

IFFA



Meet the Best.

The No. 1 for the meat industry
Facts and figures 2019



messe frankfurt

IFFA 2019: A genuine success.

IFFA continues to write its success story ...

... every three years. Key features of 2019: world's leading trade fair for the meat industry, 116,000 square metres of exhibition area, new ideas from manufacturing and the butchery trade, international trade visitors, strong growth, industry magnet.

Facts and figures you can count on.

We were delighted to share the success in 2019 with a total of 1,016 exhibitors from 49 countries, and 66,340 visitors from 149 countries. Together they made IFFA 2019 a global trade fair highlight, as is clearly demonstrated by the constantly growing number of visitors and the international profile of 70% of the visitors.

It's never too early to start thinking about the next IFFA.

Take advantage of this international stage to display your latest ideas – and continue the success story together with us: at IFFA 2022! As the world's leading meat industry fair, we look forward to continuously bringing together the best in the sector – market leaders, global expertise and every new step and advance all along the process chain.

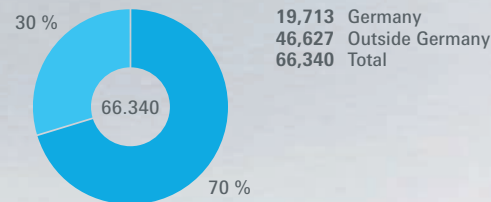
To be continued. Make sure you're there!



Meet the world.

The who's who of the international meat industry at a single venue.

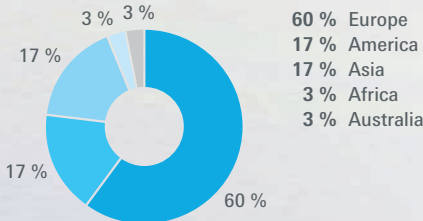
Number of visitors



Meet new international contacts.

Frankfurt welcomes guests from all over the world – and 70% of visitors to IFFA come from outside Germany. Make your presence felt at the most important international forum for the meat industry and forge new contacts across the globe.

Origin of visitors from outside Germany



Meet your customers.

Here you'll find potential business partners from 149 nations. Discuss and do business with industry professionals.

Top 20 visitor nations

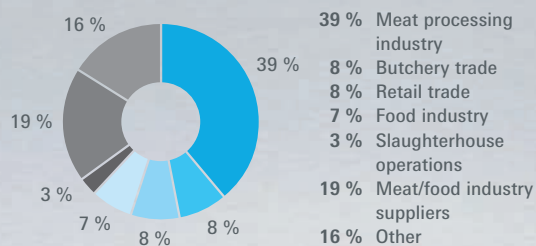
Germany	Australia
Russia	Switzerland
Netherlands	Czech Republic
Spain	Brazil
Italy	United Kingdom
Poland	South Korea
China	Canada
Ukraine	Colombia
USA	Belgium
Austria	Japan

No.1 meeting place for the industry: The whole world of the meat industry.

Meet experts.

Talking shop has never been easier. Look forward to discussions with fellow professionals from along the entire process chain.

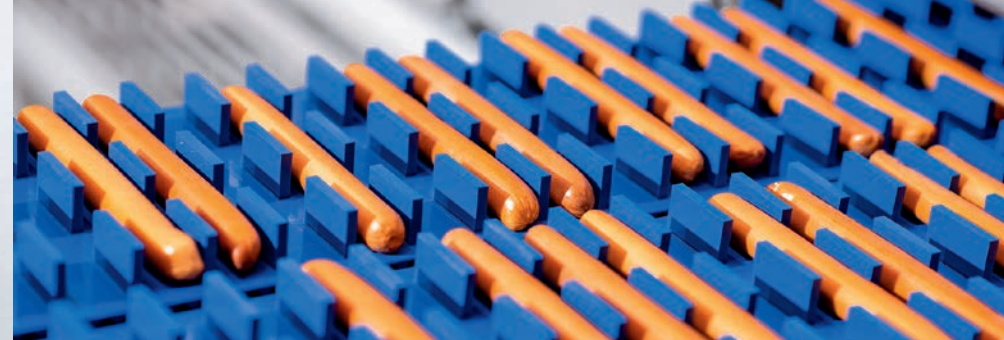
Trade visitors by economic sectors



Meet the decision makers.

Representatives from top management are always present at IFFA! Make sure you're here too and benefit from decisive advantages with direct influence on the investment decisions of visitors.

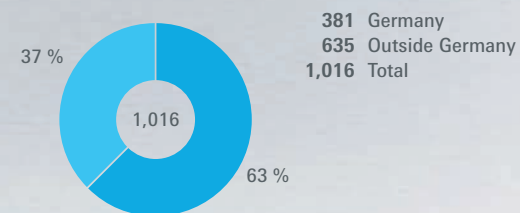
Occupational status



Meet like-minded professionals.

Be one of over 1,000 exhibitors, get to know each other and use the international stage to showcase your company – in the midst of the best in the industry.

Number of exhibitors



Total area: 116,000 sqm

Meet inspiration.

Exhibitors from almost every nation across the world provide a perfect, up-to-the-minute overview of the global meat industry.

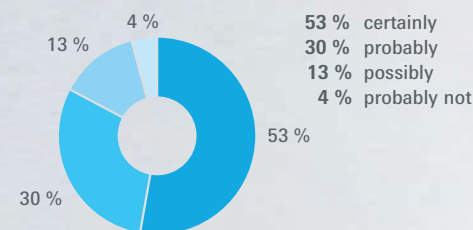
Top ten exhibitor nations (excluding Germany)

Country	Exhibitors
Italy	89
Spain	80
Netherlands	50
Denmark	46
France	40
China	38
Poland	36
USA	34
Belgium	26
United Kingdom	25

Meet up again.

96% of exhibitors are planning to be a successful part of IFFA again in 2022 – clear evidence of the popularity of IFFA in the sector.

Exhibitor intention to attend again

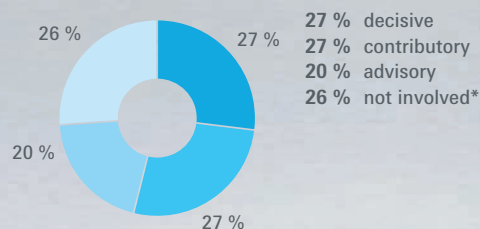


Record figures in 2019: Success you can count on.

Meet new business partners.

With 74 % of visitors attending in an advisory or decision-making capacity, you can be sure of meeting influential partners at IFFA. This is confirmed by the fact that 78 % of exhibitors were satisfied or very satisfied with the number of new contacts they made.

Influence on buying and procurement decisions

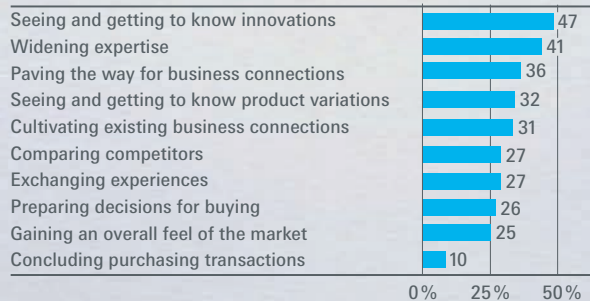


*including students and others not in employment

Meet interested visitors.

The opportunity to discover innovations, know-how and useful contacts are some of the key motivators for IFFA visitors.

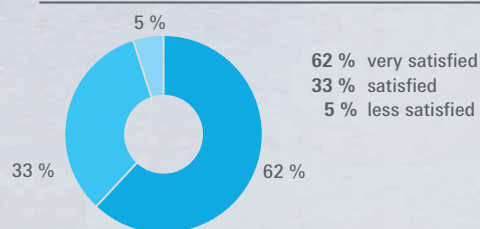
Main objectives of visitors



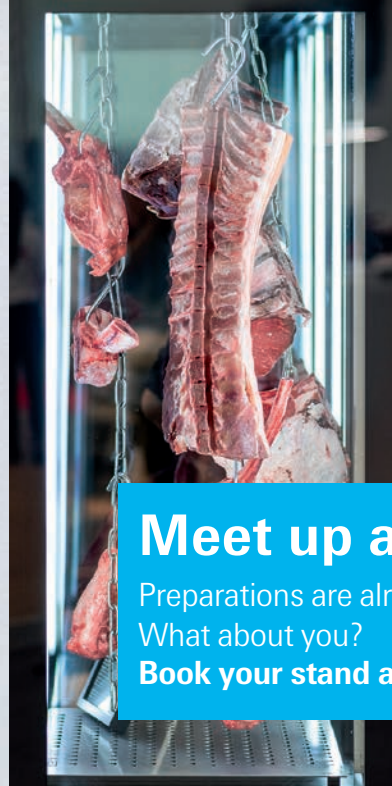
Meet enthusiasm.

It's good to know that 95 % of visitors were satisfied or very satisfied with IFFA 2019 and its product range. Where else can you meet so many leading personalities and highlights of the meat industry?

Overall assessment 2019 (IFFA visitors)



Impressions 2019 Next IFFA: 14. – 19.5.2022



Meet up again.

Preparations are already well underway for the next IFFA. What about you?
Book your stand at IFFA 2022 now.

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