

Sustainable development: IPA, one process ahead for a responsible food industry

17 to 21 October 2010 – Paris Nord Villepinte – Hall 7

In 2010, IPA, the World Food Process Exhibition, will be held in conjunction with SIAL, the Global Food Marketplace, and IN-FOOD, the event dedicated to food ingredients. The three combined form the largest global food event.

Against a backdrop of environmental awareness, sustainability has become a top priority for the food profession worldwide. And IPA provides the key to more sustainable production through its exhibitors' offering, its events and conferences.

Energy, water, packaging, waste, transport ... Since consumers are becoming increasingly more aware of issues relating to the environment and retailers are increasingly more demanding, sustainable development has become a priority venture for today's food profession.

At the heart of the chain, suppliers of process and packaging equipment and technology play key roles. They provide solutions, demonstrating that being responsible also means being more competitive and efficient, and that sustainable development may also provide the opportunity to reduce costs:

- reduction of energy consumption in factories and shops
- reduction of water consumption
- reduction of raw material losses on the production line
- use of "cleaner" processes: waste recovery and/or processing
- reduction of wrapping, development of more sustainable packaging
- optimization of transport and logistics, etc.

In addition, enhancement of product traceability, hygiene and quality enables an equally important aspect of sustainability to be taken into account: the social aspect. Since 2006, IPA has highlighted the techniques and expertise developed for food research, development and innovation in a dedicated area. In 2010, this area will be enlarged to become the Research, Development Innovation Area.

In 2010, the food industry, retail and catering professions will all find at IPA the appropriate advice and solutions to support them in moving ahead towards more responsible production.

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