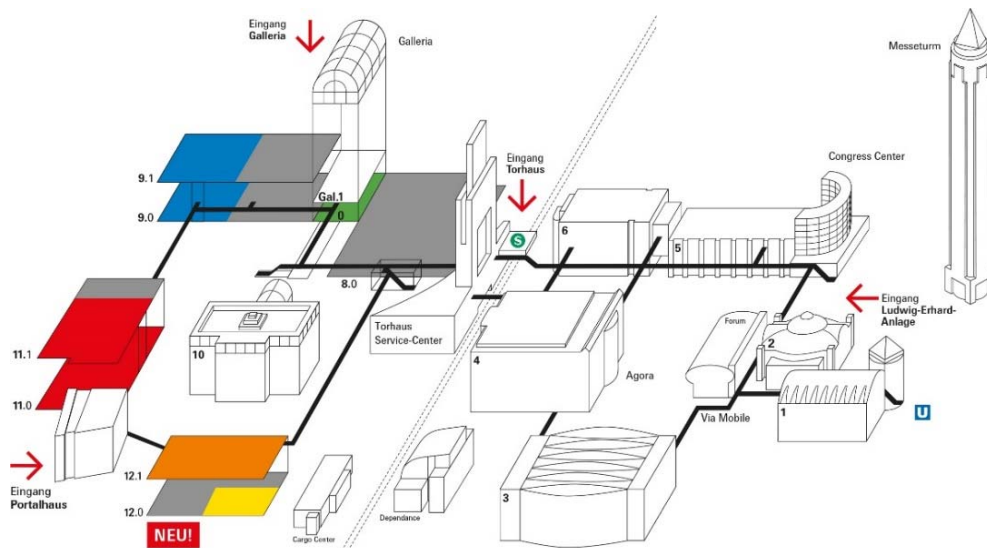


# The new IFFA

Antje Schwickart  
 Tel. +49 69 7575-6474  
 Antje.Schwickart@messefrankfurt.com  
 www.messefrankfurt.com  
 www.iffa.com

**A new look for IFFA 2019: Messe Frankfurt has made large investments in the Exhibition Centre and its infrastructure to ensure a positive trade-fair experience. Exhibitors and visitors can look forward to a new exhibition hall, improved orientation, shorter walking distances and ultra-modern services.**

The new Hall 12 has been completed and is set to change the look of IFFA permanently. This year, the No. 1 for the meat industry moves completely to the western section of Frankfurt Fair and Exhibition Centre with an optimum setting for both exhibitors and visitors. The result is a circular tour linking Halls 8, 9, 11 and 12. The Via Mobile, the covered and glazed transport system with moving walkways and escalators, makes it possible to move around the fair quickly, easily and independently of the weather.



Complete plan of the fairground for download at: [www.iffa.com/fairground](http://www.iffa.com/fairground)

IFFA Director Johannes Schmid-Wiedersheim: “Since the last IFFA, we have been able to introduce numerous innovations, which visitors will notice at many different points. For example, when walking around the fair through modern, light and airy halls, in the restaurants, through the short distances between appointments and when using our new, high-speed WLAN. Many exhibitors have taken advantage of the move to increase the size of their exhibition stands and their presentations.

Messe Frankfurt Exhibition GmbH  
 Ludwig-Erhard-Anlage 1  
 60327 Frankfurt am Main

And, last but not least, we have restructured the various segments and brought together a number of related product groups.”

### **Who is where? What the new IFFA looks like**

IFFA 2019 will be characterised by old and new neighbours. As in the past, the overall structure is oriented towards the various stages of processing because everything at the fair revolves around the most valuable of all foodstuffs – meat.

The circular tour begins in Hall 9 with slaughtering, dismembering and processing, as well as transport and storage systems, refrigerating and supply equipment, operational hygiene, occupational safety and IT. For the first time, the central processing section is being extended to Hall 12.0 where manufacturers from all over the world present machinery and equipment for the core processes of meat and sausage production. On the two floors of Hall 11, leading international exhibitors from the fields of packaging, packing materials, cutting, measuring and weighing present their innovations. In Hall 12.1, visitors will find a broad spectrum of ingredients, spices, additives and casings. The range of products for ‘Selling – everything for butchers’ shops’ occupies a special area of the new Hall 12.0. This is also the setting for the German Butchers’ Association (*Deutscher Fleischer-Verband – DFV*) with the competition area and market place.

The new Hall 12 has 33,600 square metres of exhibition space on two levels, as well as four catering areas, direct access to the Portalhaus and Torhaus entrances and parking for 800 cars. With its fascinating architecture and spectacular foyers, it is a highlight in the southern section of the exhibition centre.



Hall 12, restaurant and foyer

### **New services for visitors**

Orientation at the Exhibition Centre is easy because all halls are now arranged in a circular pattern and linked with each other. Visitors can enter IFFA via four entrances: Torhaus (‘S-Bahn’ railway station), Ludwig-Erhard-Anlage (LEA) in the east, Portalhaus in the west and Galleria in the north. New is the spacious reception building for Hall 8, which is linked to the Torhaus building via a modernised system of

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

escalators, an area that was still under construction during IFFA 2016. Also important for a satisfactory visit to the fair are attractive catering facilities. Accordingly, the restaurants at the Exhibition Centre offer a pleasant setting for eating and drinking, as well as communication and relaxation. Visitors can look forward to 'Centro' restaurant in Hall 9, which is now open after being fully renovated. It was singled out for the 'Iconic Award 2018 Innovative Architecture' and is distinguished by a peaceful atmosphere even when very busy. Also well worth visiting are the two restaurants and two bistros in Hall 12. Their transparent design offers wonderful views of Frankfurt's skyline.



'Centro' restaurant in Hall 9

Free internet usage at the Exhibition Centre is now even easier and user friendly following the introduction of high-performance WLAN in 2018, which permits up to 30,000 devices to be connected to the internet simultaneously during the fair. Information about WLAN usage at Frankfurt Fair and Exhibition Centre can be found at: [www.iffa.com/wifi](http://www.iffa.com/wifi)

The most important travel information and tips for spending time in Frankfurt can be found on the internet at: [www.iffa.com/arrival](http://www.iffa.com/arrival)



The new entrance to Hall 8

Further information about IFFA and tickets at: [www.iffa.com](http://www.iffa.com)

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

Discover more about the international trade fairs held by the Food Technologies Business Unit of Messe Frankfurt at:  
[www.food-technologies.messefrankfurt.com](http://www.food-technologies.messefrankfurt.com)

**Press releases & images:**

<http://iffa.com/press>

**On the internet:**

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

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

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

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

**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 30 locations, the company generates annual sales of around €715\* 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).

Further information is available at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* provisional figures 2018