The Minister of Agriculture will open this Tuesday MEAT ATTRACTION 2018

The Minister of Agriculture, Fisheries and Food, Luis Planas Puchades, will open this Tuesday, September 18, at 12:00 hours, the second edition of the Meat Sector Fair, MEAT ATTRACTION 2018, jointly organized by IFEMA and the National Association of Industrias de la Carne de España, ANICE, and which will take place from September 18 to 20 of this month, at the Feria de Madrid.

As a novelty, this time MEAT ATTRACTION will have Mexico as the guest country, consolidating with this appointment the growing international profile of a call that, in just two editions, has been revealed as the reference fair for the fourth industrial sector of Spain, that generates a business of 22,600 million euros. For this reason, a delegation from the National Service of Health, Safety and Agri-Food Quality of Mexico, SENASICA, is invited by the Ministry of Agriculture of the Embassy of Spain in Mexico, the Fair and ANICE, and will take advantage of the visit to participate in various meetings institutional and commercial, in order to advance the business opportunities offered by this country for the Spanish meat sector.

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. In fact, in 2017 a total of 2,587 tons of meat products were exported from Spain to the Mexican market for a value of 22.5 million euros, with an important growth compared to the previous year, and according to the data available from the first half of this year, these figures continue to grow around 20% over 2017 volumes.

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