

## MEAT ATTRACTION presents its second edition in Guijuelo



The Commercial Manager of MEAT ATTRACTION, Almudena de Castro, and the Secretary of the [National Association of Meat Industries of Spain](#), Miguel Huerta, presented to the meat sector of Salamanca the second edition of the Meat Sector Fair, organized by [IFEMA](#) and its own ANICE, from September 18 to 20, at the Feria de Madrid. The meeting, which was attended by more than 15 businessmen from the area, took place in Guijuelo, where Iberian ham has a special role.

This meeting is part of the round of presentations that MEAT ATTRACTION is developing throughout the Spanish geography, in view of its next call.

During the presentation, the novelties of the next edition of MEAT ATTRACTION were announced, such as the enhancement of the buyers program, through which IFEMA will invite a selection of buyers at the proposal of the exhibitors themselves; the first edition of the "Meat Attraction Buyers

Meetings" B2B meetings with international buyers of priority markets, which has the support of ICEX through its network of commercial offices around the world-, the celebration of a conference on the future of the distribution of meats and processed meats, and the launching of a space for exhibitors to show their innovation initiatives, as well as news and product trends.

### **YOU MAY ALSO LIKE:**

[??FRUIT ATTRACTION and MEAT ATTRACTION have already closed their dates of celebration in 2018](#)

