

MULTIVAC Costa Rica at the CaciaCon XXVII Conference**High-ranking event with the "Wow effect"**

Wolfertschwenden, 30 August 2022 – With its cultivated image and classic closeness to its customers, MULTIVAC Costa Rica was on show with its own exhibition stand at the CaciaCon XXVII Conference in San Jose in the middle of July. The event is among the most important trade fair highlights for the food industry in Central America. There was therefore great interest from around 1,500 visitors in the exhibits of the companies in attendance - particularly in those from MULTIVAC's wide range of products and services.

It was the first event of its type since the enforced Corona break, and it offered plenty of opportunities to present the latest innovations - something on which the visitors and around 60 exhibitors were all agreed.

The high-quality industry meeting point, which takes place every two years, is also an ideal platform for exchanging constructive views. And the participants? Entrepreneurs and top business managers, as well as those operational managers from retail, marketing and logistics, plus food engineers, suppliers of all kinds, and representatives from political and economic interests.

A platform "par excellence"

The conference is organised by Cacia. Founded 47 years ago by local producers and internationally operating companies in the food and drinks industry, this not-for-profit organisation has set itself the target of establishing a well-balanced legal and regulatory framework for the sector in this region. The organisation is also involved in ecological, economic, political and technological matters, as well as their effects on the business climate in general and the interests of the producers in particular. Established specialists in many fields use the various forums to discuss the central topics of the day, and they also shed light on a wide range of solutions and strategies.

For MULTIVAC the CaciaCon is an excellent opportunity to strengthen its own brand in Central America. "Constructive dialogue with high-ranking representatives, customers and business partners is of inestimable value in our ambitious growth strategy," says Jairo Rodriguez, Managing Director of MULTIVAC Central America and Caribbean. Particularly pleasing was the fact, that the President of Costa Rica, Mr Rodrigo Chaves, explicitly found the time during his visit to gather information on the MULTIVAC stand about the company's range of products and services, as well as learning about the machine manufacturer's comprehensive expertise in all areas of processing and packaging.

Sparkling prospects for the future

Viewed overall, the Central American and Caribbean markets offer plenty of sales opportunities for MULTIVAC. Up to now there have still been relatively few machines in the region used for food processing and packaging of products. In 2019 the import quota of machines into Costa Rica amounted to only 60 million dollars. At the top was the Dominican Republic with around 82 million dollars, followed by Guatemala with 78 million dollars.

But in recent years a change has been noticeable. Created by the corona pandemic and the changed behaviour of consumers, the demand in the region for more securely processed and packaged local food has increased dramatically. Hygiene standards are also becoming more rigorous. And last but not least, the lack of personnel and the pressure of competition are having an effect on the degree of automation within food companies. "We will therefore continue to expand our capacity, as well as focus systematically on the needs of our customers and intensify our level of sales and support," says Jairo Rodriguez.

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About MULTIVAC

MULTIVAC is one of the leading providers worldwide of packaging solutions for food products of all types, life science, and healthcare products, as well as industrial items. The MULTIVAC portfolio covers virtually all requirements of processors and producers in terms of pack design, output and resource efficiency. It comprises a wide range of packaging technologies, as well as automation solutions, labelers, and quality control systems. The product range is rounded off with solutions upstream of the packaging process in the areas of portioning and processing, as well as bakery technology. Thanks to our extensive expertise in packaging lines, all modules can be integrated into complete solutions. This means that MULTIVAC solutions guarantee a high level of operational and process reliability, as well as efficiency. The MULTIVAC Group has approximately 6,900 employees worldwide, with some 2,400 based at its headquarters in Wolfertschwenden. With over 80 subsidiaries, the Group is represented on all continents. More than 1,000 sales advisors and service technicians throughout the world use their know-how and experience to the benefit of customers, and they ensure all installed MULTIVAC machines are utilized to their maximum. Further information can be found at: www.multivac.com.

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