

IFFA

Technology meets Business:
No. 1 for processing, packaging, selling

Frankfurt am Main
4 – 9. 5. 2013

Facts and figures from a successful 2010





IFFA opens up new perspectives

Tradition coupled with innovation – that's the secret of IFFA's success. For more than 60 years it has been the largest, most important and most international trade fair for the meat industry, and in 2010 around 950 exhibitors showcased their latest technologies, products and services. Almost 60,000 visitors were able to investigate state-of-the-art technologies on a floor area of approx. 104,000 square metres.

At IFFA you achieve more

IFFA showcases all process stages – from processing and packing through to selling. It therefore attracts visitors from across the entire international meat industry as well as from related industries and trades. As an exhibitor you have a unique opportunity to generate new customers, new contacts and new business across the globe. Only IFFA offers such an ideal platform.

IFFA – the number one international forum

Set course for the future – and secure your long-term business success. All the major sectors of the meat industry are brought together at IFFA, representing the manufacturing, retailing, distribution, skilled trades and services sectors.

The whole world comes to IFFA

Again in 2010 IFFA lived up to its reputation as a leading world trade fair – its high international profile in particular underscores this fact.

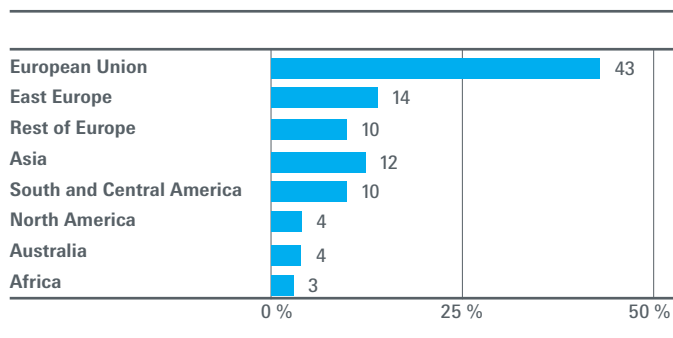
Number of exhibitors and visitors

	Germany	Outside Germany	Total
Exhibitors	426	528	954
Visitors	24,180	34,065	58,245
Gross exhibition area in sqm			103,900

Lots of contacts – lots of opportunities for companies

At IFFA you meet visitors from all over the world. Benefit from the high quality of contacts who offer extremely promising business links and open up new markets.

Origin of visitors from outside Germany



Top ten visitor nations

Country*	Visitors
Russia	2668
Italy	1495
Netherlands	1455
Spain	1454
Austria	1335
Poland	1300
Switzerland	1288
United States	1002
Belgium	948
Denmark	800

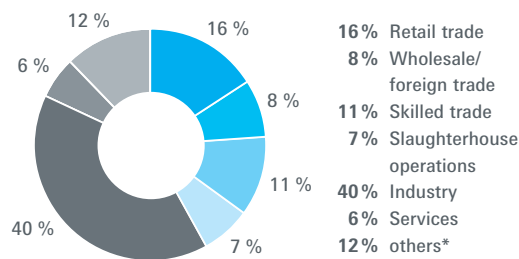
* excl. Germany



The international meeting place for your target group

IFFA offers great opportunities for making interesting contacts and holding valuable meetings. Here you can make contact with existing and new customers and initiate successful business.

Economic sectors

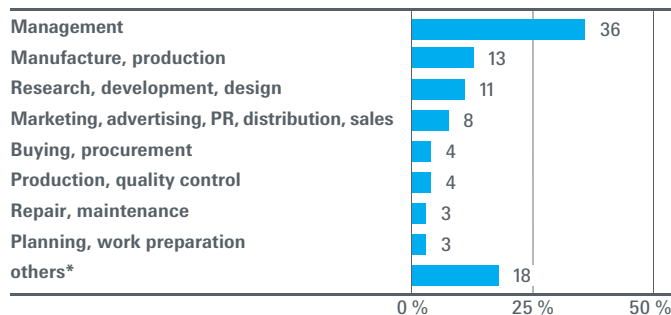


* Includes students and others not in employment (2010: 6%)

The “Who’s Who?” of the industry are at IFFA

At IFFA you meet visitors from all sectors of the meat industry and come into direct contact with just the right people. Your sales meetings therefore come straight to the point!

Areas of activity



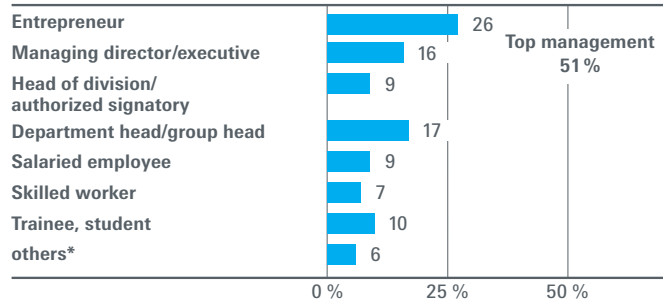
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Win over potential business partners at the show

Most visitors to IFFA are either decision makers or buyers – the ideal environment for high-quality contacts.

Visitor quality

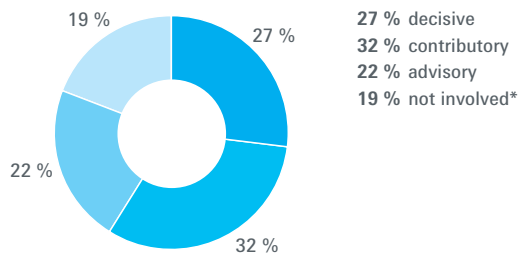
Occupational status



* Includes students and others not in employment (2010: 6 %)

Visitor quality

Visitors' influence on purchasing and procurement decisions

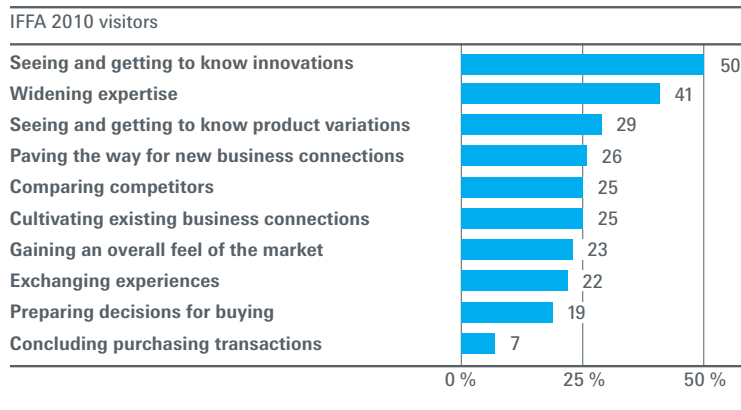


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Demonstrate your expertise to customers!

Visitors to IFFA want to make new contacts, develop existing business relationships and find out about innovative technologies, products and services as well as the latest trends. Your products and your expertise are in demand here!

What were your objectives at the show?

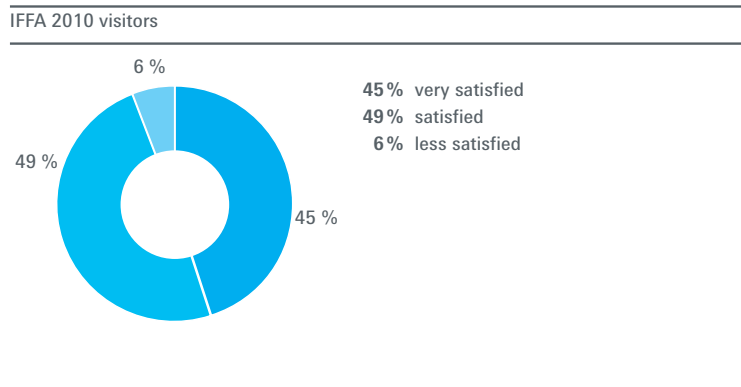


Multiple answers possible

Satisfied visitors – the success factor

The recipe for the IFFA's success is the high level of visitor satisfaction. In 2010, 94% of the trade audience stated they were either satisfied or very satisfied.

Overall rating 2010



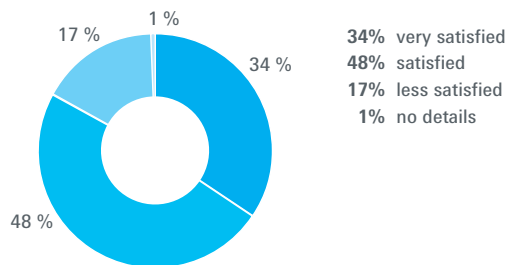
The must-visit event of 2013

The figures speak for themselves. IFFA is the leading trade fair for exhibitors from all over the world. More than 80% of exhibitors again gave extremely positive feedback in 2010.

Come and see for yourself and make a note of the next IFFA show in your diary: 4 – 9. 5. 2013

Overall rating 2010

IFFA 2010 exhibitors



Exhibitors Top Ten by rented space (sqm)

Country

Germany

Italy

Spain

Netherlands

Austria

United States

Poland

Denmark

France

Great Britain

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