

The only event in Italy entirely  
dedicated to butchers and delicatessen

# iMEAT<sup>®</sup>

by **ECOD**

**MEAT INNOVATION**

**SEVENTH EDITION**

ModenaFiere

**JUNE**  
**6-7-8**  
**2021**

Phone +39 033 1518056  
marketing@imeat.it

[www.imeat.it](http://www.imeat.it)



## iMEAT<sup>®</sup> WHERE PASSION RHYMES WITH INNOVATION

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Among the events dedicated to the food industry, the sixth edition of **iMEAT** confirmed its position as the only Italian fair for butchers and delicatessens of the future, dealing with their problems, ambitions, and prospects.

Edition after edition, **iMEAT** has taken shape right following this policy and has tuned different opinions and suggestions from its protagonists: butchers-visitors who consider this event as 'their event', the exhibiting companies who have enriched it with their contents year after year, and Federcarni with their commitment every edition.

In **2021**, iMEAT will celebrate its **seventh anniversary**: as figures inside show, the number of visitors and exhibitors has grown again this year, and even larger participation would be the best birthday present.



# 7 GOOD REASONS TO EXHIBIT

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**1 DEDICATED TO BUTCHERS AND DELICATESSENS**  
iMEAT is the only event dedicated to Italian **butchers** and **delicatessens**.

**2 UNIQUE AND EXCLUSIVE**  
iMEAT is the only event dealing with subjects for butchers and delicatessens of the future: a practical occasion of **professional updating**, with a rich list of courses and meetings.

**3 NATIONAL, NOT JUST NATIONAL**  
In addition to Italy, iMEAT attracts **visitors from other Countries**, like Switzerland, Austria, Slovenia, Croatia, France, Germany, Spain...

**4 SELLING AT THE EXHIBITION**  
Exhibitors can sell **directly** at iMEAT.

**5 IDEAL DAYS**  
iMEAT runs on **Sunday, Monday** and **Tuesday**, when shops are closed.

**6 REASONABLE COSTS**  
iMEAT exhibiting costs are **rewarding**, considering the uniqueness of the event and its promotion in national terms and in the neighbouring Countries.

**7 PROMOTION AND MARKETING**  
iMEAT is **promoted through different channels**: web site, iMEAT Giornale magazine, newsletter, national publications.

iMEAT 2019

*in figures*

9.368  
PROFESSIONALS  
visited iMEAT



161 EXHIBITING  
COMPANIES



11.500 m<sup>2</sup>



exhibiting area

2 EXHIBITION  
HALL



equipment, ingredients  
and meat



food excellence

# iMEAT<sup>®</sup>

by **ECOD**

Organizational office



Sponsored by



Organizational office Ecod Srl Unipersonale - Via Don Riva, 38 - S. Vittore Olona (MI) - Italy  
[www.imeat.it](http://www.imeat.it) - [marketing@imeat.it](mailto:marketing@imeat.it) - Phone +39 0331518056