

IFFA

Frankfurt am Main
4. – 9. 5. 2019

IFFA 2019

Markets, Machinery Trade, Topics

**Klaus Schröter, Chairman VDMA Meat Processing
Machinery Department, Chairman IFFA Advisory Board**

Meat market growth - development, prospects



Global meat production is increasing.



**Global production
2017: 1.072 billion €**



**Global production
2026: 1.479 billion €**

Source: Euromonitor International, VDMA

Production value of meat - by region



in million EUR	2017	2017-2026 in %
World	1.071.628	+ 38 %
Asia	345.773	+ 58 %
Western Europe	230.054	+ 18 %
North America	205.558	+ 17 %
Latin America	153.919	+ 51 %
Eastern Europe	68.018	+ 43 %
Middle East / Africa	37.135	+ 36 %
Australasia	31.173	+ 42 %

Source: Euromonitor International, VDMA

Sales volume of meat - by region



in 1.000 tonnes	2017	2017-2022 in %
World	229.527	10 %
Asia	105.351	10 %
Latin America	38.217	12 %
North America	23.176	9 %
Middle East, Africa	22.400	18 %
Western Europe	20.640	-1 %
Eastern Europe	17.463	8 %
Australasia	2.280	10 %

Source: Euromonitor International, VDMA



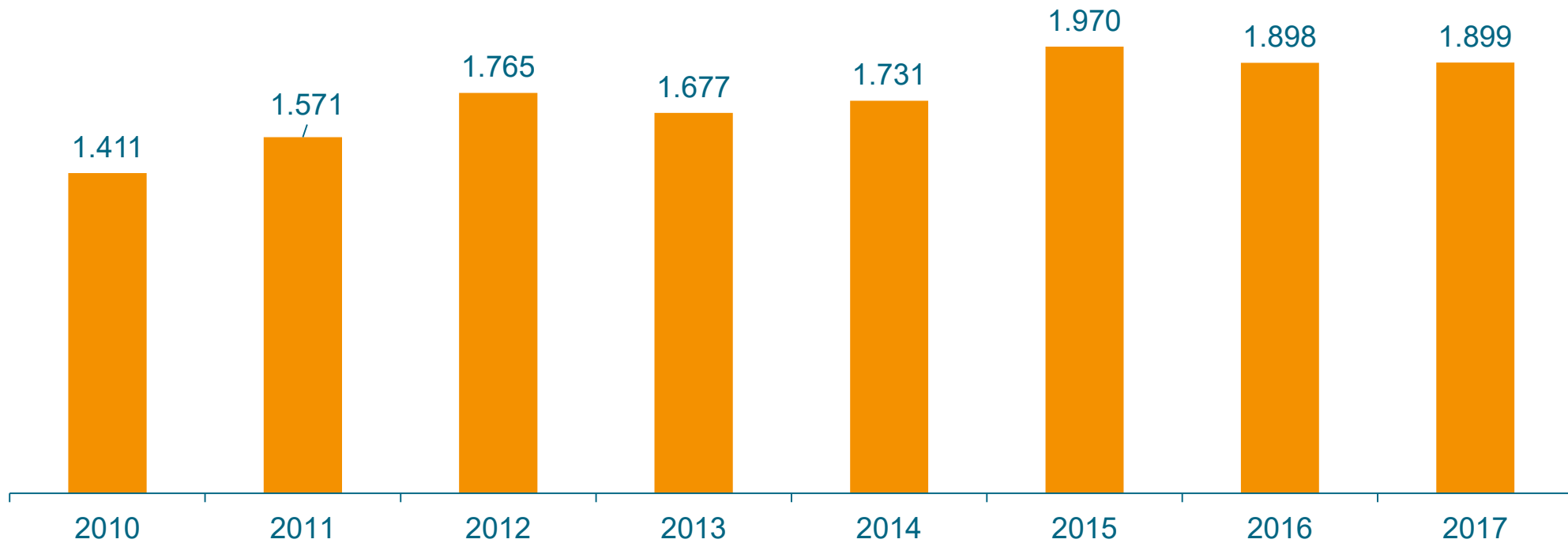
Machinery and plant – international demand

Global trade of meat processing machinery



in million EUR

2017/2016: + 0,2 %

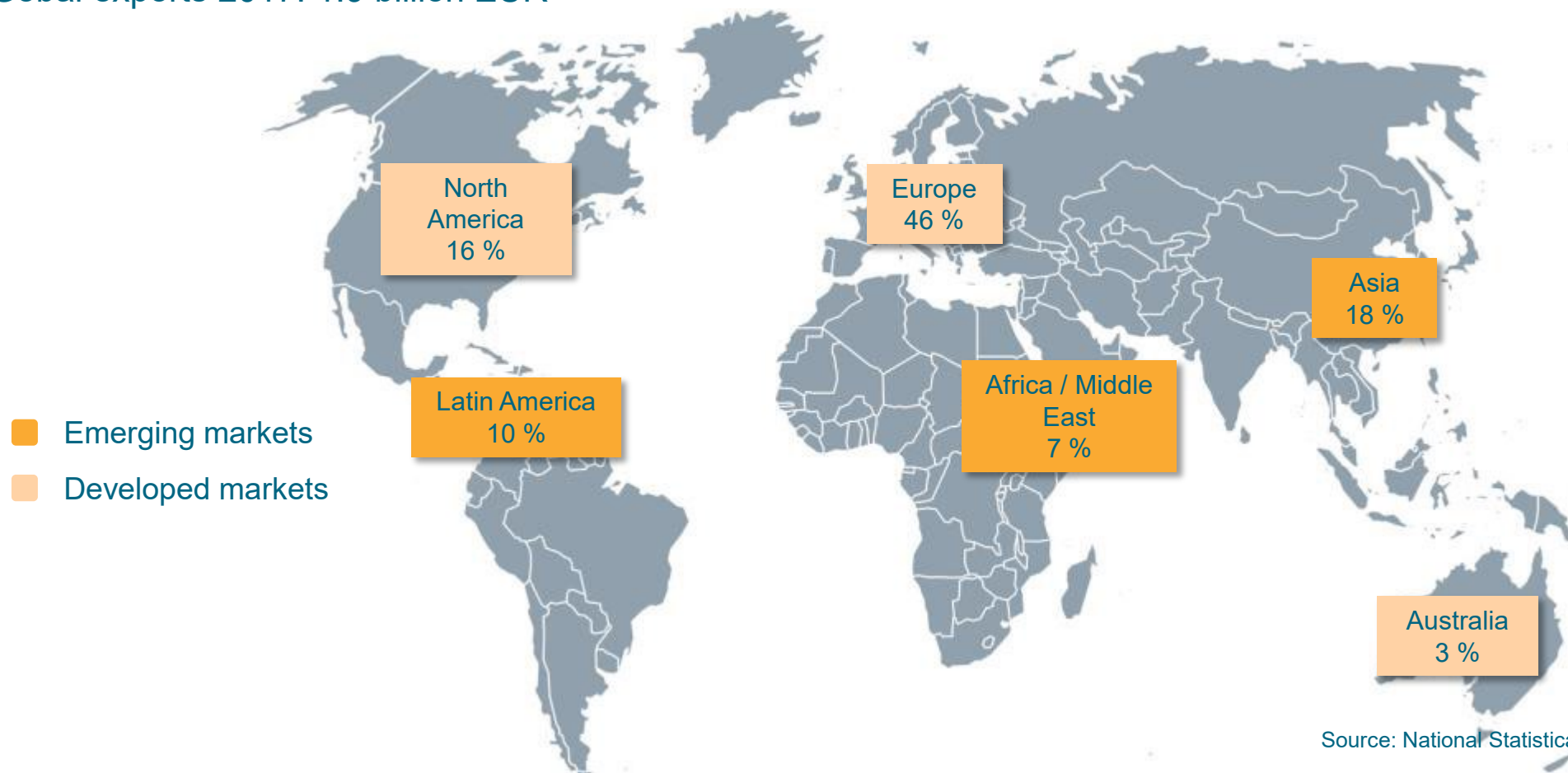


Source: National Statistical Offices, VDMA

Global trade of meat processing machinery

Regional shares 2017

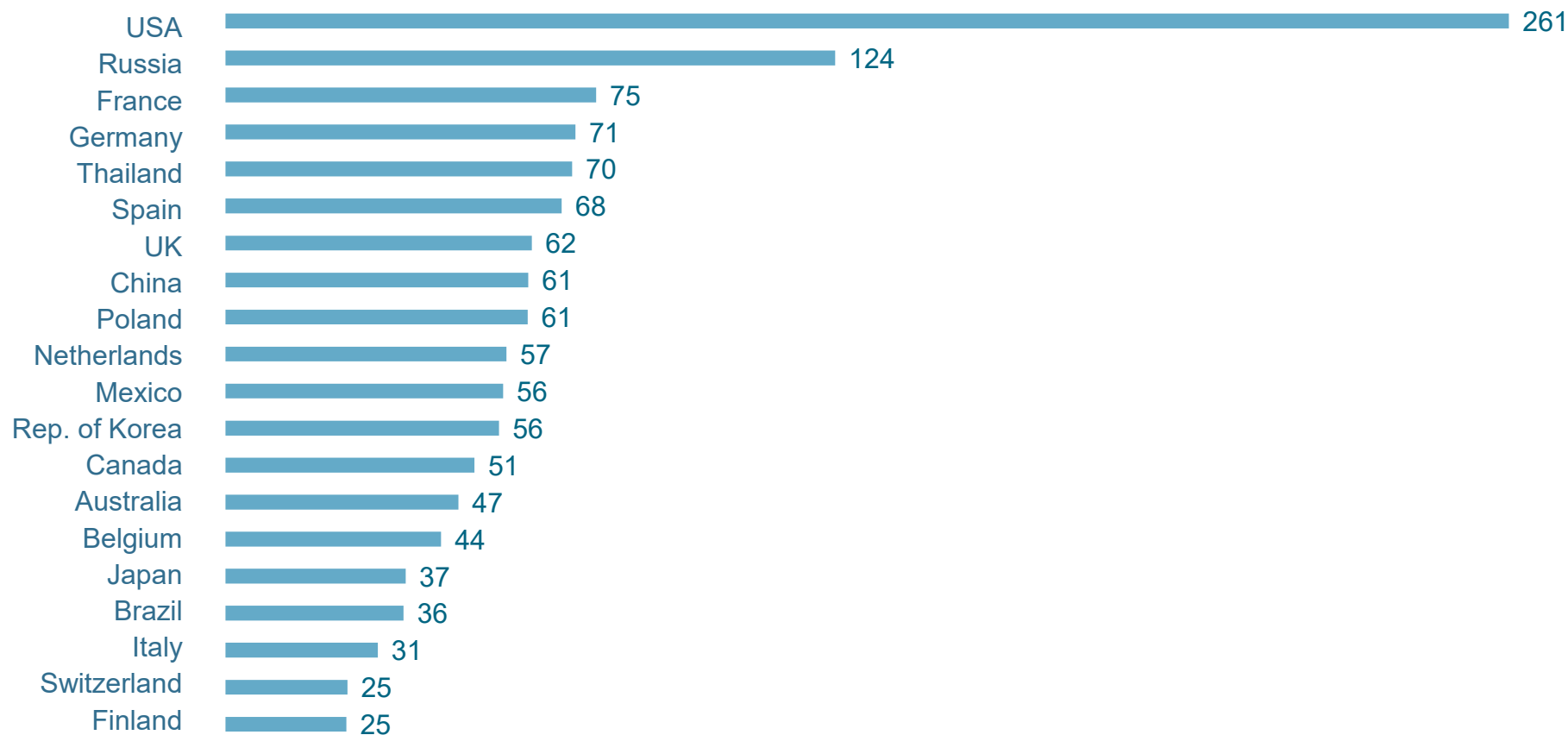
Global exports 2017: 1.9 billion EUR



Source: National Statistical Offices, VDMA

Global trade of meat processing machinery

Top 20 markets 2017, in million EUR



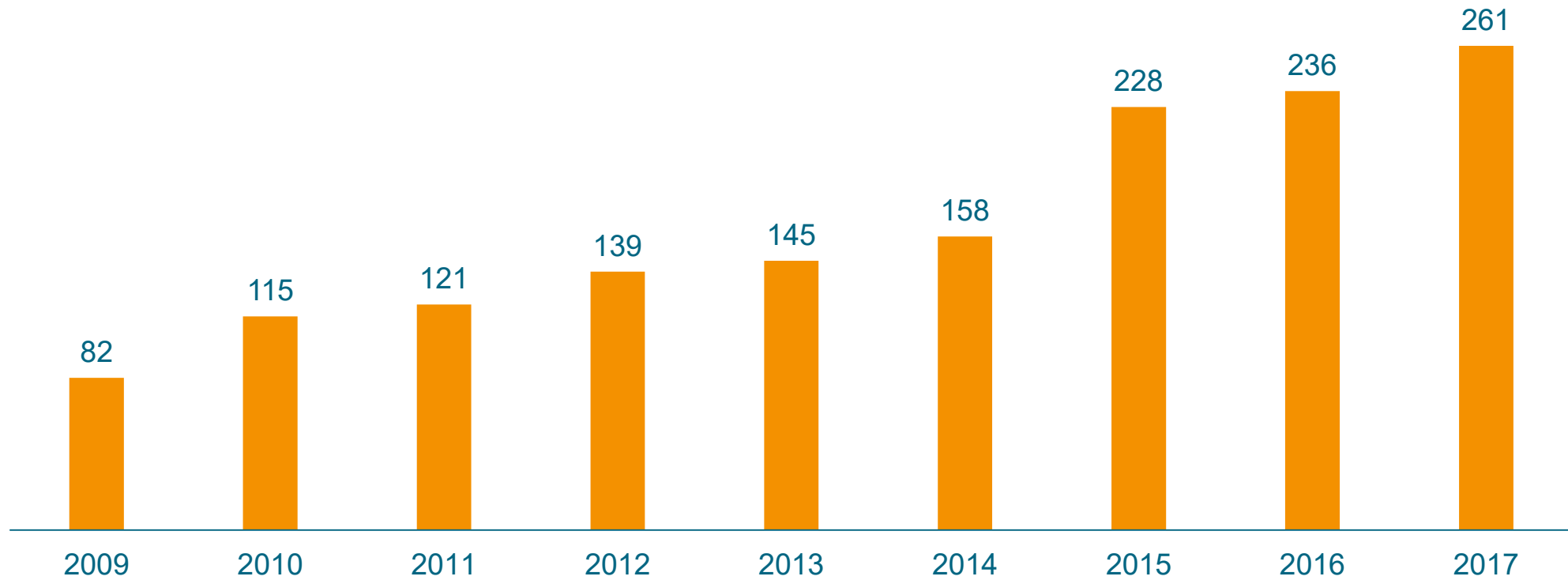
Source: Federal Statistical Office Germany, VDMA

Global exports of meat processing machines to the US



in million EUR

2017/2016: + 10,3 %

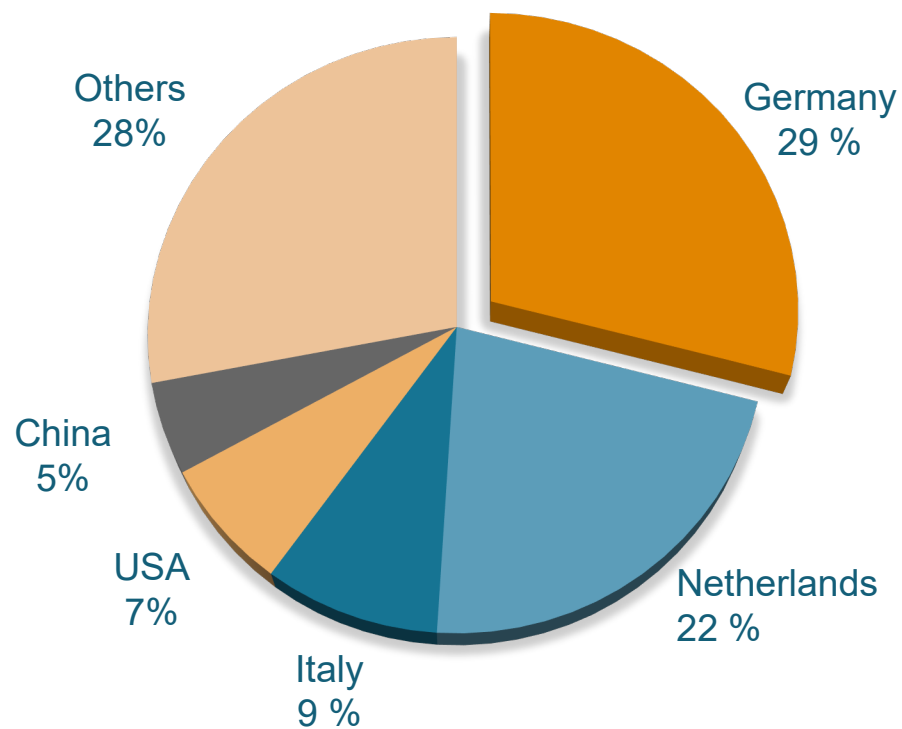


Source: National Statistical Offices, VDMA

Global trade of meat processing machinery

Shares of supplier countries

Total volume 2017: 1.9 billion EUR



Source: National Statistical Offices, VDMA



Challenges meet solutions

**Key topics
at IFFA 2019**

Product safety

» Product safety

- Hygienic design machinery
- Holistic cleaning concepts

» Product protection

- Optimized packaging solutions
- Process monitoring, inspection and control

Don't compromise.



Resource efficiency.

- » Energy efficient components
- » Saving water and cleaning media
- » Use of process heat
- » Reduction of packaging material

Solutions, concepts, examples.



Optimizing production.

- » Overall equipment efficiency (OEE)
- » Condition Monitoring
- » Minimizing organizational losses
 - Minimizing organizational losses - during setup, maintenance, format change, etc.
- » Use of robots

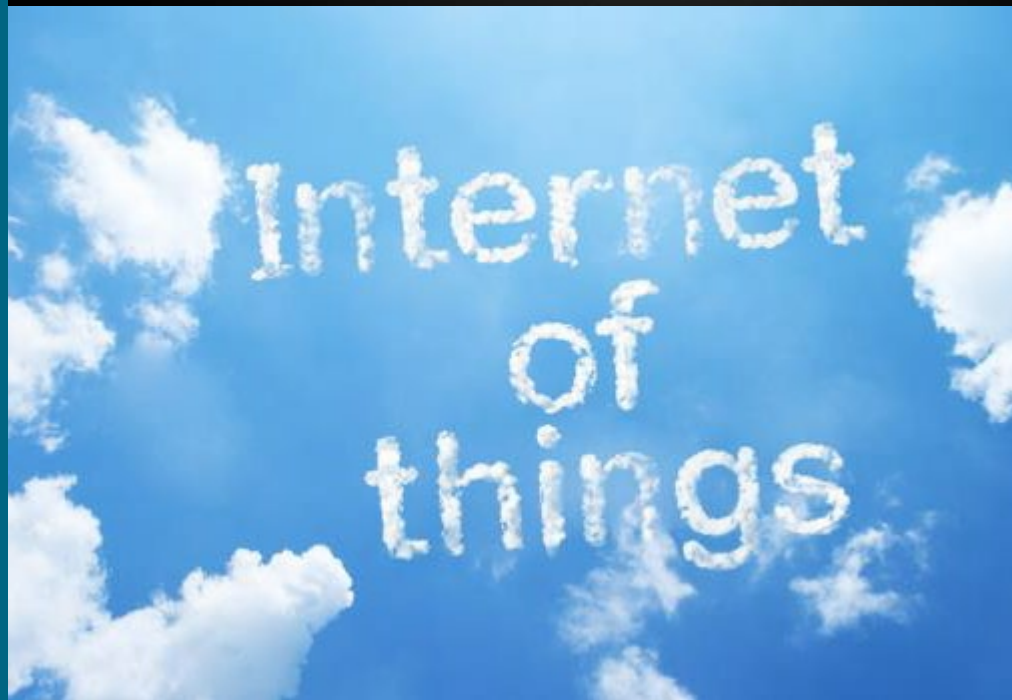
Find the hidden potential.



Digitization

- » Combining production technology and IT
- » Internet based communication between machines, components, products
- » Flexible production control
- » Individualization

The vision: the intelligent factory.



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**Thank you very much
for you kind attention.**