

# IFFFA

The No.1 for the meat industry

**MEET THE BEST**

Facts  
and figures 2016

# Where innovation meets tradition

## The number one venue for innovations and trends.

Again in 2016, IFFA confirmed its position as the largest and most important trade fair for the meat industry. No other event offers so many opportunities to find out about the latest trends and new ideas for the production sector and butchery trade – a role that it has performed since 1949.

## A unique network.

The latest technologies, the presence of all market leaders and a constantly growing international profile in terms of exhibitors and visitors make IFFA more attractive with each edition. In 2016, there were a record 1,036 exhibitors at the show. This number-one industry event brought together visitors from 143 countries with exhibitors from 50 nations.

## A success for visitors and exhibitors.

Our international fair attracted all major industry suppliers to Frankfurt am Main to showcase their innovations along the entire process chain. Both exhibitors and visitors rated their participation at the fair as extremely positive. 97% of visitors stated that they had achieved their trade fair objectives.

Use IFFA 2019 to present your latest product ideas in this international setting.

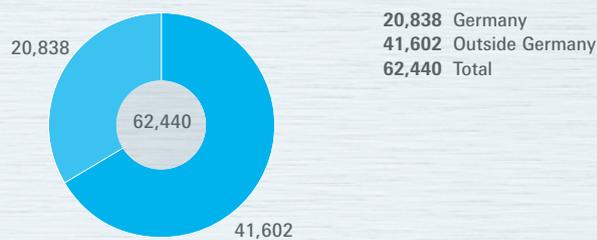


# Where local meets international

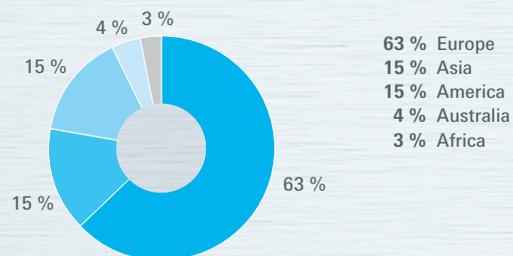
## The forum for the whole world.

Over 62,000 visitors came to the show from 143 countries, representing an increase of more than 3% on the last edition. And the percentage of international visitors has also grown. These figures underscore the status of IFFA as a global trade fair that continues to extend its leading position.

### Number of visitors



### Origin of visitors from outside Germany



### Top ten visiting nations

#### Country

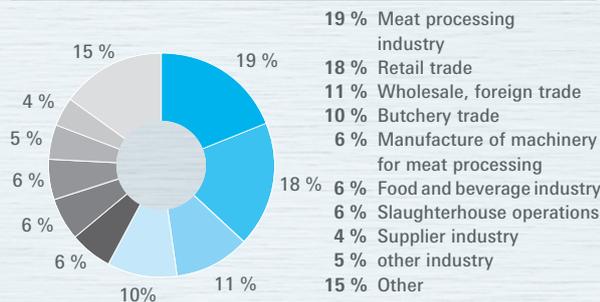
- Russia
- Spain
- Poland
- Italy
- Netherlands
- USA
- China
- Austria
- Australia
- Ukraine

# Where visitors meet decision makers

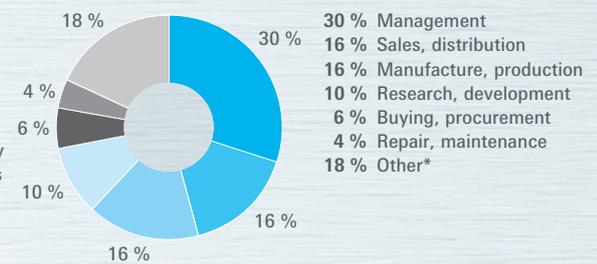
## The entire process chain under one roof.

Trade visitors and representatives from all major segments of the meat industry meet up at IFFA. Nowhere else are there such in-depth discussions of new developments, trends and ideas regarding every step in the process chain. Well over half the visitors are in top management positions. And 80% have a direct influence on the capital investment decisions of their companies.

Trade visitors by economic sectors

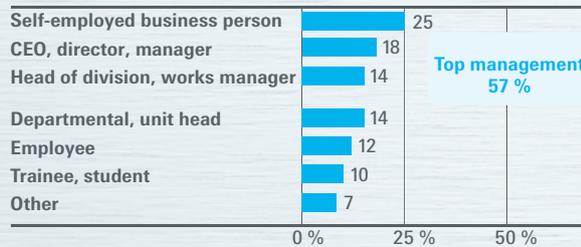


Areas of activity of trade visitors

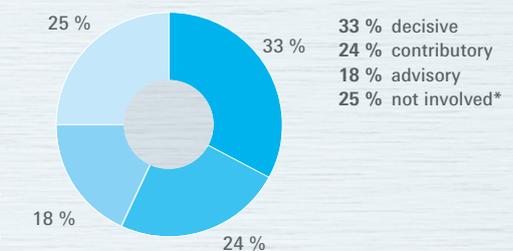


\*Includes students and others not in employment

Occupational status



Visitors' influence on purchasing and procurement decisions



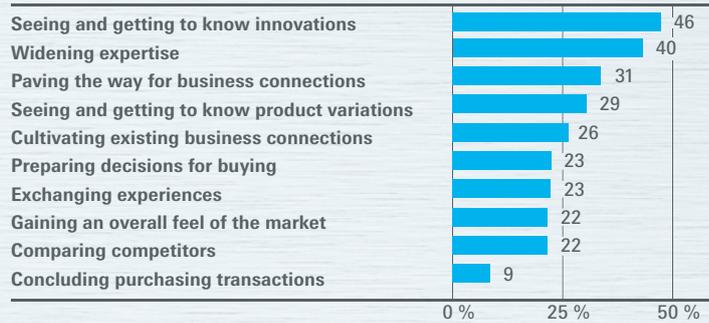
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# Where questions meet answers

## Lots of inspiration and high satisfaction levels.

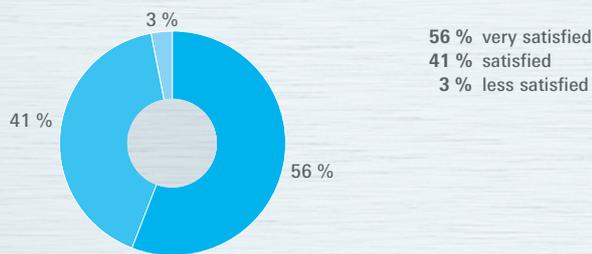
Visitors to IFFA particularly value the broad range of new products, know-how and interesting contacts. Overall, 97% of visitors stated that they were satisfied or very satisfied with IFFA 2016 and its product range. And many of them are already planning to come again in 2019.

### Main objectives of visitors



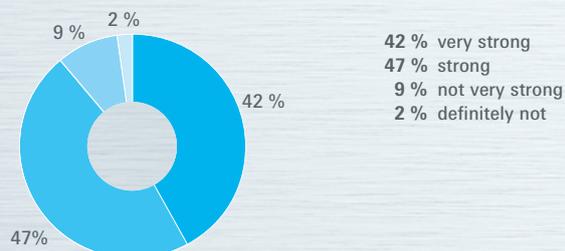
### Overall rating 2016

#### Visitors of IFFA



### Likelihood of attending the next IFFA

#### Visitors of IFFA 2016

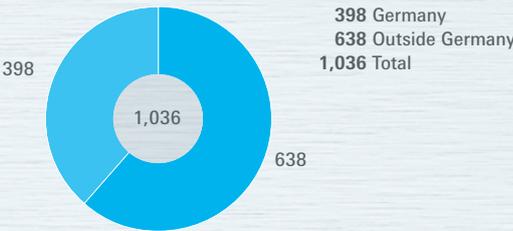


# Where the industry is meeting up again in 2019

## A top event for exhibitors.

With each edition, IFFA reinforces its importance as the leading trade fair for the international meat industry. The proportion of exhibitors from outside Germany continues to grow.

### Number of exhibitors



Total area: 109,900 sqm

### Top ten exhibition nations

Country	Exhibitors
Germany	403
Italy	92
Spain	74
Netherlands	53
Denmark	46
China	44
USA	40
France	35
Poland	32
Belgium	29

# Impressions 2016



IFFA 2016 was a resounding success. Save the date of the next edition now:  
**4. – 9. 5. 2019 in Frankfurt am Main.**

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