

# IFFA

4.–9.5.2019  
Frankfurt am Main



Meet  
the Best



# IFFA – the world's leading trade fair: State-of-the-art technology.



Save the date: 4 to 9 May 2019. Every three years, the industry's leading international fair IFFA takes place in Frankfurt am Main, setting technology and innovation benchmarks for the following three years.

Make sure you don't miss out on this opportunity to show your new ideas to visitors, exhibitors and market leaders from all over the world! In 2016, a record number exceeded the 1,000 participants mark for the first time when 1,036 exhibitors showcased their offer to more than 63,000 trade visitors from 143 countries.

IFFA aims high with a uniquely diverse product range: From slaughtering and processing to packaging and selling, 110,000 square metres of exhibition space will be devoted to every stage and trend in the meat process chain. The fair also showcases a diverse range of custom technologies, products and services for all sizes of enterprise.

Leading international trade fair and a must for manufacturing industry, trading organisations and the butchery trade: IFFA 2019 brings together a wealth of global expertise and is the largest and most important one-stop forum for investment decisions. Meet the Best! Benefit from the highlight of the trade fair calendar and meet future customers, business partners and creative ideas – all under one roof.

## Meet the Best:

- No. 1 for the meat industry
- Major innovation platform
- Highly international exhibitor and visitor profile
- Wide product range along the entire process chain
- Products and solutions for all sizes of operation
- High-quality exhibitors meet high-quality visitors



# The product spectrum: An impressive breadth and depth.

## Slaughtering and dismembering

An intelligent look at the issues of slaughtering and dismembering: Share your innovations and latest developments in the fields of stunning, slaughtering, scalding, cutting and derinding machinery with an audience of industry professionals. Showcase your efficient robot-assisted systems. For all sizes of customer – whether large-scale industrial enterprises, medium-sized slaughterhouses or butchers' shops.

## Processing and automation

In our industry, so much of the raw material has to be processed. Here you'll find a complete range of equipment: from meat mincers, cutters, forming presses and filling machines to boiling and smoking systems. Demonstrate your latest systems along the entire processing chain, as well as automation potentials and solutions for increasing production efficiency.



## Seasoning and tasting

Enhance the trade visitor experience: The Ingredients section at the fair includes organic and conventional spices, spice mixtures, marinades, auxiliary substances and additives, flavours and food systems from top manufacturers. Use the IFFA as a platform to showcase the latest consumer trends and tempt trade visitors with your flavours.

## Packaging and portioning

Here is where innovations are uncovered: Packaging solutions based on lightweight, reliable and flexible materials. Metering and portioning equipment, slicers, packaging machines, packaging materials and labelling machines. For an international audience of industry professionals interested in highly automated custom solutions.





# The process chain: A constant stream of innovations.

## Storage and transportation

IFFA is a storehouse for progress: Fully automated and energy-efficient systems for optimum material flow, smooth processes and quality assurance. Show your customers how products can arrive on time with no breaks in the refrigeration chain and how pick-and-place systems can minimise costs and maximise efficiency!

## Selling and marketing

Creative approaches to selling are required: Inspire IFFA visitors from the butchery, catering and retail trades with revenue-boosting ideas around shopfitting, equipment and clothing as well as catering and party services.

## Cleaning and maintenance

A company needs to take care of all details in order to prosper: Scrupulous hygiene standards are vital for the production of healthy food. Present your ideas for innovations and structural changes, and impress visitors with their effectiveness in improving hygiene in sales and production areas.

“For us, IFFA 2016 was simply overwhelming! Compared to 2013, we had a double-digit increase in the number of visitors, and our new products – especially the new VF 800 vacuum-filling series – met with enormous interest on the part of both regular and new customers...”

Karl Keller,  
Managing Director,  
Albert Handtmann Maschinenfabrik GmbH & Co. KG





# The technologies: The future within grasp.

## Measuring and weighing

Measuring up to the best: State-of-the-art solutions in measuring and weighing technologies are creating excitement. Demonstrate new mobile and digital weighing technologies, from checkweighers to inspection systems. Showcase your offer to trade visitors from all over the world.

## Energy and supply facilities

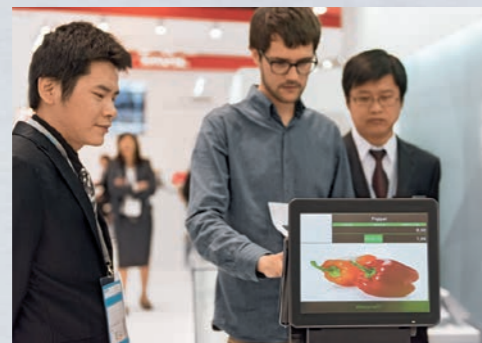
Optimal supply thanks to new concepts: Here the focus is on the energy sector and supply equipment for water, compressed air and gases specifically for the meat industry – presented by experts like you.

## Consulting and services

The ideal place for good advice: Share your know-how as a service provider in the fields of project planning and engineering of slaughterhouses, meat factories and butcher's shops with an audience that is open to new ideas – and your services.

“This year, IFFA once again gave impressive confirmation of its position as the world’s leading trade fair for the sector. At our exhibition stand, we were able to welcome visitors from all over the world and discuss subjects of topical importance, such as automation, food safety and Industry 4.0. The feedback from our guests to our presentation was outstanding and I was particularly pleased that we were able to celebrate the 150th anniversary of the founding of our company at IFFA with so many international customers, partners and members of staff.”

Andreas Kraut, Shareholder & CEO, Bizerba SE & Co. KG





**In every hall:**  
Eye-catching products from all over  
the world.



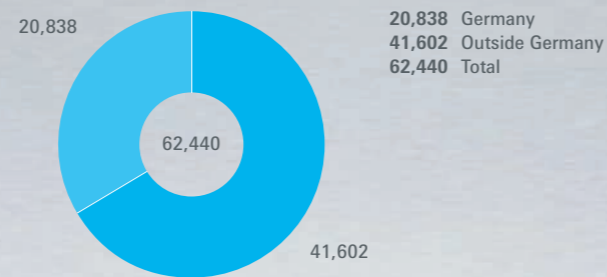


# The industry's no. 1 meeting place: Meet the Best.

## Meet the world.

The who's who of the meat industry at a single venue. The whole world comes to Frankfurt.

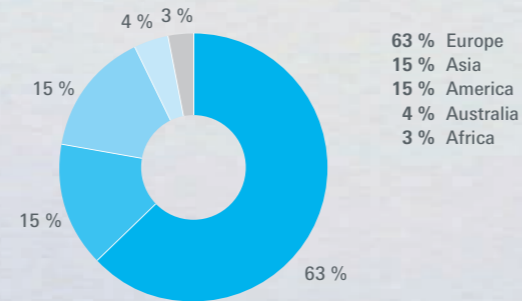
### Number of visitors



## Meet international contacts.

The high proportion of visitors from outside Germany shows the significance of IFFA as the most important event in the meat industry. Make new contacts from around the world.

### Origin of visitors from outside Germany



## Meet your customers.

Discuss and do business with potential partners from around 150 nations.

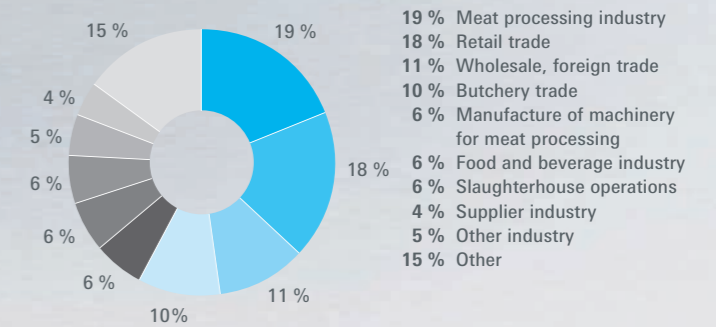
### Top ten visiting nations

Russia  
Spain  
Poland  
Italy  
Netherlands  
USA  
China  
Austria  
Australia  
Ukraine

## Meet up with industry professionals.

To talk shop has never been easier. Look forward to discussions with other professionals from along the entire process chain.

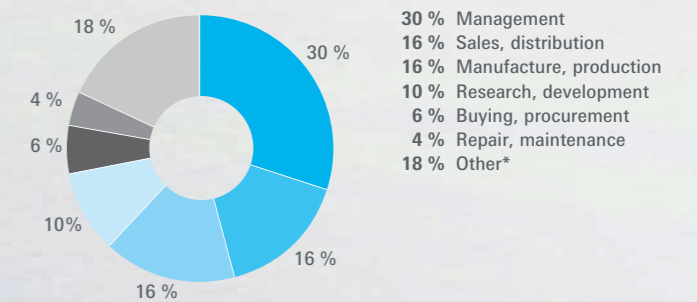
### Trade visitors by economic sectors



## Meet experts from all sectors.

Representatives from all key business segments come together at IFFA and use the opportunity to find out about the latest industry developments.

### Areas of activity of trade visitors

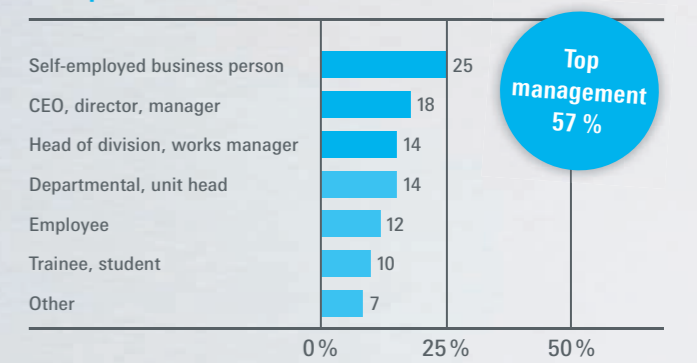


\*Includes students and others not in employment

## Meet the decision makers.

Well over half the visitors come from senior management and have a direct influence on the investment decisions of their companies.

### Occupational status

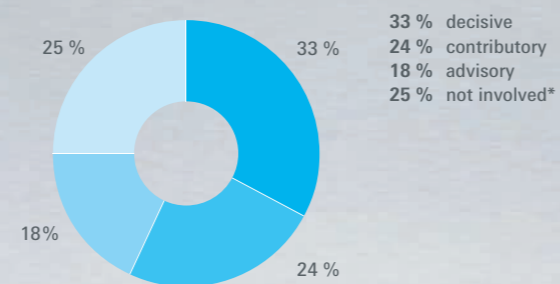


# Record figures in 2016: Success you can count on.

## Meet new business partners.

With 75% of visitors having an advisory or decisive role in their companies' investment decisions, you can be sure of meeting influential partners at IFFA.

## Visitors' influence on purchasing and procurement decisions

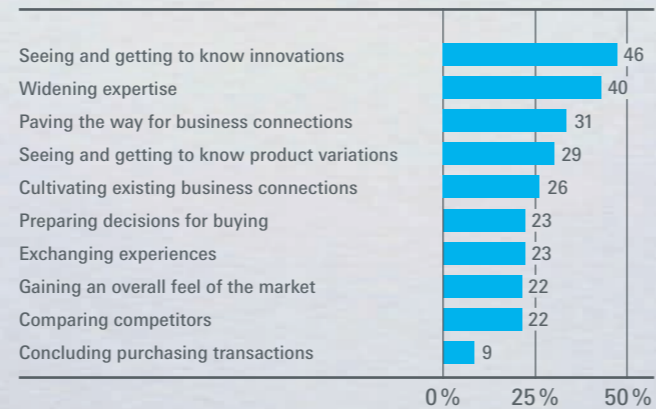


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## Meet interested visitors.

The opportunity to discover innovations, know-how and useful contacts are some of the key motivators for IFFA visitors.

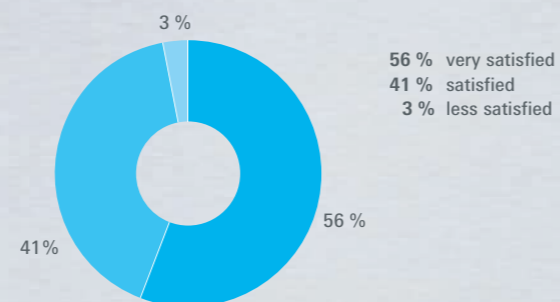
## Main objectives of visitors



## Meet enthusiasm.

It's good to know that 97% of visitors were satisfied or very satisfied with IFFA 2016 and its product range. And what's good can be even better.

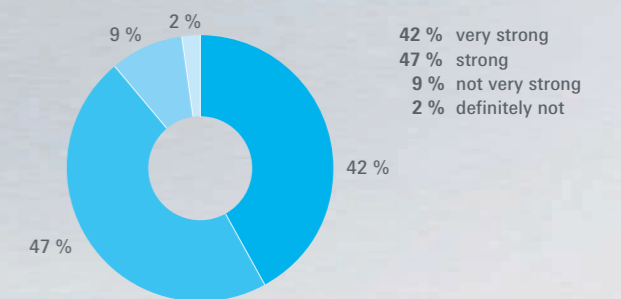
## Overall rating 2016 (Visitors of IFFA)



## Meet up again.

89% of the trade audience intend to visit the next IFFA.

## Likelihood of attending the next IFFA



## Meet the competition.

Exhibitors from all over the world provide a perfect, up-to-the-minute overview of the global butchery trade.

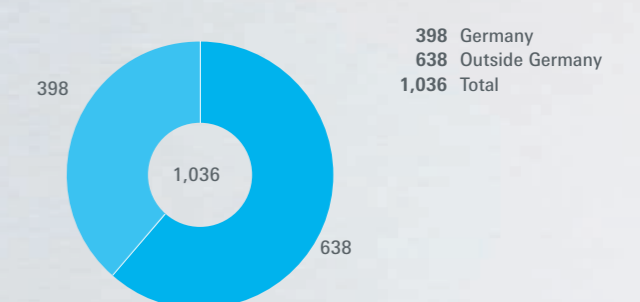
## Top ten exhibition nations

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

## Keep your finger on the pulse.

Be one of more than 1,000 exhibitors and use this international stage to showcase your offer in the midst of market leaders.

## Number of exhibitors



Total area: 109,900 m<sup>2</sup>



## Your benefits as an exhibitor: Our marketing for your brand.

### Our stage: your performance.

To help create your effective and eye-catching presence, Messe Frankfurt publicises IFFA worldwide through more than 150 sales partners with wide-ranging marketing communications on all channels both online and offline. These activities raise the global profile of this major industry event – and your company as an exhibitor.

Our IFFA marketing services include:

- International press activities
- Multi-stage direct advertising
- Advertising in trade media
- Newsletters
- Targeted distribution of trade fair videos
- Social media activities

### Successfully equipped.

As an exhibitor, you receive a promotional package with a wide range of professionally produced print and online advertising materials that you can use to inform your business partners about your participation at IFFA. Inspire your customers and invite them to visit your stand with invitation cards, e-cards and vouchers. And thanks to the new sliding-scale prices for vouchers, the more visitors you attract, the more you save.

**You can find further information and services for a successful presence at [www.iffa.com](http://www.iffa.com)**



## Food Technologies: IFFA – part of a successful whole.

# IFFA

4. – 9. 5. 2019  
Frankfurt am Main

# meat expo

CHINA

Autumn 2018  
Changsha, China

# tecnofidta

18. – 21. 9. 2018  
Buenos Aires, Argentina



MODERN  
BAKERY  
MOSCOW

12. – 15. 3. 2018  
Moscow, Russia

Strategic marketing partner of IFFA:



PROCESS  
EXPO

Trade Fair for Food Processing

### Four related trade fairs.

Messe Frankfurt currently organises four trade fairs for the food industry. With the three-yearly IFFA show, the leading international trade fair for the meat industry, it offers the perfect stage for innovative and creative solutions around the production of meat and meat products.

Messe Frankfurt also promotes the steady growth of the global meat industry with two other trade fairs: Tecnofidta in Argentina and Meat Expo China.

The fourth member of the portfolio is Modern Bakery Moscow, Russia's leading trade fair for the entire bakery and confectionery industry.

**Fourfold trade fair success and expertise in the Food Technologies segment. The success rubs off – on each fair and, of course, on your company!**



# IFFA 2019: Plan your participation now.

## Stand rental prices

**Registration (declaration of intention to exhibit) by 6. 2. 2018**

**Stand area  
Early Booking**

€/m<sup>2</sup>

1 side open stand	255.00
2 sides open stand	268.00
3 sides open stand	276.00
4 sides open stand	280.00
Outdoor area	152.00
Two storey	149.00

**Stand area ≥ 251 m<sup>2</sup>  
Early Booking**

€/m<sup>2</sup>

1 side open stand	240.00
2 sides open stand	252.00
3 sides open stand	259.00
4 sides open stand	263.00

**Registration (declaration of intention to exhibit) after 6. 2. 2018**

**Stand area**

€/m<sup>2</sup>

1 side open stand	282.00
2 sides open stand	297.00
3 sides open stand	306.00
4 sides open stand	309.00
Outdoor area	152.00
Two storey	149.00

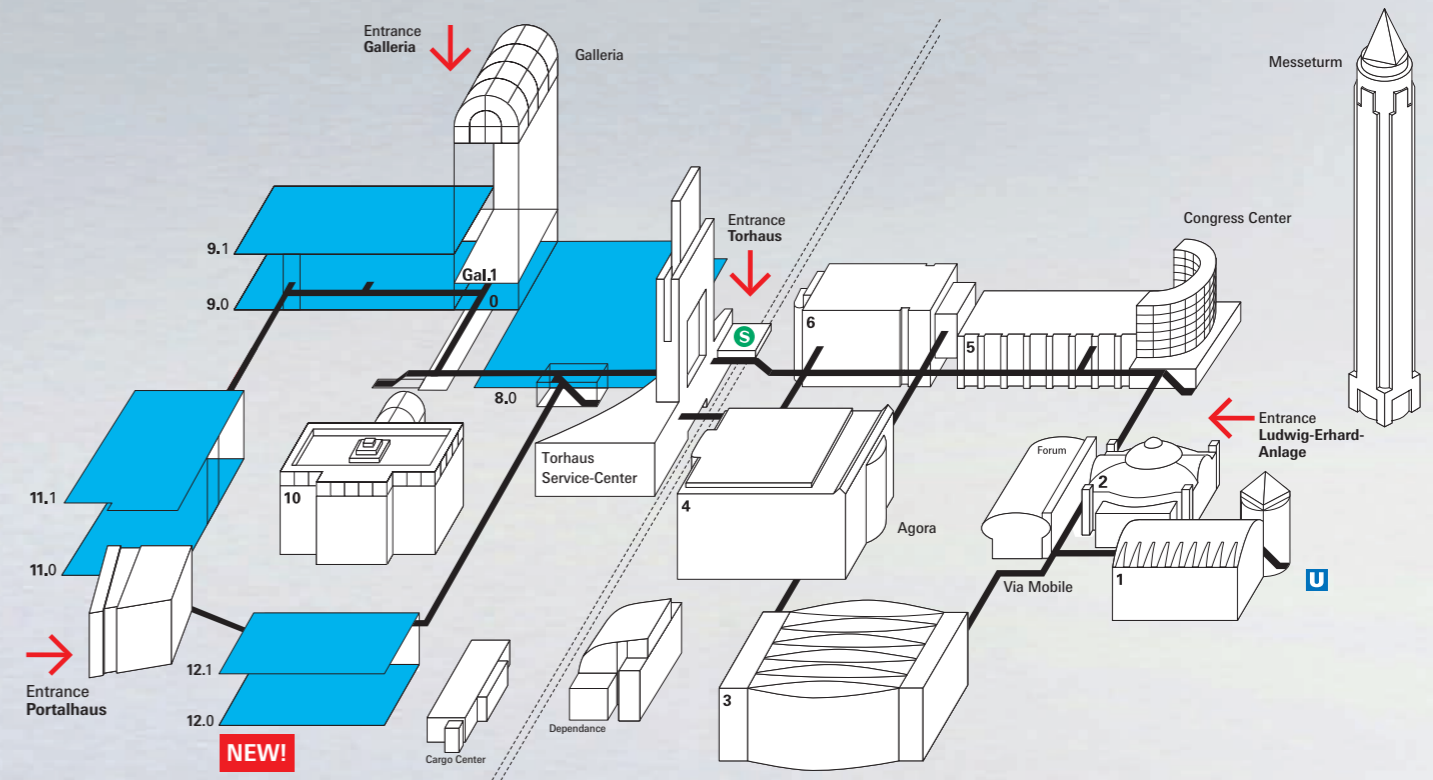
**Stand area ≥ 251 m<sup>2</sup>**

€/m<sup>2</sup>

1 side open stand	265.00
2 sides open stand	277.00
3 sides open stand	284.00
4 sides open stand	289.00

All prices are subject to an environmental levy of €2.90/m<sup>2</sup> and AUMA (German Trade Fair Industry Association) charge of €0.60/m<sup>2</sup>. Prices and the Media Package "Technology" (€750.00) do not include the statutory VAT.

## Your path to success: site map



## Hall 12

The newly built Hall 12 in the western section of the exhibition centre offers IFFA a new and modern space for displaying innovations and trendsetting developments.

The normal trade fair entrances "Torhaus" (S-Bahn-Station), "Galleria" (Hall 8/9), "Portalhaus" (Hall 11) and "Ludwig-Erhard-Anlage" (LEA) are open as usual.



**NEW**

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