



It's IFFA time: exhibitor registration now open

Frankfurt am Main, 25 February 2021. Exhibitor registration for IFFA 2022 in Frankfurt am Main from 14 to 19 May 2022 opened recently. New is the expansion of the world's leading trade fair for the meat industry to include alternative proteins. Companies planning to exhibit can still benefit from the early-booking rate until 31 March 2021.

It was noticeable even at past editions of IFFA: more and more food makers around the world are investing in products based on alternative proteins whereby the demands on quality, sensory properties and quantity call for complex solutions with regard to the production process and ingredients – reason enough for IFFA's organisers and partners to take official account of this rapidly growing field. With the new subtitle, 'Technology for Meat and Alternative Proteins', IFFA 2022 is set to be the world's leading trade fair not only for the processing, packaging and sale of meat but also for alternative protein products.

Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, explains this future-oriented decision: "IFFA 2022 will open a new chapter and present on equal terms alternative proteins in addition to its traditional focus on meat. And, by doing so, it will live up to its reputation as the leading platform for the sector, which covers the entire process from the product idea, via ingredients, to processing and packaging and facilitates know-how transfer. Besides the participation of experienced technology suppliers from the meat industry, we are looking forward to welcoming many new companies that want to present their innovations in the field of protein-based alternatives to an international audience of trade visitors."

Companies that register by 31 March 2021 profit from an early-booking rate. Register now: iffa.com/registration

New: IFFA Contactor, the search engine for the sector

Another new feature is the IFFA Contactor, the biggest digital catalogue of the meat and protein sector. The online database will also show all exhibitors with their products and innovations between the individual editions of the fair – always up to date. The IFFA Contactor will provide neutral access to the international 'Who's Who' of the sector the whole year round and thus an invaluable source of information for customers from the industry and trade. Johannes Schmid-Wiedersheim, IFFA Director at Messe Frankfurt, explains this expansion in the digital sphere: "It has always been possible to find all the

sector's leading players, from start-ups to multi-national corporations, in the IFFA search engine. Now, however, our exhibitors can also promote their products with photos, videos and contact data and supplement them with innovations 365 days a year. We regard this as an important digital addition to the live event, not just for the current corona time but for the future, too."

The IFFA Contactor will go live on the IFFA website in the middle of 2021 and grow step-by-step thereafter.



IFFA 2022: register as an exhibitor now!
Source: Messe Frankfurt Exhibition

Future Meat Factory – online discussions with experts

Messe Frankfurt collaborates with the international 'Builtworld' platform and presents the 'Future Meat Factory' in the form of online panel discussions. There, renowned experts discuss a variety of subjects relevant to the meat industry live. The next event will focus on the production of meat alternatives and seek answers to the question of whether we are dealing with hype or a long-term trend.

IFFA

Technology for Meat and Alternative Proteins

The event will be held from 14 to 19 May 2022.

Press releases & images:

<https://iffa.messefrankfurt.com/press>

Social media:

www.iffa.com/facebook

www.iffa.com/twitter

www.iffa.com/linkedin

Information about all trade fairs in the Food Technologies Business Unit of Messe Frankfurt at:

www.food-technologies.messefrankfurt.com



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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020