions lasting approximately 15-20 minutes.

The innovations of the products presented in this area are divided into three categories. **Functional Innovation** is that which provides foods with new beneficial health effects; **Sensory Innovation** offers improvements or new organoleptic features which can be perceived by the senses in the appearance, colour, smell, flavour, texture, touch, etc.; and **Technological Innovation**, which offers significant improvements or new processing and food preparation techniques.

The Ingrenova Committee has been established to carry out this project. This body is made up of representatives of some of the country's most prestigious associations – IRTA (Catalan acronym for the Agri-Food Research and Technology Institute) and AFCA (Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors) – whose mission will be to oversee and manage the choice of intermediate food products and their presentation in this exhibition space.

Ingrenova Committee

Andreu Gavilán, President of **AFCA** (Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors)

Robert Xalabarder, Ex-president of **AFCA** (Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors)

Josep M^a Monfort, Director of **IRTA** Food Technology (Catalan acronym for the Agri-Food Research and Technology Institute)

Narcís Grèbol, Manager of **CENTA** (Catalan acronym for the Centre for New Food Technologies and Processes)

Lola Fernández, Manager of **SWEET PRESS** and **TECNIFOOD**

Functional foods stimulate innovation at Ingrenova

Turnover of 3,000 million euros a year in Spain, with 14% growth

Functional foods stimulate the ingredients, aromas and additives industry

In contrast with the status of commodity, which limits the oldest products to price competition, functional foods make it possible to stand out on the supermarket shelves and attract the interest of consumers. In Spain, turnover for this type of food is 3,000 million euros a year, with 14% growth, according to data from ACNielsen.

In other countries such as Canada and the U.S.A., they have already been incorporated into the diet of 40% of the population. The boom in functional foods offers an extraordinary opportunity for the ingredients and additives industry and intermediate products in general, the stars and driving force of the sector.

Foods with omega3, low-salt, bifidus, with green tea, sugar-free, with antioxidants, calcium, etc. are concepts which have been accepted by today's consumers. The favourable reaction to functional products is now almost without question. The beneficial properties of the majority of these products are a selling point for today's consumers, who are increasing more concerned about their health and well-being.

In Spain, functional foods have already captured 26% of the market share for food and beverage expenditure, have turnover of 3,000 million euros a year and annual growth of 14%, according to data from ACNielsen. It is estimated that trade in these products on the global market will increase ten-fold over the next four years and exceed 500,000 million euros, while traditional foods will grow at a modest 3% pace.

Currently, there are more than 200 types of functional foods on the market. Yogurts and dairy products are the most established with close to 38% and 31% of the market, respectively. Another group where functional offerings are taking on increasing importance is beverages, with consumption in Western Europe increasing by 6% in 2006, reaching a volume of 4,400 million litres.

Functional foods around the world

Leading the world in sales of functional products is Japan, where the concept of functional food was born, with 8,423 million dollars. It is closely followed by the U.S.A., with 8,138 million dollars, where consumption is very widespread, given that these foods make up for an unbalanced diet which is high in saturated fats and lacking in certain unsaturated fats, minerals, vitamins and fibre. China ranks third with 3,157 million euros, followed by: the United Kingdom, 2,720.9; Germany, 2,447; Brazil, 2,335.8; South Korea, 2,312.9 – virtually the same as the figure for Spain, 2,312.8. The list continues with Italy, France, Indonesia and Australia.

Stimulus for the ingredients sector

The ingredients sector is in a good position, with double-digit growth since the start of the decade thanks to the increase in ingredients used in functional foods.

The main families of functional ingredients are probiotics, which improve intestinal function; prebiotics, which promote the growth of beneficial intestinal bacteria; vitamins, which reduce the risk of cardiovascular disease and osteoporosis; mineral, which help reduce the risk of osteoporosis and strengthen the immune system; antioxidants and fatty acids, which reduce the risk of cardiovascular disease; and phytochemicals, which help regulate cholesterol levels and the symptoms of menopause.

Trends in the food and beverage technology industry

Bta, showcase for the future of food and beverages

Cutting-edge technology, sustainability, a return to the nature and a fully informed consumer set the trends for the foods and beverages of the future

Four trends will trace the future of food and beverages. The first can be summarised as a **return to nature**. The ingredients industry is looking to nature for products which are more natural and provide an extra dose of added value to the food product. There is also a commitment to **ensuring that consumers are fully informed about the products they buy**. Thanks to information technology and product labelling, it is possible to follow the product from the point of origin of the raw material until it reaches the supermarket. A new lifestyle which incorporates a **powerful dose of environmental awareness** leads to a search for materials which generate zero waste. In addition, the food and beverages of the future incorporate the latest discoveries, the product of technological innovation. **Robotics and nanotechnology** have made a powerful and essential debut in the food and beverage technology industry.

Junk-free

A study on packaged products prepared in 2008 by Mintel International Group used the term 'junk-free' to refer to the growing trend in consumer preferences for natural products. According to the Deloitte report which analyses food purchasing habits throughout the world, 76% of consumers are more concerned about their food and beverages today than five years ago.

Colloquially, junk means 'rubbish'. As an example of its innovative nature, the food and beverage industry markets products which replace artificial compounds with natural ones (to bring products which do not contain E numbers to market). European legislation, which is increasingly stricter about the use of ingredients and additives, rewards those of natural origin and characteristics.

For example, an extremely pure hydrolysed collagen of marine origin obtained from marine species fished from shoals off the Faeroe Islands, ideal for functional foods, which are those which have beneficial health effects, with the added advantage that their origin makes them suitable for halal and kosher certification. Another example is obtaining innovative flavours from the natural aroma of flowers, as these provide new, natural flavours. Lavender, generally known as a fragrant plant, can lend a delicate aroma to water, clear beverages and tea-based beverages. Current forecasts indicate that functional foods and beverages will account for 25% of the market in 2010, reaching 50% in 2050.

Making of

The 'making of' food and beverage products made available to consumers or compliance with European Union Directive 178/2002, which commits to full traceability, from the shop to the manufacturer and from there to the producer. Thanks to information technology and the Internet, and bar-coded products,

consumers can follow the production process for the products they consume, from the origin of the raw material until they reach the supermarket shelves.

Sustainability and lifestyle

The environment and a commitment to sustainability are not incompatible with convenience products, unmistakable symbols of today's Western lifestyle. This combination of responsibility and not giving up healthy, easy and quick foods and beverages is reflected, for example, in biodegradable packaging materials, such as a wood fibre cellulose tray, especially suitable for packaging convenience products which can be cooked in the oven or microwave.

Cutting-edge technology: nanotechnology and robotics

Nanotechnology for foods and beverages is moving forward in various food production processes. From techniques for improving the detection of pathogens to preventing food hazards, nanotechnology has burst onto the scene in the sector. One of the latest nanotechnology developments is a microscopic biological sensor capable of detecting salmonella in foods. The very smallest technology (a nanometre is one millionth of a millimetre) is also starting to be used in employing nanomaterials to create bioactive compounds and microelements.

In addition to nanotechnology, the most advanced technology is establishing a presence in non-heat treatments for products, used to eliminate pathogens without altering the organoleptic qualities of the food, and as a conservation method. High hydrostatic pressure, ultrasounds, magnetic fields, oscillating fields and pulses of white light are highly effective methods used in the preparation of very safe foodstuffs which also maintain all their nutritional and organoleptic qualities.

Robotics offers many advantages for the food and beverage sector, of which the following are especially noteworthy: great flexibility and high performance in processes, repetitive treatment, protecting workers from hostile environments, greater hygiene in the process, etc. According to data in the latest report from the statistics department of the International Robotics Federation, in 2007, sales of robots for the food and beverage sector increased by 19% over 2006.

Robotics is used in the food and beverage industry for various tasks: from traditional uses (loading/unloading, handling and palletising) to the most novel, such as cutting meat.

Robots are also being utilised for other purposes, with the following being especially noteworthy: cutting cheese, dividing pizza into portions, removing viscera from meat, working inside freezers, cake decoration, controlling the position of bottle tops, correctly positioning labels, determining the sex of fish, and more.

New products at Bta.

[A visit to the new products at Bta.](#)

Technological innovation takes over Bta. stands

Bta. presents an innumerable catalogue of products and solutions which are noteworthy for their innovative dimension. The food and beverage industry will find the very latest technology products at Bta., offering solutions to its needs, from food safety to sustainability.

Production lines in operation from Makpack Guirafa

MAKPACK-GUIRAFA PACKAGING will exhibit the latest advances from the Spanish manufacturers it represents, offering real examples of production lines in operation. These include the Newtec 2014 PC-2B model, which counts and weighs units during packaging on the production line, guaranteeing the greatest precision.

Food additives and ingredients from Larbus

LARBUS will present a wide range of products for dairy products, meats and juices and concentrates: dairy and meat cultures, rennets and general additives for the food and beverage industry (Danisco); dairy proteins (Idi-Ingredia), rapid antibiotics detection test (Zeu Inmunotec) and enzymes for fruit and vegetables processing (Add Food).

Multivac complete packaging systems

Multivac will exhibit a range of packaging machines with innovative technology. An essential element of this packaging system are the robotics modules, suitable for performing loading and unloading tasks. Multivac has developed two automated modules: H130 ('delta' type four-axis robot) and H100 (dual-axis robot), in stainless steel or titanium to meet hygiene and quality requirements. Also noteworthy is the MVS artificial vision system, which detects the position and possible defects in products.

Danmix Fomaco injector with protein filter

Danmix will exhibit new products such as the Fomaco injector for meat and fish, with a patented protein filter. In addition to the new injector, visitors to the show will be able to discover machines such as the Alkar thermoformer, which forms the packaging and sterilises the product at the same time; the Attec loin cutting machine; the Siebeck tying machine with servomotor for meat and poultry products; the Baader separator, with a patented chain belt, which separates soft hard parts; and the Kronen range of machines for processing pre-cut and washed fruits and vegetables.

Mimasa pallet washing tunnel

Mimasa has launched an automatic pallet washing line. The system is made up of a pallet pile turner, destacker, washing tunnel feeder and stacker with turner. The process is completely automatic and compact, occupying a minimum amount of space and making loading and unloading easier. The tunnel incorporates a total control system for production.

Dimaq Torelló automatic poultry filleting machine

The HS500 Equimex chicken and turkey filleting machine from DIMAQ has the following characteristics: available in one and three channel; fillet, 'cordon bleu' or butterfly; more precise cut; high performance and easy handling; simple adjustments; and complies with safety and hygiene regulations.

Mecàniques Pujolas stuffing machine

Lapeg 1000/15, from the company Pujolas, makes it possible to stuff products which must be positioned in advance. It is made up of three parts: loader, stuffer and stapler/tightener.

The aim of the automatic positioning loader is to place the product in the mould in such a way that, when it reaches the stuffing area, it will not move and will retain its original shape. This loader can be changed as many times as necessary, depending on the diameter to be stuffed, from 80 to 180, although larger sizes are possible.

The stuffer also shapes the product and inserts it into the casing, both plastic and mesh. The stapler/tightener then staples each side and adds a string, if necessary. Lapeg 1000/15 has an automatic stapling and tying system, which makes it possible to adjust the tautness of the product.

Spraying Systems liquid spray guns

Spraying Systems Co. will exhibit its PulsaJet spray guns for use in automatic processes. These guns are electrically activated by 24 VDC, and can open/close at a rate of up to 10,000 cycles per minute. This makes it possible to spray intermittently in any process: applying antimicrobial agents, demoulding agents, and coverings, cutting with streams of water, humidifying, etc. The possibilities are almost endless, as the nozzles of these guns can be adapted with a mixture of air and liquid for applying viscous products, to the complete range of UniJet hydraulic guns. In addition, the guns can be used for continuous application of precise quantities of product on production lines with variable speed, making it possible to save up to 20% of the product.

Spraying Systems Minifogger III compact humidification unit

Maintaining a controlled level of humidity is vital to guarantee the reliability and safety of many manufacturing processes, as well as to keep manufactured products in perfect condition while in storage. The serious problems caused by static electricity or dust particles in the air (risk of spark ignition and explosion, dust contamination, product drying and dehydration, etc.) are much less frequent when humidity levels are kept at 65% or higher.

Spraying Systems manufactures nozzles and spraying systems to humidify the environment in industrial settings. The latest development in this area is the Minifogger III, which encompasses all the experience of the previous model in the most compact and affordable humidification unit on the market, with a round design just 80 mm. in diameter and weighing 200 gr.

Spraying systems for chocolate and other heated products

Spraying Systems presents the new DrumCoat and AccuCoat® systems to apply heated product coatings, such as chocolate, syrups, butter, etc. This equipment solves all the problems associated with the process of heated spraying.

Temperature variations can often result in layers which are too thick or not uniform, causes rejected products or entire lots, jams, production delays, etc. These problems and others, such as manual dosing in some processes, are resolved with the new AccuCoat® spraying system.

Sodeva presents a compact ultrasound cutter

Sodeva present a wide range of products, including cutters for both round (cheeses, cakes, etc.) and straight cuts (pâté, cold meats and sausages, sweets, etc.). Its exclusive viewing system – which won an award at the IPA 2008 trade show in Paris – makes it possible to cut portions with a consistent weight, precise to the gram, guaranteeing rapid return on the investment thanks to savings on pre-packaged operations.

Sodeva will also exhibit a new compact ultrasound cutting machine, with the following features: automatic calibration at the start of the job; high quality, lasting results; 3D reconstruction of each portion to be cut; rapid data memory; cuts a wide variety of products; high cutting rate; unlimited diameter, weight and thickness; easy to maintain (completely watertight); and a very competitive price.

Ulma Packaging

Ulma Packaging will exhibit its different business lines, which are: thermoforming, thermosealing, horizontal and vertical flow pack, shrink-wrap, stretch film, robotic solutions and complete packaging line integration.

Hanna digital sugar refractometer

The refractometers from Hanna Instruments, S.L. – precise and quick – cover a range from 0-85%, with a 0.1% resolution and automatic temperature compensation. With simple calibration using distilled water, the equipment is ready to determine the sugar percentage by weight (HI 96802-96803-96804 models) or °Brix (HI 96801 model). A single drop of the sample is enough to find the concentration of sucrose, fructose, glucose and inverted sugars, depending on the model.

José Lizondo: autoclaves for sterilisation

José Lizondo presents its stainless steel autoclaves for cooking/sterilisation, pasteurisation and cooling processes. Its balanced pressure water flooding system is ideal for glass containers with lids, tins and special plastic envelops which must be subjected to excess pressure during the process (with compressed air). Its main advantages are: fibreglass heat insulation; regulator, timer and temperature and time logger; maximum temperature of 120°C; 160 and 320 l. sizes; double security system; etc. In addition, José Lizondo will exhibit a new machine for slicing cooked and cooled octopus tentacles.

More hygienic sanitary pump from Inoxpa

Inoxpa has updated its Prolac HCP range of sanitary pumps. This is a new model, with special emphasis on improved hygiene design, allowing it to obtain the prestigious EHEDG certification. With this product, Inoxpa now has two different hydraulic pumps, which achieve a greater range of flow and make it possible to adapt to desired working conditions. As regards hydraulic design, the performance of each model has been improved and the noise generated by the equipment reduced.

Plastic packaging solutions

The Promens Iberia and Promens Material Handling divisions of the group Promens Packaging will exhibit their range of plastics for the food industry. The company will present food packaging products and sealing machines, plastic bins and hoppers to transport any kind of sauce/oil and double-wall isothermal containers for transporting and distributing perishable products and sub-products.

Innovation in cutting processes

Haratek has added an automatic cutting line for bone-in and boneless meat to its range, from the German firm TVI. Its innovation consists of being able to cut at the desired thickness and weight. It is also possible to obtain 100% of the tray weight. Additionally, there is no loss due to the irregularity and molecular configuration of the pieces, both beef and pork.

The company will also exhibit its Portio I automatic cutting system for fresh fish, at controlled thickness and weight, with high precision and minimum loss, flexible programming, and easy to clean.

Continuous or lot dosing

Schenk Process offers the MechaTron feeder for flows from 0.2 l/h to 32,000 l/h, continuously or in lots. Thanks to its modular design and the many combination options, both volumetric and gravimetric dosing is possible with a single type of machine. For less demanding uses, the Accurate line applies volumetric dosing with ranges from 0.1-8,000 l/h.

New multi-head press from Cabinplant

Cabinplant presents a new development in its multi-head press. In addition to the well-known system for separating sticky products using visfin, the company now presents a new version, which makes it possible to work with especially difficult products with great precision, such as long fresh pasta. The collection hoppers are separated by an alternating motorised system, which makes it possible to send the product to one hopper or the other. This prevents the product from accumulating in the hopper separation area.

Cabinplant develops its pick&place

Cabinplant presents a new development in the traditional pick & place, adding a third function: process. This is spider-type robot for packing tinned sardines, which operates as follows:

- identifies the piece by telecamara, estimating its weight based on size.
- cuts off the head and tail using a special tool.
- vacuum evisceration.
- places the sardine in the tin in the correct position. As it has previously estimated the weight, it places the piece in a certain tin. (That is, it is possible to place a different number of pieces in each tin, depending on their weight.)

CH Sistemas presents a number of new items at BTA 2009

The new EBI 11 mini-recorder for temperature data has been designed to oversee temperatures of up to +150°C in limited space. It fits well in all normal screw-top jars and bottles and making analysing the Fo value and calculating the PE value simple and quick for the food and beverage sector.

Controlsa

The new product from Controlsa combines a hydraulic platform, an exterior loading bay door, loading bay shutters and a quick-close interior door in a single compact block. The entire block occupies a minimal amount of space and offers the market a new solution for material loading/unloading problems, as well as use of space, greater energy efficiency and safety for workers which are completely new. Controlsa has won two gold medals for technological innovation (2005 and 2009) and an award for best Spanish invention (2005), backing up the R&D&I work of the company throughout its history.

Autoclaves for sterilising from Fishbam

These autoclaves are ready to sterilise and pasteurise foods packaged in all types of formats: aluminium tins, tin cans, glass jars, bags, PET containers, trays, etc. Available in various models: from two to eight trolleys to transport tins inside the autoclave, with one and two doors. AISI-304 stainless steel construction, automatic process control using a microprocessor, and water recirculation system: shower or diffuser system.

EMO prepares a wide range of machinery and equipment

Emo will exhibit up to five processing lines. And in addition to production lines, EMO will present the Falcon exact weight slicer/filleter, and the Flexon and Areon cutters, all from the TREIF brand. SEYDELMANN will exhibit the AU 200 S grinder and the KK 140 emulsifier. The rest of the display is made up of gas-powered infrared continuous roasting equipment from Afogrill and Afomarker, both from AFOHEAT; GÜNTHER injectors and massage pumps; the UM 24 SK and UM 130 SK universal machines from STEPHAN; the A7 automatic thermo-sealer and the M3 semi-automatic thermo-sealer, both from SEALPAC.

New Teinco automated devices

The temperature logger for autoclaves connects to a computer using clips and a USB connection. The program has been developed entirely in Spanish and can be translated into any language required. The software works with any operating system. It calculates the sterilisation and pasteurisation with parameter changes available at the user's request. Easy-to-use software for programming the sensors. Sends charts by e-mail and converts files into Excel format. Creates pdf files. Logger with very small size and weight, ideal for placing inside containers with the product, with their small size. Programmable start-up with custom delay. Reusable. Writes over the memory when it is full. Probe calibration with offset adjustment. 0.01°C resolution and 0.1°C precision. Typical applications: determining the sterilisation temperature for tuna.

Jeros de Sermont, the best alternative for washing needs

Its sturdy stainless steel construction, distinguished design and more than 40 years' experience guarantee great reliability. With the lid open, the machine can be accessed from three sides. The great height of the front opening makes it possible to load heavy utensils in an ergonomically correct manner. The machine can also be used as a work surface prior to washing. Adjustable wash water temperature, as needed. The 85°C final rinse pump ensures disinfection and a high level of hygiene, regardless of the pressure of the water hook-up. The automatic soap and rinse detergent dispensers produce an optimum wash, consuming the minimum amount of soap and water.

The new single-phase industrial vacuum from CFM with ATEX approval, from Nilfisk Advance

The new 15ATEX model from Nilfisk-CFM is one of the few single-phase industrial vacuums approved by ATEX. Designed to ensure a high level of safety, it can be used for Zone 22 dust, an area with explosion risk. It includes an 'L' class primary anti-static filter. After the basic version, it is possible to substitute an 'M' class when the material to be vacuumed is especially fine (0.1 micron). The standard 25-litre INOX steel container can take an anti-static polyester/plastic 'safe bag' (optional). This bag is highly useful when the dust to be vacuumed up is potentially toxic. It has no outlets and is easy to disinfect.

New range of thermoformers from Mobepack Sistem

The key characteristic of this new range is its modular construction, which makes it possible to configure the machine entirely based on the needs of each customer. Quality continues to be one of the top priorities for MOBEPACK. The new thermoformers are made entirely of stainless steel and follow a hygienic design, without excessive joints, holes and areas which are inaccessible for cleaning. The mould raising systems, whether for forming or sealing, have also been completely updated to withstand greater loads and higher speeds, with less air consumption.

New F-425 tin seamer from MCG:

Montajes Conserveros de Galicia (MCG) presents a new F-425 seamer for irregularly shaped tins. It can seal rectangular, oval, square tins, etc. with a maximum diagonal of 160 mm. and a height range of 20-230 mm. It can be used for tin, aluminium and mixed containers with a metal lid. Its main application is sealing tins of fish and meat preserves, where it covers almost the entire range of formats and achieves productions rates of 250-300 tins/minute, making it the most rapid machine on the market for this speciality.

The hybrid from Mainca

The new MG-90 HYBRID includes all the advantages of three different pieces of equipment: automatic grinder with feeder, mixer/grinder and conventional mixer. A one-of-a-kind and highly innovative piece of equipment for the meat industry.

Peel-off labels from IPE

Ipe Innovaciones for labelling has developed the Booklet peel-off label booklet, multi-page self-sticking labels which provide more space for information and offer a resource for promotions or advertising. The Sleeve is another label presented by the company as an ideal alternative for fully decorated products. This type of label is used increasingly more for attention-getting and informative advertising, with combined/cross sales.

Clean Step In & Out from Hygenius

Hygenius will present the Clean Step machines, an innovative system for completely automated shoe cover putting on and removal. There are two models: Clean Step In, which automatically puts the covers on, and Clean Step Out, which is used to remove them. Current health and hygiene legislation for companies in the food and beverages sector makes the Clean Step system a very useful and effective tool, due to the time savings it offers and above all for the convenience of its practical system.

Robotised slaughtering lines from Intecal

BANSS (Germany) and AIRA (Spain), companies that work together on manufacturing and installing robots for slaughtering lines, present a range of robots for various pig slaughtering operations. This type of equipment is assisted by laser or artificial viewing systems and its most important advantages are great reliability, ease, low maintenance costs and very precise work.

Intecal present the machine for emptying and opening pork small intestines from MCM

MCM presents a machine to remove, empty, open and cut lengthwise pork small intestines in a single operation, with a maximum output of 250 intestines/hour.

New machine to de-fat loins from MAJA

Maja presents a new automatic machine for the difficult task of de-fatting loins, due to the special automatic nature of this cut. The majority of de-fatting solutions available on the market are quite costly and not suitable for a wide variety of requirements.

Maja has developed a new method, allowing headless loins, boneless or bone-in, to be de-fatted easily and at a low cost. This makes it possible to remove the fat in a single piece, and the advantage is that it does not make cuts in the fat, which can also be used for bacon.

The thickness of the cut of fat is can be adjusted to 3 mm. and can be set manually using buttons or automatically with a scanner system. The BXM Loin can process up to 600 pork half-carcasses per hour, and can handle both right and left sides.

Intecal and Butina, new machine for knocking out lambs using CO2

Intecal and Butina present a piece of equipment with a basket, based on backloader system technology, to handle the animals and load the baskets in groups. It is especially recommended for knocking out both pigs and lambs, which an important new feature for the market.

New Whizard Airmax pneumatic motor from Bettcher for Intecal

Bettcher Industries, American manufacturer of Whizard knives, launches a new, improved Whizard AirMax pneumatic knife. Performance improvements will be substantial, with an increase in the level and power of the entire range of operation, also increasing the maximum speed of the knife by 30%. The high speed and increased power will improve the ease of use and efficiency of all the knife's uses, taking the Airmax models to a higher level of performance.

New Cryovac Mirabella®, one-of-a-kind thermoseal system for fresh meat.

This is a patented concept which radically alters the standards for meat packing in a modified atmosphere because it allows the cling film to come into contract with the product without discoloration of the meat. Instead of an empty space, now the product can extend to the edge of the tray, making it possible to reduce the height of the tray by an average of 40%, compared with thermosealing using standard trays. The end result is an innovative case-ready package which enhances the quality of the meat and has a significant impact on the consumer. The Cryovac Mirabella packaging system.

Food inspection camera from Infaimon

Infaimon presents the new Spyder 3 Colour CL camera from Dalsa, with high fidelity linear colour, flexibility and low cost. In addition to the dual sensor, the camera includes filters which provide excellent colour quality. The two line sensors are together, offering an excellent image, especially in rotating systems or free-falling objects. The Spyder 3 is ideal for inspecting and classifying foods, inspecting containers and industrial vision work in general.

Payper: 2,000 bags/hour bagging station

Payper presents the FFS Assac M10 bagging station for production up to 2,000 bags/hour. This line, which now has 125 units in operation at prestigious companies, will share the space with a Cartesian gantry type bag palletisation robot from its partners in France, Newtec Bag Palletizing, a leading European company with equipment capable of producing 100 to 4,500 bags/hour.

AGVs from ASTI, the best alternative to conventional forklifts

These vehicles, which have the same mechanics, have one particular characteristic: they do not require a driver to perform the work they were built to do. The main advantage of using this system is efficiency: the AGVs are capable of working 24 hours/day, 365 days/year, and given that they are designed to perform their work precisely, this eliminates all errors resulting from improper human handling. Thanks to the vehicle's security systems, accidents between vehicles, very common in plants and warehouses, are avoided.

EFD dosing valve system

The EFD valve system makes it possible to dose controlled and consistent quantities of food and beverage products, as well as aromas and colorants, or assembly fluids such as cyanoacrylate, solvents and UV-cured adhesives, used in packaging and production operations. The 725 HF high-flow valves can be used for filling bottles and sachets of condiments, beverages, creams and various fluids used in the food and beverage industry. The 781S-SS spray valve systems apply light and consistent films of coverings or demoulders for foods. They can also be used to spray inks for the market or identify parts which pass through quality control.

Alkar-Rapidpak tray thermoformers form the container and sterilise the produce at the same time

With conventional pasteurization systems, products re-cook in four to twenty minutes and must then be re-cooled. With the Flash system from Rapidpak, these problems with conventional surface pasteurisation are solved in just 1.5 seconds.

The module projects high-pressure bursts of vapour to pasteurise surfaces. This system does not affect the sensory characteristics of the product or the packing film. It occupies a small space and easily adapts to a standard Rapidpak thermoformer. It also includes an optional anti-microbial application.

ATTEC DANMARK A/S, exhibition of a full 200 m. cutting line

The automatic half-carcass cutter processes pork half-carcasses, with the difficulty this type of cut implies and greater and better production than manual cutting. It pre-cuts the ribs without cutting the meat, divides each half of the loin and belly and extracts the transverse apophysis.

The machine is prepared to process both sides of the pig and has a capacity of up to 500 pork half-carcasses per machine. Changes are currently being made which will reduce the number of operators on the de-boning and trimming lines and add additional cuts: pre-cuts under the ribs for both loin and half, pre-cut of rib bones and complete extraction of the loin ribs.

SIEBECK GMBH, daily demonstrations of meat tying machines

Tying machines for meat and poultry products such as chicken and round steak, etc. Depending on the model of tying machine, the work areas vary according to the characteristics of the product being processed: round table, flat table, large tunnel and side motor to avoid dripping onto it when working with injected products. The new models in the MKIII range have an integrated servomotor which increases precision and eliminates extra maintenance costs.

BAADER, soft and hard part separator with a patented chain belt system

Capacity for 300 to 4,500 Kg/h, depending on the model, can be used for the meat and fruit sectors. Principle of action: a pressure belt pushes the product against a perforated drum and the soft components are pressed through the openings. The solid components remain outside the drum, producing a refined raw material.

FOMACO FOOD MACHINERY A/S, patented protein filter

Injectors for meat and fish with a patented protein filter. The FM 80 self-cleaning protein filter expels all impurities in the brine, preventing the fine holes of the needles from becoming obstructed, even after many hours of continuous production. This ensures uniform distribution of the brine/marinade and improves the quality of the product.

The pneumatic rollers function separately, following the outline of the product, creating a precise injection and preventing the product from moving when the needles are removed. This produces a uniform pattern of needles and prevents the product from being injected twice – or not being injected at all.

KRONEN GMBH, daily demonstrations of the pre-cut and washed vegetable line

Versatile GS10 cutter, capable of making many types of cuts on a wide variety of products, simply by changing the disc/knife.

The Spanish sector in numbers: food and beverage technology

650 million euros in turnover for 2008

Spain purchases almost 90% of European food and beverage technology

Spanish production of machinery and technology for the food and beverage industry is among the most competitive in the EU, thanks to the country's ability to provide customised technological solutions and ongoing innovation. Turnover for the sector was 650 million euros in 2008, 8% more than the previous year, according to data from the Multi-sector Business Association – AMEC in its Spanish acronym. However, Spain has also become a significant purchaser of food and beverage technology from the European continent.

The Spanish machinery and technology sector for the food and beverage industry is made up of 220 companies and generates close to 6,500 direct jobs. It is characterised by being a very dynamic and flexible market which is capable of supplying all agri-food sectors and offering solutions for production.

The companies are distributed throughout Spain, but have a greater presence in Catalonia (44%), the Basque Country (6%), Madrid (15%) and Valencia (8%). Spanish manufacturers of machinery, equipment and similar products for the food and beverage industry are primarily SMEs with a distinguished exporting tradition and emphasis. 42% are small companies, 53% are mid-sized and 5% are large firms.

The business structure of technology and machinery for the food and beverage industry includes subsectors such as the meat industry, bread and baked goods, cakes and pastries, fruits and vegetables, chocolate, the dairy industry, dried fruits and nuts, coffee, fish, the preserves industry, olive oil, wine, industrial refrigeration, ingredients and additives

A growing sector

According to data provided by AMEC, turnover recorded for 2008 was 650 million euros. With 8% growth over the previous year, this figure maintained the upward trend of recent years.

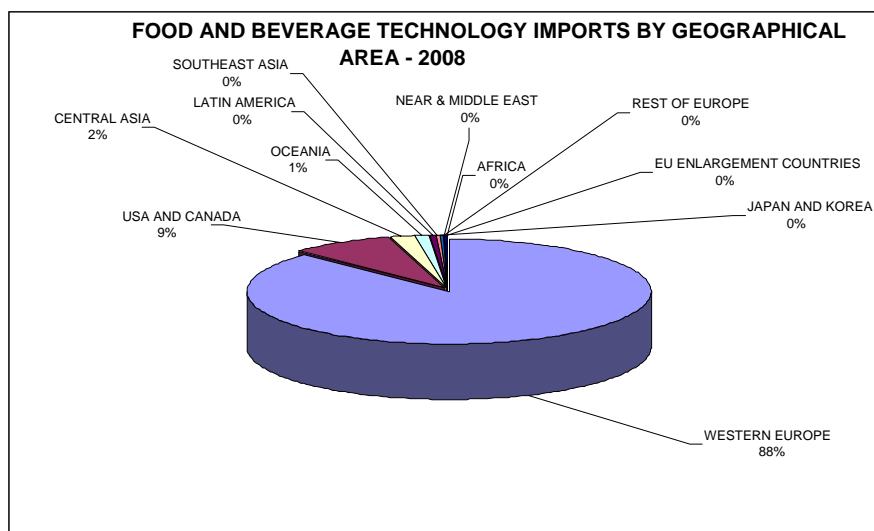
The greatest weight in the sector is carried primarily by companies manufacturing machinery for the meat industry and for bread, baked goods, cakes and pastries. The former represent 41.58% of companies in the sector and the latter account for 21%. Aggregate turnover for the two subsectors totals 235 million euros, which is 39.3% of total turnover for the sector.

Areas of innovation

The main areas of innovation which the sector's companies are working on are increasing productivity, traceability, food safety, hygienic design, occupational risk prevention, versatility and packaging.

The impetus for this growth has been a combination of good domestic demand and a recovery in foreign markets. However, Spanish companies' ability to respond to demand has been the result a recovery in R&D&I investment, which has begun to focus on energy consumption, food and beverage systems and packaging features, among others, rather than solely on production rates, which had previously received the majority of investment. The trend looks set to continue in the short and medium term, moving away from isolated investments in R&D&I to larger long-term projects.

Spain purchases 87.35% of all imports from Western Europe, valued at 111.3 million euros. 8.16% come from the United States and Canada, and barely 1.9% and 1.2% from Central Asia and Oceania, respectively. The total for technology imports to Spain is 127 million euros. Germany, Italy, France, Netherlands and the United States, in that order, are the main suppliers of food and beverage technology to Spain. Germany, in the lead with 34 million euros, represents 27.4%, followed by Italy with 24.1%, valued at 30.9 million euros. France is in third place with 11.4% and a value of more than 14 million. These three countries already account for 60% of all Spain's technology imports.



Source: AMEC

The Spanish sector in numbers: food and beverage technology and exports

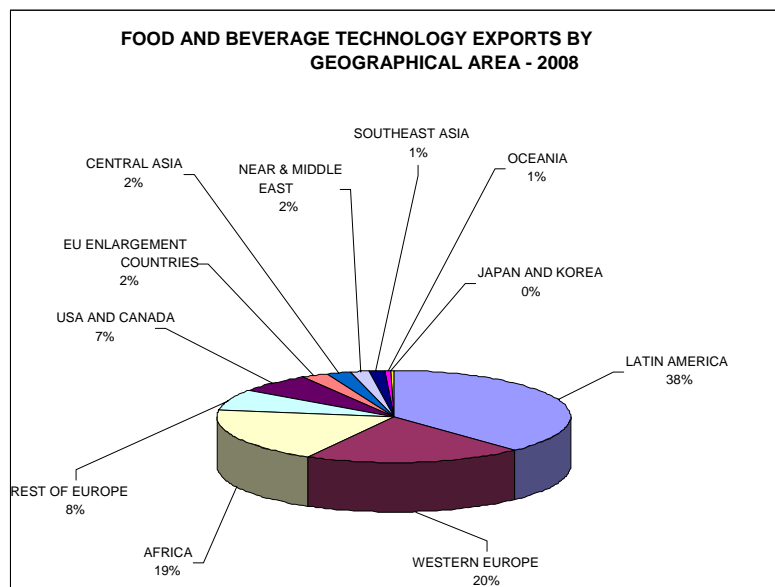
The sector grew by 18.3%.

Spain, one of Europe's leading food and beverage machinery and technology exporters

Exports for the food and beverage machinery and technology sector – not including the specific sector dedicated to the meat industry or bread and baked goods – grew by 19.73% in 2008, ranking among the top five European exporters. Venezuela, Morocco, Portugal, Russia, the United States and Mexico are the main recipient countries for Spanish food and beverage technology.

However, Spain has also become an important buyer of food and beverage technology from the European continent. Of total imports to Spain in 2008, close to 90% came from Europe, valued at 127 million euros. Germany, Italy, France, Netherlands and the United States are the main providers of food and beverage technology supplied to the Spanish food and beverage industry.

The value of Spanish food and beverage technology exports was 141 million euros in 2008. The majority of this total goes to countries in Latin America, with 38.14% (53.9 million euros), followed by Western Europe, with 19.99% (28.2 million euros) and Africa, with 19.05% (26.9 million euros). The rest of Europe accounts for 7.5% (10.6 million euros), with 6.8% (6.8 million euros) for the U.S.A. and Canada. In addition, the countries of the enlarged European Union received 2.4% of the total, with 3.4 million euros.



Source: AMEC

The Spanish sector in numbers: meat technology

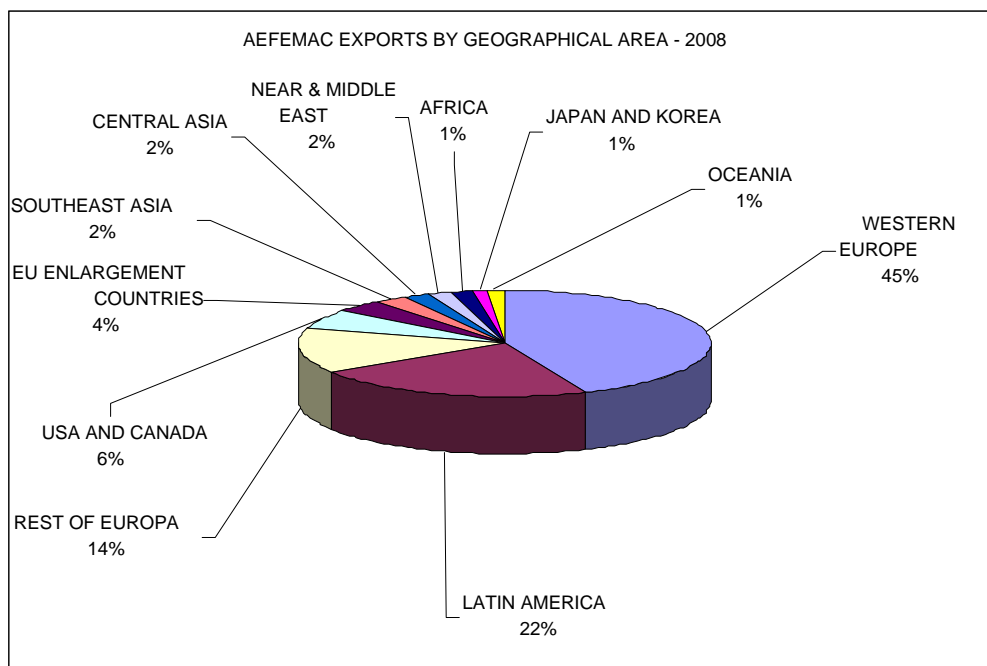
The machinery sector for the meat industry had 111 million euros in turnover

Spanish meat machinery and technology turnover accounts for 30.6% of total volume for the sector

Spanish meat machinery has become a real international benchmark. Turnover for the sector is 111 million euros. Export volume totalled 41 million euros in 2008.

Manufacturers of meat machinery and technology in Spain have invested heavily in R&D&I. Innovation and its rapid responsiveness have allowed the sector to position itself in the international intra-community and extra-community market, competing based on quality, innovation and variety. The numbers clearly reflect this situation.

Export volume totals almost 42 million euros, placing the sector among the leaders in exports. The main destinations for these exports are in Europe (18 million euros). Together, Western Europe, EU enlargement countries and the rest of Europe account for 60% of the total. Latin America (9 million) represents 22%. However, exports are increasingly diversified, meeting the needs of new markets like the United States and Canada, with 5.9% of exports, Southeast Asia, which receives 2.3% of Spanish export production, and 1% for the Middle East, Japan and Korea, and Oceania.



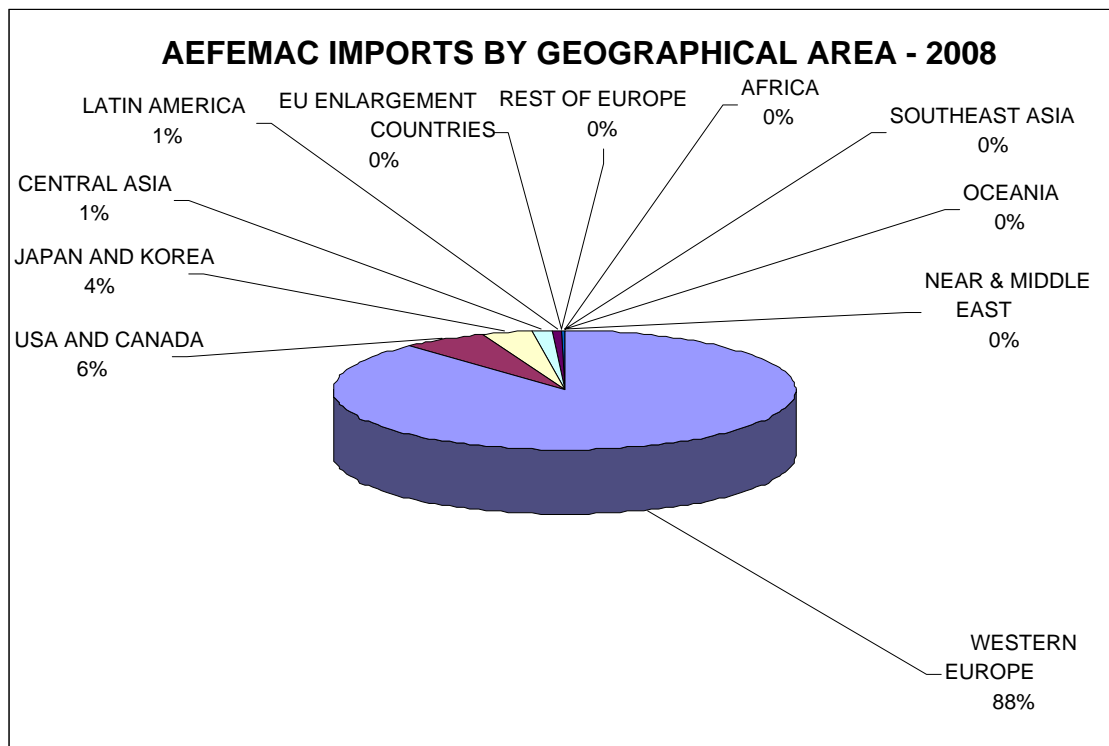
Source: Aefemac-AMEC

By country, Russia is the main recipient of Spanish technology and machinery for meat products, accounting for 10.9% of exports. It is followed by France, with 9.3%, and Greece, with 7.9%. Immediately after come Portugal and Mexico, with

7.7% and 5.7%, respectively. Together, these five countries account for more than 40% of total exports for this sector.

In terms of imports, turnover totals 56.01 million euros. Europe is the main supplier of meat machinery and technology, capturing 88% of all Spanish purchases. However, it is also possible to detect a movement towards markets such as Central Asia, with 1.2% of imports; Japan and Korea, 3.6% and the United States and Canada, with 5.8%. The main countries from which Spain buys meat machinery and technology are Germany (32%), Italy (27.14%), Netherlands (17.89%), the United States (5.8%), and Denmark (4.24%).

The meat sector is one of the most dynamic and fragmented in the Spanish food and beverage industry. The industrial innovation and modernisation process is exemplary, which is reflected in the size of the annual investment in machinery and capital goods.



Source: AMEC

The Spanish sector in numbers: ingredients and additives

2008 turnover for the ingredients and additives sector was 5,500 million euros

Quality and innovation drive the upward trend in the ingredients and additives sector

Turnover for the food additives and ingredients sector increased by almost 6% in 2008, to 5,500 million euros, according to AFCA, Spanish acronym for the Spanish Association of Food Additive Manufacturers and Distributors. The group brings together the 119 Spanish companies that make up this sector. The increase was even more marked in food supplements, which include vitamins, minerals and other substances which provide foods with healthy characteristics.

According to AFCA, prospects for 2009 indicate an upward trend towards the end of the year, specifically in sales of additives and especially food supplements. AFCA also anticipates a clear improvement in exports. New opportunities are opening up for the sector in Asia and Latin America, and to a lesser extent in the EU.

As regards imports, additives come primarily from the Asian market, especially China, as well as from the Americas, both the United States and Latin American countries. For its part, Japan provides imports of functional extracts from the sea (algae, fungi, fish and seafood derivatives, biopeptides, omega 3, taurine, etc.).

R&D&I for ingredients and additives

Ethnic flavourings, natural antioxidants, transglutaminase enzyme and alginates to give structure to meat and fish, inulin and oligofructose from chicory to improve digestive health... The ingredients and additives sector invests in R&D&I to meet the demand of its customers in the food and beverage industry, which are increasingly more attentive to the demands of consumers who require products more suited to their lifestyle and pay more attention to their health.

According to AFCA, R&D&I in the ingredients and additives industry must follow the formula O+D+A (originality + distinguishability + applicability). While the O specifically points to the innovative element, the D focuses on the beneficial effects for the end consumer and the A applies to the type of person targeted for the product (children, adults or at-risk groups – diabetics, those with celiac disease, the overweight, etc.).

Regulation also affects these companies. (EC) 1924/2006, the Regulation on nutrition and health claims, sets guidelines. However, according to AFCA, Spanish companies offer quality, R&D&I and revolutionary uses which are welcomed by both regulatory bodies and the food and beverage industry.

The agri-food industry, solid and strong

The Industrial Production Index for the sector remains stable, the balance of trade is positive and job creation is holding steady

The Spanish agri-food sector wields its strength as one of the most solid, serving as an engine for economic growth

The latest macroeconomic data for the Spanish agri-food industry presented by the Spanish Food and Drink Industry Federation (FIAB in its Spanish acronym) highlight the strength and dynamism of a sector whose stability enables it to continue increasing in terms of turnover, have a positive balance of trade and create jobs in an economic situation such as the present.

According to FIAB, the Spanish food and beverage industry continues to grow in volume (+2.4 in December 2008), maintains a positive balance of trade – gaining eight points on the coverage index, and is still creating jobs. As regards annual variation in the Industrial Production Index, the sector remains stable with a drop of 0.6%, in contrast with the 6.5% decrease for Spanish industry as a whole.

It is therefore the first manufacturing sector in the country to continue following a stable and constant path of growth, with clear potential as an engine for economic and social development. This is one of the most solid pillars to shore up the Spanish economy. The Spanish food and beverage industry is the country's leading industrial sector, with 17% of industrial GDP. It is noteworthy for being a magnificent sector, one which is strong and dynamic and displays distinct anti-cyclical behaviour. Even under current circumstances, it is capable of growing and achieving a positive balance of trade.

Proof of this is that the sector topped the €80,000-million mark for production in 2008, compared with €78,000 million in 2007. In addition, so far this year, the food and beverage industry stands out as one of the few sectors to still have a positive Industrial Production Index, together with a few other industries, such as oil, metals and electronic materials manufacturing. It is also an industry which is creating jobs. In the first quarter of 2008 it had 448,000 people in work, while in the third quarter it had two thousand more. The figure currently stands at 450,000 workers.

With regard to trade, exports by the Spanish agri-food sector must be considered a motor to drive the national economy, as it is one of the few sectors to still enjoy a positive balance of trade. According to the latest figures (August 2008) from the ICEX (Spanish acronym for the Spanish Institute for Foreign Trade), the agri-food sector was the number two Spanish sector in terms of exports, behind only the industrial technology sector. In short, despite the current economic context, the Spanish food and beverage sector enjoys an enviable stability in the domestic market, establishing itself as one of the keys for diversifying the economy. Furthermore, according to the FIAB, it has sufficient strength and a will to lead to position itself as a strategic mainstay of the Spanish economy.

Both Fira de Barcelona and Reed Exhibitions hold a 50% stake in the company

Alimentaria Exhibitions manages over 200,000 net m2 of exhibition space, 6,000 international exhibitors and 200,000 buyers

The main Alimentaria Exhibitions headline trade shows are Alimentaria, Barcelona Degusta and Bta.- Barcelona food and beverage technologies, in Barcelona; Alimentaria Lisboa, in Portugal; Alimentaria México, in Mexico City; and Alimentaria Mercosur, in Argentina.

Alimentaria Exhibitions – a joint venture between Fira de Barcelona and Reed Exhibitions Iberia – is a market leader for food and beverage trade shows in the countries where it operates, managing more than 200,000 net m2 of exhibition space, with 6,000 international food and beverage manufacturing, retail and equipment and technology exhibitors, attracting around 200,000 professionals from these sectors.

At the heart of the expansion planned for Alimentaria Exhibitions for its trade show brands is its main trade show – Alimentaria – and the gradual expansion of related specialised shows, as has happened in Barcelona: manufactured end product on one side (Alimentaria), technology and machinery on the other (Bta.), with special attention paid to the sectors with the greatest impact in each market.

The Spanish model has been well received in Latin America, where Alimentaria sets up partnerships, working with very influential local partners in the sector. This creates industrial and commercial synergies which help to strengthen international trade at each of our trade shows.

Alimentaria

Alimentaria, International Food and Beverages Exhibition, is one of the top three trade shows for this sector in Europe. Almost 5,000 companies – 1,500 of them international – from 70 countries, leaders in food and beverage manufacturing and distribution, come to Barcelona to meet the close to 160,000 international buyers from 155 countries who visit the show. Alimentaria will hold its 18th edition **22-26 March 2010** at **Fira de Barcelona** (Gran Vía Venue). Alimentaria occupies 95,000 m2 of exhibition and activities space divided into 15 different shows, optimising visits and business for professionals.

Bta. - Barcelona food and beverage technologies

Bta. - Barcelona food and beverage technologies - is the most important food and beverage technology trade show in Spain. It is held in the Catalan capital every three years. Through three dedicated areas – Tecnocárnica, Ingretectno and Tecnoalimentaria – the show presents professional visitors with the full range of technology, machinery and intermediate products required by the food and beverage industry. **11-15 May 2009**, the Bta. show returns to the modern facilities at **Fira de Barcelona's Gran Vía venue**. The 11th edition of the show will feature a significant change: **Bta.** will be held together with **Hispack – International Packaging Exhibition**, creating the largest international business platform for the packaging and food and beverage technology sector. The **Bta. &**

Hispack project brings together **3,000 companies** and **60,000 buyers** in a total of **70,000 m2**

Alimentaria Lisboa

With a history of almost ten editions, **Alimentaria Lisboa**, International Food and Beverages Exhibition, is the undisputed leader among Portuguese trade shows, and ranks fourth in the sector in Europe. Organised jointly by Alimentaria Exhibitions and Feira Internacional de Lisboa (FIL), **Alimentaria Lisboa** is a strategic business platform which builds trade ties among countries of Portuguese influence every two years. More than 2,000 brands and 34,000 visitors from all over the world are a testament to the success of the show. A commitment to innovation, distribution and quality takes form in areas such as the New Products Area, the Intelligent Shop and Flavours of Portugal. These spaces are the focal points for new products, the latest in the retail sector and high-quality foods, the event's main attractions. **Alimentaria Lisboa** was held **19-22 April 2009** at the FIL Fairground, with 1,000 exhibitors.

Alimentaria México

Alimentaria México, the Food and Beverages Exhibition, has become an ideal event for the sector's international professionals and a benchmark for the Latin American and North American markets. The trade fair, which is held each year in the Mexican capital, returns **1-3 June 2010**, and is organised jointly by Alimentaria Exhibitions and E.J. Krause. Close to 450 exhibitor companies from around the world and 12,000 sector professionals take part in this annual event. **Alimentaria México** supplements its exhibition space with a busy schedule of professional activities: the Distribution and Logistics Seminar, TENDENCIAS – Mexican Gastronomy Conference, Innoval Pavilion, Nutrition Seminars, National Sommelier Competition, wine tastings, and more.

Alimentaria Mercosur

Alimentaria Mercosur is the newest trade show offering from Alimentaria Exhibitions. It is held annually at La Rural Fairground in Buenos Aires (Argentina). The event represents a step forward in Alimentaria's international expansion strategy, gaining a stronger foothold for the brand on the American continent, a natural market for Alimentaria. The next edition of Alimentaria Mercosur will be held **8-10 September 2009**, with 150 exhibitors and 14,000 visitors expected to take part in more than 10,000 m2 of exhibition space.

Barcelona Degusta

Alimentaria Exhibitions presents a show dedicated to gastronomy and aimed at the general public, an unprecedented event in Spain. **Barcelona Degusta, Food and Beverage Show for Consumers**, brings products and everything related with food and beverages to lovers of cooking and good health. **Barcelona Degusta 2009** was held **6-9 March** at Fira de Barcelona's Montjuïc venue. At its third edition, it attracted **500 exhibitors** and close to **42,000 visitors**, who were able to discover everything about eating: high quality products to sample or purchase, a culinary bookshop, master classes with leading experts and today's top chefs, training sessions and a wide variety of kitchen equipment and utensils.

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Dr. Josep M^a Monfort,
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