

# IFFA 2019

## Press Conference

Iris Jeglitza-Moshage  
Senior Vice President  
Messe Frankfurt

London  
2 November 2018

# Messe Frankfurt

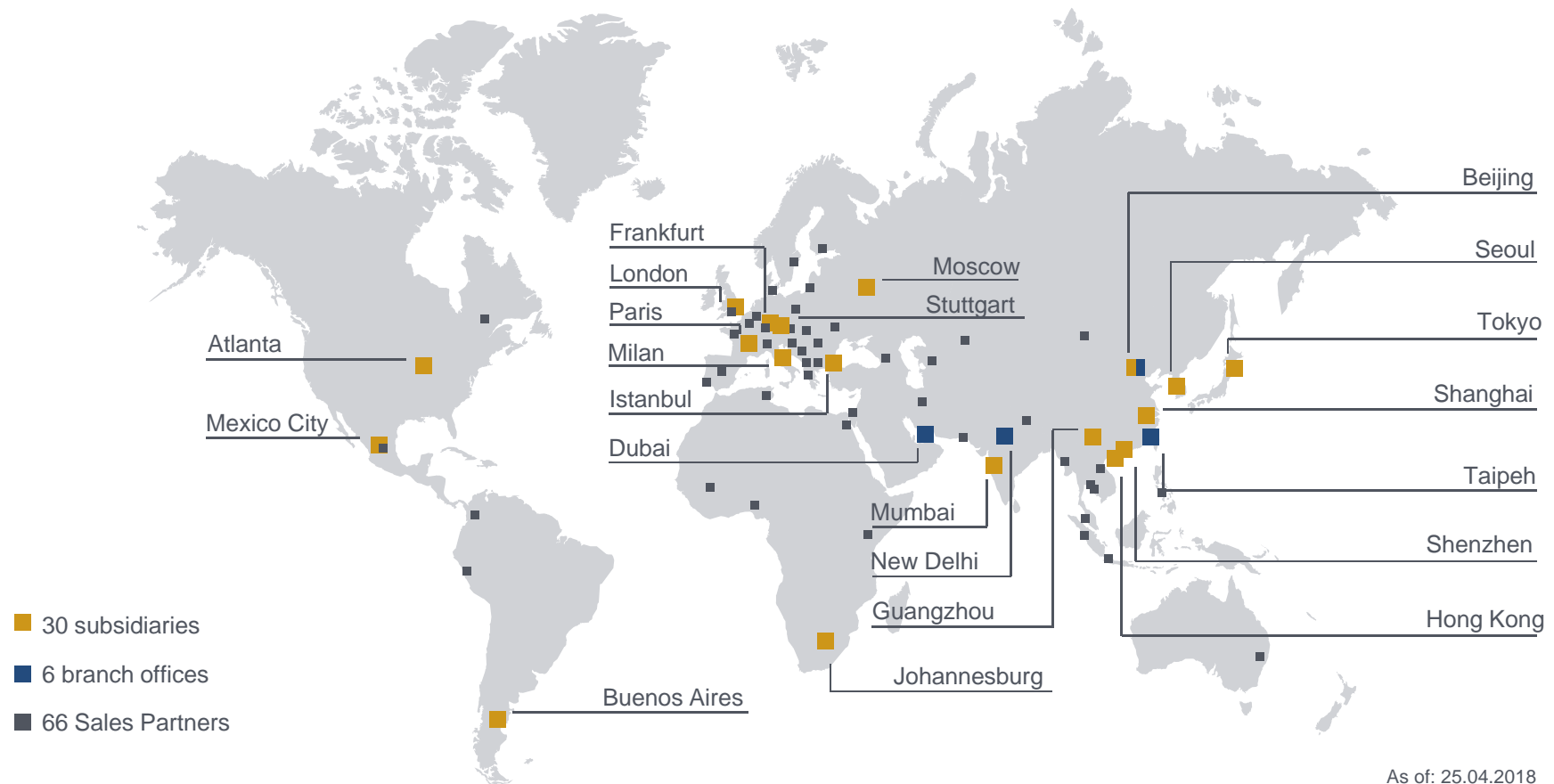




## Messe Frankfurt in figures (2017)

- 2,440 employees worldwide
- 146 fairs and exhibitions
- 30 subsidiaries and 66 international Sales Partners
- Turnover: around € 669 million
- Around 95,000 exhibitors and 4.4 million visitors

# The Messe Frankfurt Group of Companies



## Our subsidiary in Great Britain

### **Messe Frankfurt UK Ltd**

- Registered office: Godalming, Surrey
- Founded: 2015
- Subsidiary of Messe Frankfurt since 2018
- Number of employees: 9





**70<sup>th</sup> anniversary of IFFA!**

A magnet for the meat industry for 70 years.

## IFFA

### Meet the Best

Frankfurt am Main

4 to 9 May 2019

- The entire spectrum of the meat industry: from manufacturing to high-tech
- All market leaders to take part
- Over 1,000 companies from around 50 countries
- 119,000 square metres of exhibition space
- Leading innovation platform for the industry, trade and butchers



**IFFA**

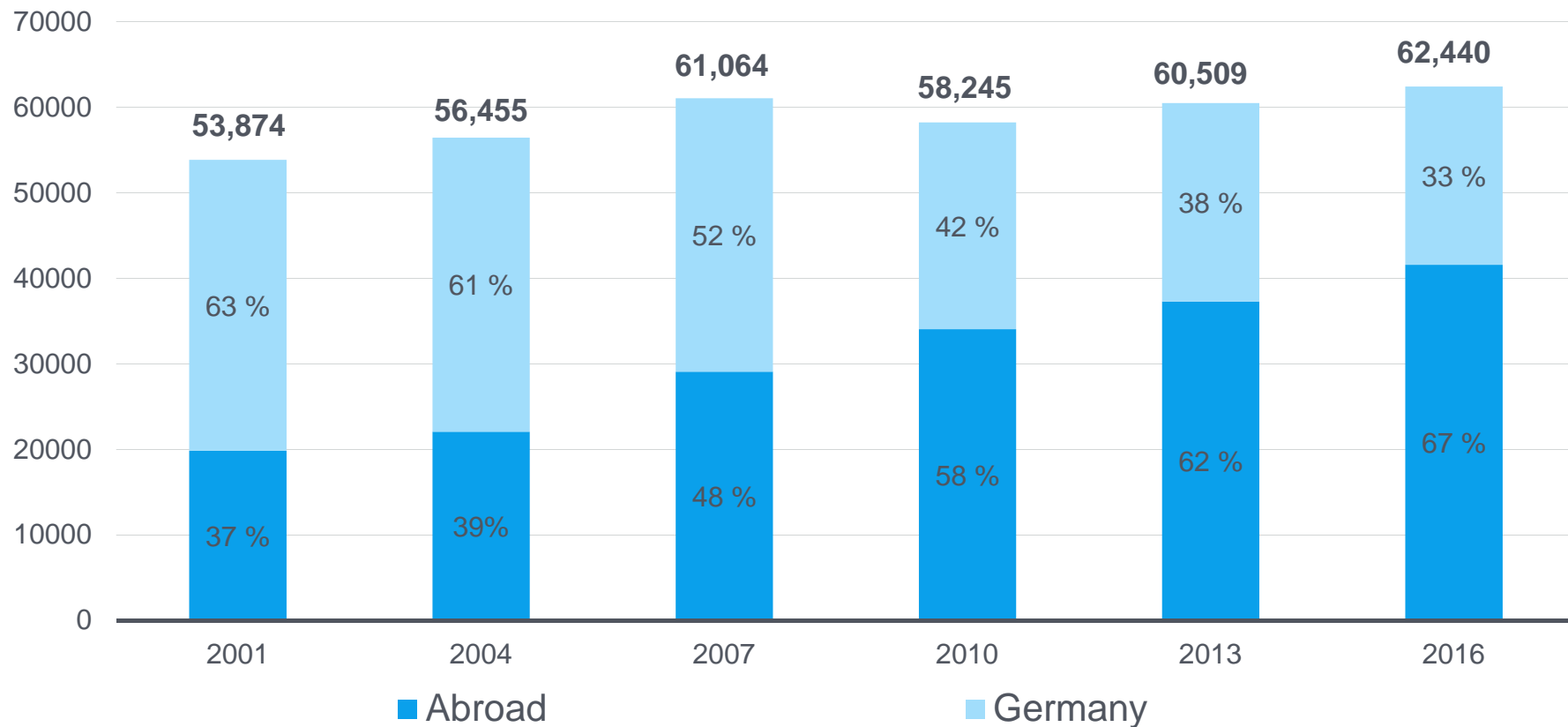
4.-9.5.2019  
Frankfurt am Main

Meet the Best

 messe frankfurt

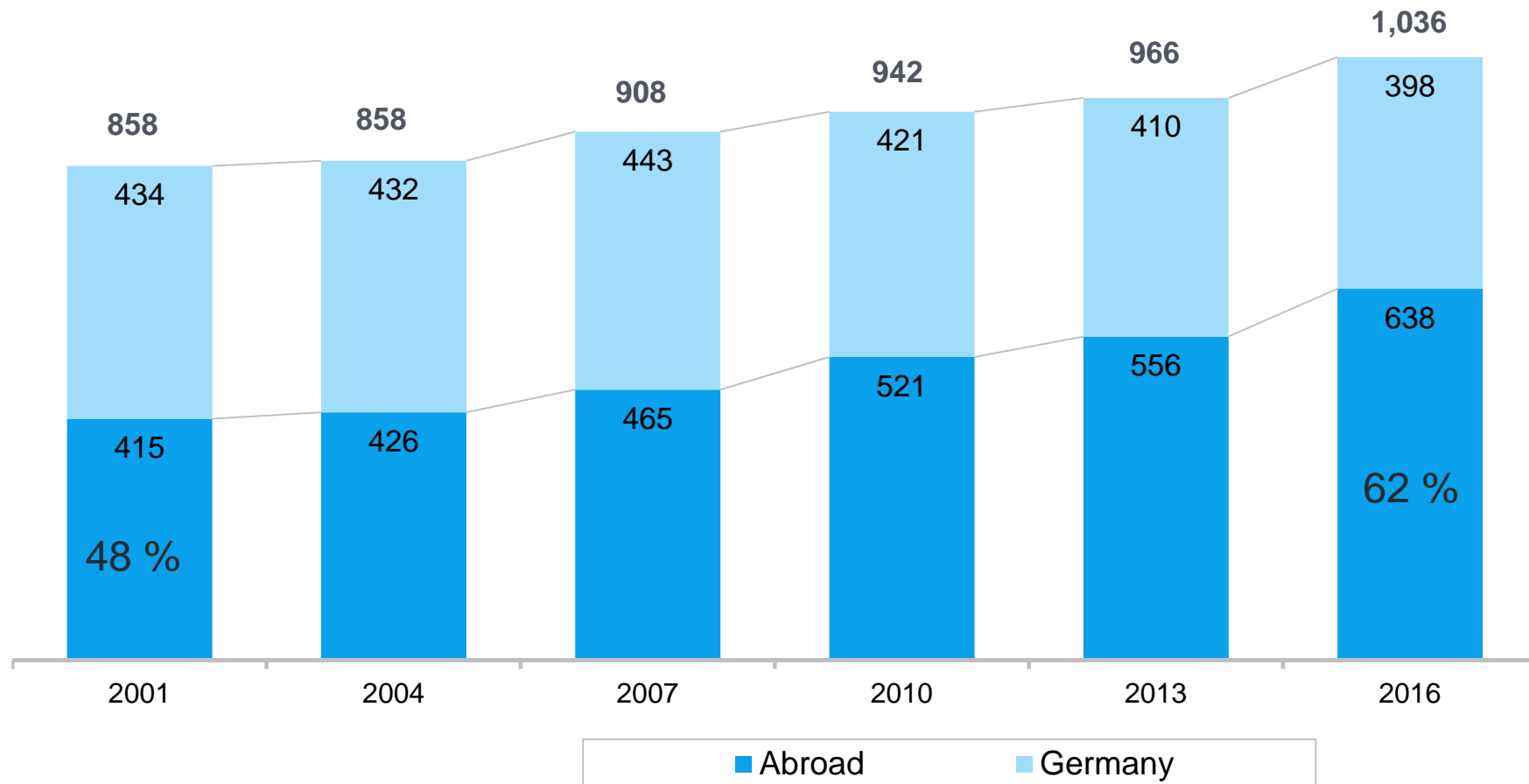
The poster features a central image of a large piece of raw red meat, likely beef, surrounded by various blue icons representing different aspects of the meat industry, such as processing, packaging, and technology. The text is prominently displayed in blue and white.

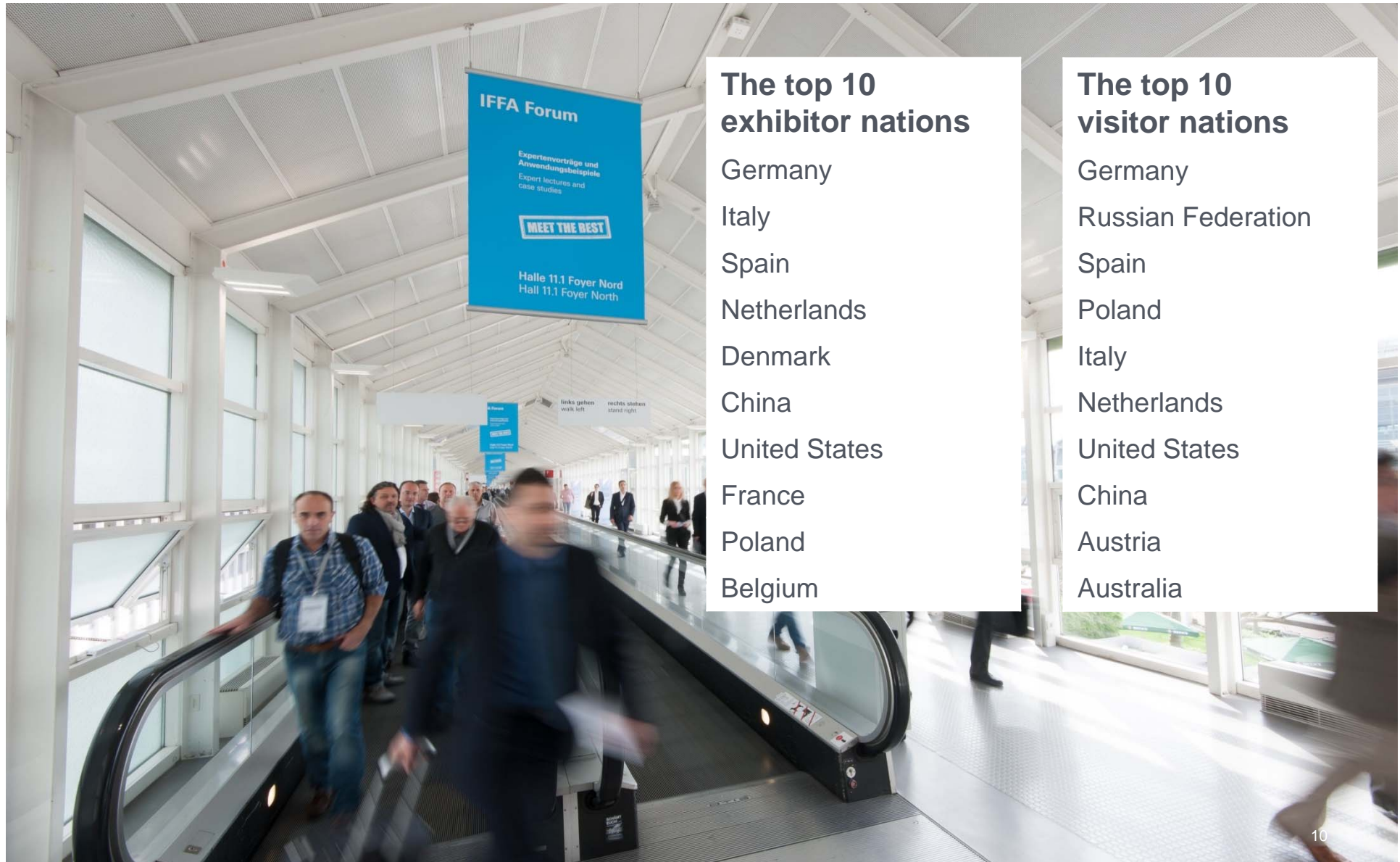
## International hotspot with more and more visitors from outside Germany





## Success: 62 percent of exhibitors from outside Germany





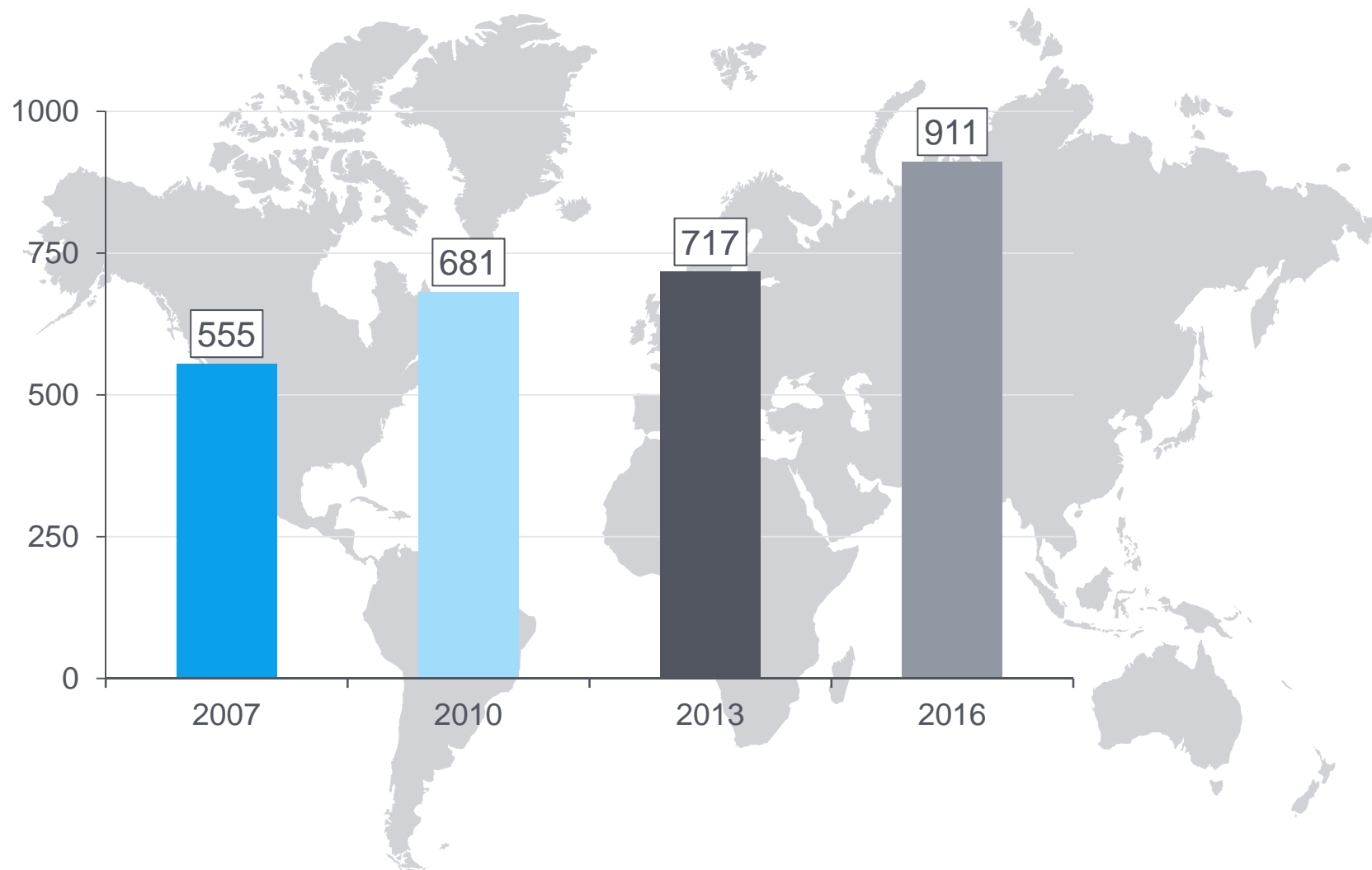
### The top 10 exhibitor nations

- Germany
- Italy
- Spain
- Netherlands
- Denmark
- China
- United States
- France
- Poland
- Belgium

### The top 10 visitor nations

- Germany
- Russian Federation
- Spain
- Poland
- Italy
- Netherlands
- United States
- China
- Austria
- Australia

## More and more visitors from Great Britain



## The focal topics in 2019

- **Optimised production:** perfectly coordinated production processes save time, resources and costs.
- **Resource efficiency:** numerous solutions help to save or use energy, water and raw materials efficiently.
- **Food safety:** it is essential to protect consumers and their justified expectations with respect to quality and perishability through optimum product protection.
- **Digital solutions:** production digitalisation and the connectivity of components, machines and systems via the internet are forging ahead.
- **Food trends:** the consumer in the spotlight. Nutritional trends, new products and shop concepts are driving forces in the sector.

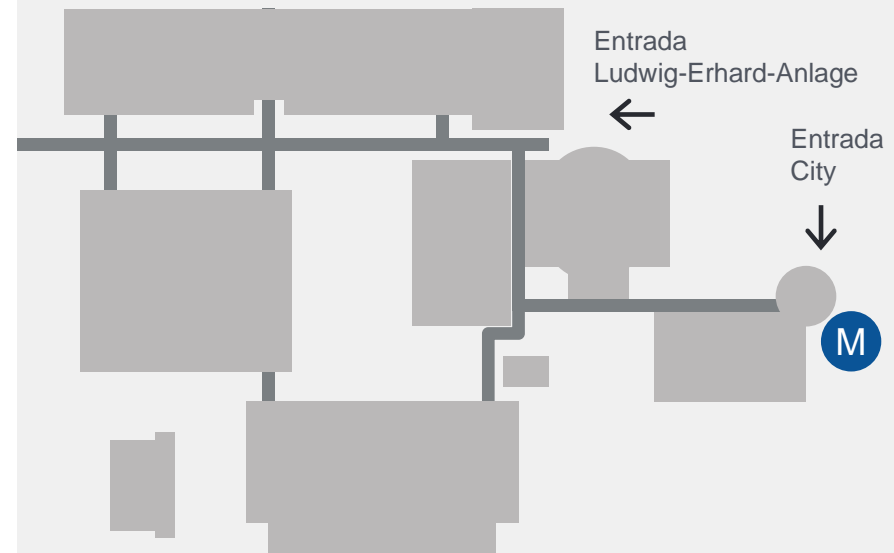
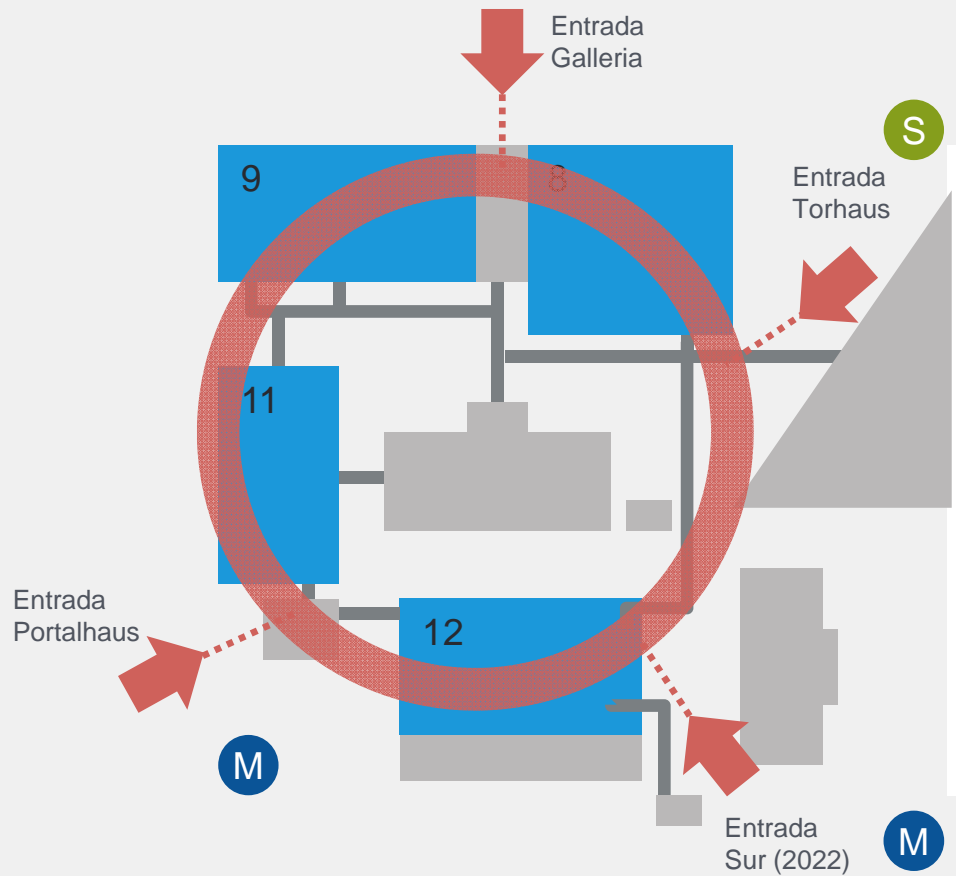
# The new IFFA

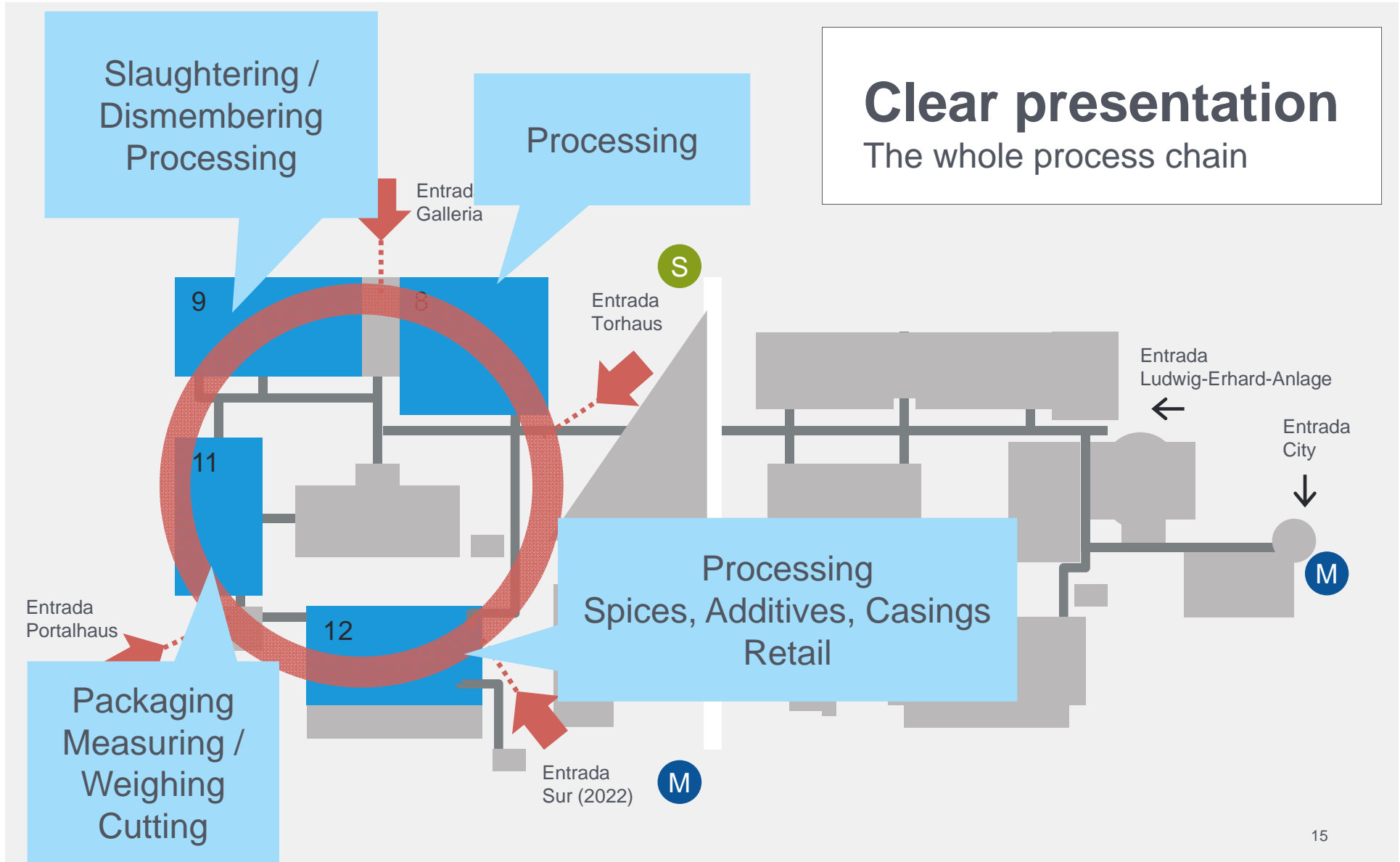
The new Hall 12.



# Optimised layout

IFFA comes full circle.





Meet the Best!







**Programme of events**



Halle 11.1 Foyer Nord  
Hall 11.1 Foyer North

## IFFA-Forum

**Vorträge:**

**Expertenforum**

**Täglich von 11:00 – 12:30 Uhr**

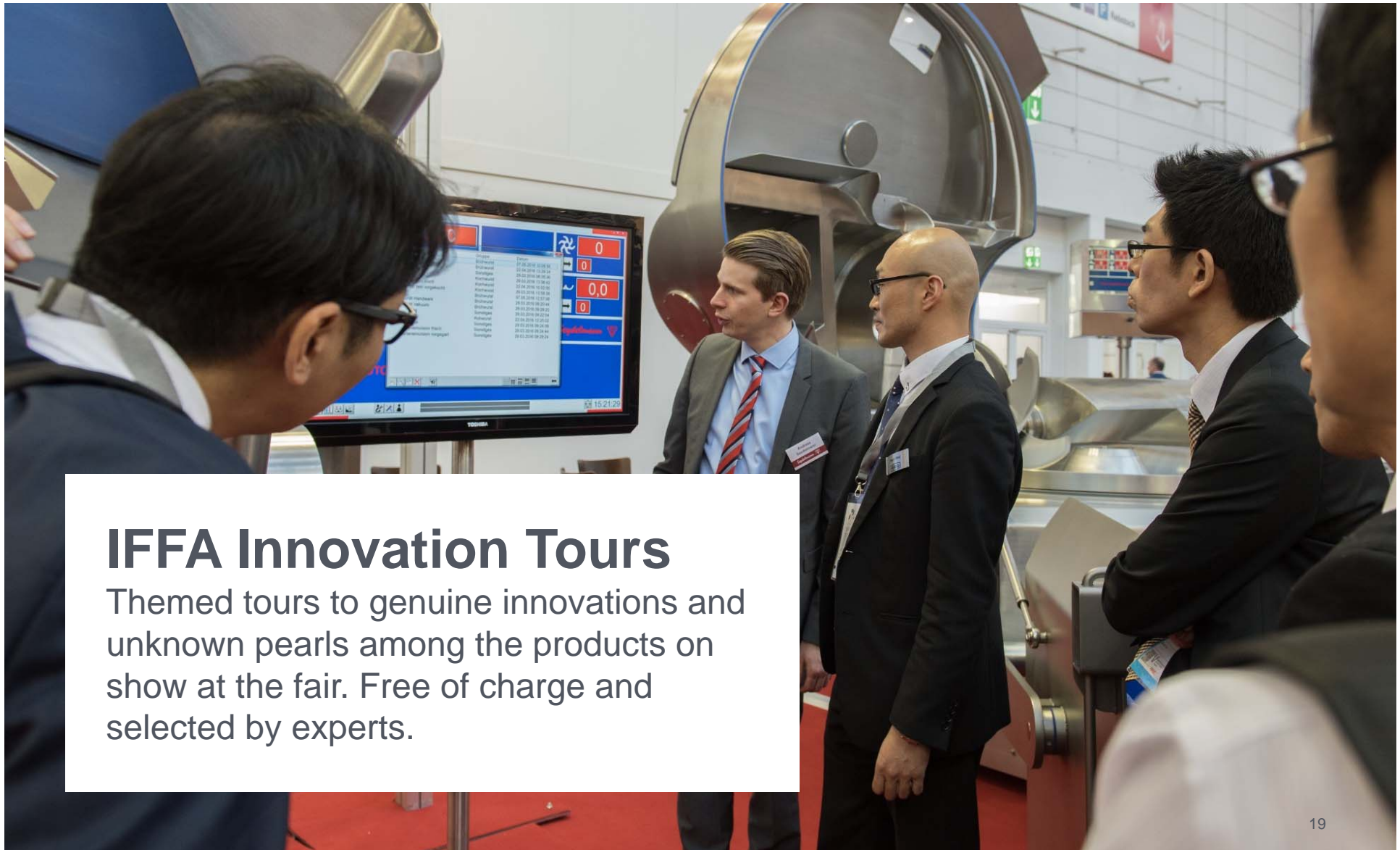
**Ausstellerforum**

**Täglich von 14:00 – 16:30 Uhr**

## IFFA Forum

Lectures on subjects of topical interest to the sector with information about the latest research, application examples, products, etc.

- Optimised production
- Resource efficiency
- Food safety
- Digital solutions
- Packaging
- Ingredients



## **IFFA Innovation Tours**

Themed tours to genuine innovations and unknown pearls among the products on show at the fair. Free of charge and selected by experts.



**IFFA Skills**  
Meet the Best!  
In competitions and  
live demonstrations,  
you can watch  
masters of their  
trade at work.



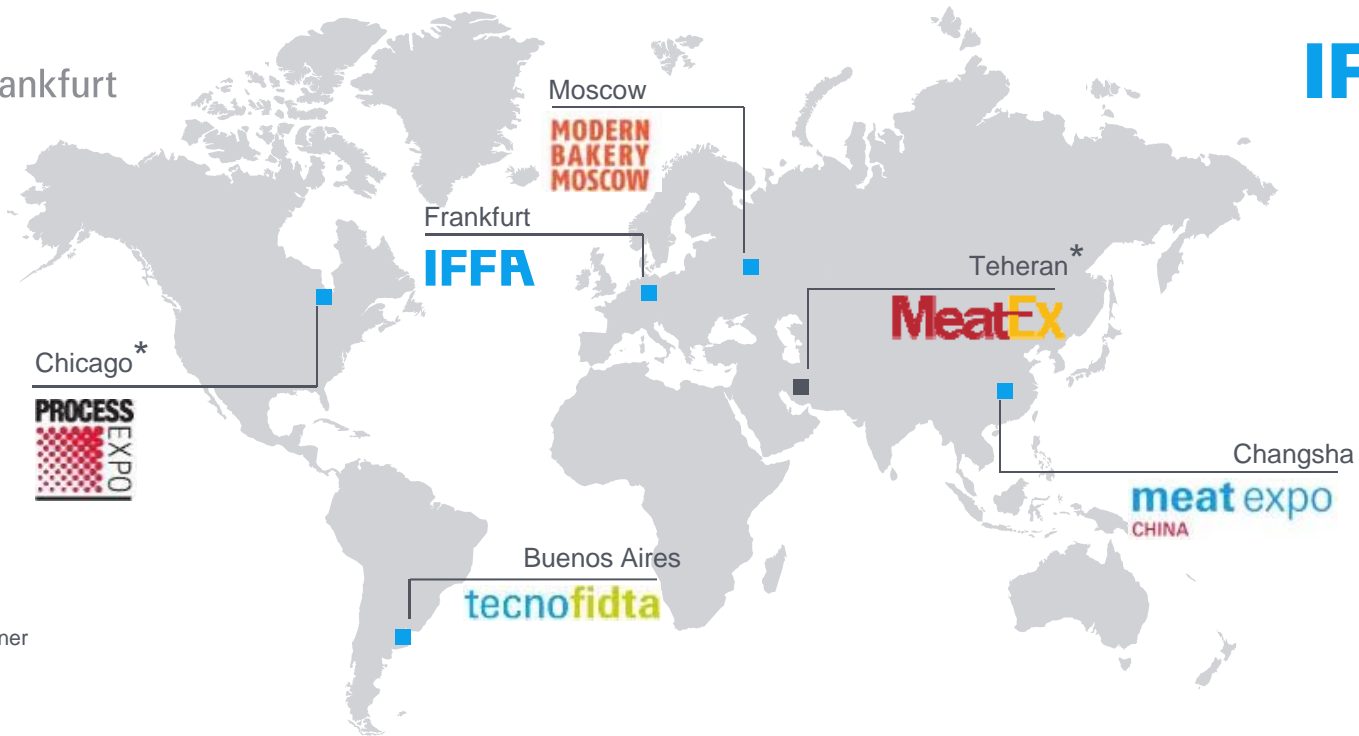


## **IFFA Kitchen**

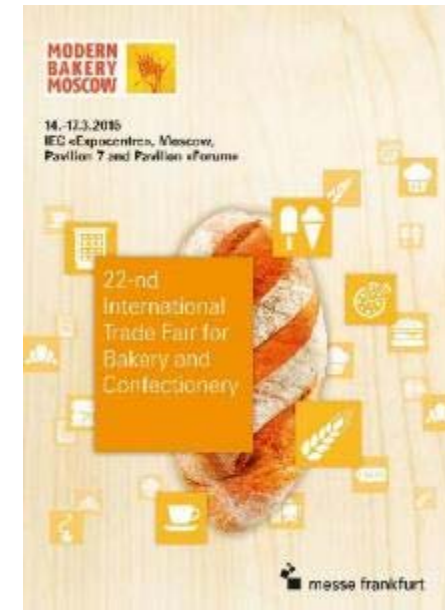
See an ideal process line  
in operation.

# Six good reasons why you should not miss IFFA 2019!

- ✓ Leading innovation platform for the meat industry
- ✓ All market leaders together at the same time and place
- ✓ High level of exhibitor and visitor internationality
- ✓ Broad and deep product spectrum along the process chain
- ✓ Products and solutions for companies of all sizes
- ✓ Sets the trends for the coming years



\* Strategic Marketing Partner





Thank you for your  
attention!