



## **Great anticipation for IFFA 2022: trade fair puts the industry's top themes on the agenda**

**The number of registrations for IFFA 2022 is excellent and reflects the mood and dynamism in the sector: after the long Corona absence, everyone is looking forward to meeting in person and to a lively exchange during the international industry get-together from 14 to 19 May 2022 in Frankfurt am Main.**

IFFA offers even more in 2022: in addition to the traditional focus on meat processing, technologies for the manufacturing of products from alternative protein sources are now officially part of the fair's portfolio. The market for meat alternatives is booming worldwide and IFFA 2022 reflects this development with the new product group.

From 14 to 19 May 2022, visitors will experience innovations for all process steps in meat and protein processing on more than 120,000 square metres of exhibition space. Whether slaughtering, cutting, processing, packaging, selling, spices and additives: the leading companies from Germany and abroad will present their innovations at IFFA in Frankfurt am Main.

### **At the cutting edge: top themes at IFFA 2022**

The demand for innovative automation and robotics solutions to optimise processes and counter the shortage of skilled workers in the sector remains high. Coupled with a corresponding digital concept, the plants can be monitored in real time. The next step into the future is the data-driven factory: the flow of data in both directions between production and the point of sale enables completely new forms of marketing. Food safety is the top priority throughout the entire food supply chain: Hygienic design and digital monitoring solutions play a major role here.

Climate-neutral by 2050 - that is what the European Green Deal demands. What does this mean for the meat and protein industry? The industry presents energy-efficient technologies, sustainable packaging solutions and concepts to counter food waste at its international platform. And last but not least, IFFA 2022 will reflect two further megatrends: alternative proteins and individualisation in the butcher's trade.

### **Synergetic: the complementary programme**

In addition to the exhibitors' product innovations, IFFA offers a varied complementary programme that takes up current developments in the sector. Specialist lectures with best-practice examples, special shows, competitions and guided tours offer visitors the opportunity to inform themselves, discuss and make new contacts. Another supporting programme item, which is one of the highlights of every IFFA, is the international quality competitions organised by the German Butchers' Association. In addition, the "IFFA

Forum" provides interested parties with specialist impulses on top themes from the fields of business, technology and development.

### **Safe at the Exhibition Centre**

After the successful new start in the trade fair business, the desire for physical meetings is great. With the officially approved protection and hygiene concept, Messe Frankfurt makes personal, business encounters possible again, even in Corona times. The latest information on Messe Frankfurt's protection and hygiene concept can be found here: [www.iffa.com/hygiene](http://www.iffa.com/hygiene).

Tickets for IFFA can be booked online from mid-February. [www.iffa.com/tickets](http://www.iffa.com/tickets)

IFFA - Technology for Meat and Alternative Proteins will take place from

14 to 19 May 2022 in Frankfurt am Main.

### **Further information:**

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

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

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

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

**Information on all Messe Frankfurt trade fairs in the food processing sector at:**

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