

## IFFA 2019: leading companies in the meat industry to attend

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**There is still a year to go before the leading world trade fair for the meat industry, but all the world market leaders have already signed up for IFFA, to be held from 4 to 9 May 2019 in Frankfurt am Main. With the opening of the new Exhibition Hall 12 and the improved layout at the Exhibition Centre, IFFA will now be bigger, more modern and more compact.**

IFFA, the No. 1 show for the meat industry, will open its doors from 4 to 9 May 2019, when Frankfurt am Main will again become the focal point for the sector. Exhibition space equivalent to 95 percent of that available at the previous event has already been booked and numerous well-known companies from all over the world have indicated their intention to attend. Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt: "We are delighted by this strong support from the sector for its leading trade fair and are working flat out on IFFA 2019, which is on course to break all records and to set the trends for the coming years. The entire spectrum of the meat industry exhibits here, from manufacturing to high-tech."

On a three-yearly cycle, IFFA brings together all the players in the international meat industry. It is the sector's global platform for innovation. Only at IFFA can visitors get experience of the entire meat-processing chain, which is responsible for one of our most valuable foodstuffs.

### **Optimised hall concept includes the new Hall 12**

The new Exhibition Hall 12 will be used for the first time to house IFFA 2019. The hall provides 33,600 square metres of exhibition space over 2 levels and embodies the very latest standards. As a result, IFFA will be bigger, more modern and more clearly laid out – with a circuit that offers less far to walk and a rapid overview of the entire range of products and services on offer. Exhibitors and products are arranged in accordance with the key stages in the meat industry's process chain, from slaughter and cutting to processing, packaging and selling.

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Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main



The new Exhibition Hall 12 will be used for IFFA 2019 for the first time

Source: Messe Frankfurt

### **A look back at IFFA 2016**

The last edition of IFFA in 2016 confirmed its leading position within the sector. Over 63,000 visitors from 143 countries attended the trade fair. With a figure around 66 percent, IFFA achieved its highest number of international visitors ever. The top 10 visitor nations outside Germany included the Russian Federation, Spain, Poland, Italy, The Netherlands, China, The USA, Austria, Australia and Ukraine. And in terms of exhibitors, too, IFFA 2016 was able to report a record level of participation, with 1,027 companies attending. These firms came from 51 countries and presented their innovations over a gross exhibition area of 110,000 square metres. According to a survey conducted by Messe Frankfurt, both exhibitors and visitors rated their participation in the show as extremely positive. 97 per cent of the visitors indicated that they had achieved their objectives for their visit to the show. On the exhibitors' side, 81 percent had reached their target visitor groups.

You can find more information about IFFA at: [www.iffa.com](http://www.iffa.com)

### **International trade fairs for food processing**

Messe Frankfurt organises trade fairs relating to food processing all over the world. They are grouped under the heading of 'Food Technologies'. Currently, four events belong to this cluster. Alongside IFFA in Frankfurt am Main, there are Tecno Fidta – International Food Technology, Additives and Ingredients Trade Fair – in Argentina, Meat Expo China, in the southern Chinese city of Changsha, and Modern Bakery Moscow – International Trade Fair for Bakery and Confectionery in Russia.

You can find out more about these here:

[www.food-technologies.messefrankfurt.com](http://www.food-technologies.messefrankfurt.com)

### **Press information and illustrative material:**

<http://iffa.com/press>

IFFA  
The No. 1 for the meat industry  
Frankfurt am Main, 4 to 9 May 2019

**On the internet:**

[www.iffa.com/facebook](http://www.iffa.com/facebook)

[www.iffa.com/twitter](http://www.iffa.com/twitter)

[www.iffa.com/googleplus](http://www.iffa.com/googleplus)

[www.iffa.com/youtube](http://www.iffa.com/youtube)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary figures for 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)