

Meat Atraction closes its second edition highlighting the importance of internationalization



['Meat Attraction'](#), the second edition of the Fair of the Meat Sector organized jointly by IFEMA and the National Association of Meat Industries of Spain (ANICE), has closed its second edition with a prevailing international presence in the sector.

This fair that was held from September 18 to 20, had a total of 373 exhibitors, and 400 companies represented and brands during the two days of its celebration.

The inauguration was carried out by the Minister of Agriculture, Weigh and Food, Luis Planas. As a novelty this year Mexico has been the guest country, a designation with which it wants to strengthen the growing international profile of this event.

Mexico is a priority market of high interest for the Spanish sector, which is already the first extra-community destination for processed Spanish meat, especially cured hams, serranos and Iberian

hams, together with processed cured and cooked hams.

[Meat Atracttion](#) has established itself as the largest business platform and the only monographic fair dedicated to the fourth Spanish industrial sector, which generates a business of 24,000 million euros.

The contest has served another year to publicize the existing offer around the sectors of meat and meat products, paying special attention to the ecological certifications and the 'Halal' and 'Kosher' certifications. The meat fair has hosted, as in the last edition, multiple presentations, round tables and demonstrations. While among the main novelties, the "Buyers Meetings" program has been carried out, an agenda of meetings with international buyers of priority markets.

The meat industry is the fourth industrial sector of our country, only behind the automotive industry, the oil and fuel industry and the production and distribution of electricity.

In addition to Anice, Anafric participated; the Grouping of Exporting Meat Companies (Agemcex); Cedecarne; the interprofessionals of the meat (Asici, Interporc and Provacuno); Mercasa; Mercamadrid; the Agrupación de Industrias Cárnicas de Mercamadrid; and distribution associations (Asedas, Aces and Anged).

#DistriMeat, the importance of internationalization

The second day of Meat Atracttion hosted Distrimeat, where national and international experts will tackle the future of the marketing and distribution of meat and meat products.

The Director General of IFEMA, Eduardo López-Puertas, stressed during the opening of the Conference the need for meetings of this kind, in a scenario in which the distribution is undergoing important changes, to provide the necessary debate and analysis to face these processes with guarantees .

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