

Numerous events at IFFA reveal the latest trends of the sector

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Expert lectures, live demonstrations, product competitions and Discovery Tours – the IFFA programme of events communicates specialist knowledge, inspires through best-practice examples and presents the latest consumer trends and technical solutions.

Numerous events will supplement the product innovations of the 1,000-plus exhibitors and generate genuine added value for trade visitors at IFFA – the No. 1 for the meat industry – in Frankfurt am Main from 4 to 9 May 2019. Visitors interested in the IFFA programme of events will find up-to-the-minute information about the individual events at www.iffa.com/events. Following the opening of the new Hall 12, the world’s leading trade fair for the meat sector is being held for the first time entirely in the western section of Frankfurt Fair and Exhibition Centre, which gives visitors the opportunity to embark on a circular tour of all product groups, including the complementary programme of events, with only short walking distances between the individual halls.



Source: Messe Frankfurt / Petra Welzel

First-hand expert knowledge and highlights

As in the past, this year’s IFFA Forum in Hall 11 will be characterised by concentrated expert knowledge alternating with practice-oriented exhibitor lectures. The programme, which is being organised by Messe Frankfurt in cooperation with the dfv Media Group, is oriented towards the top themes of the fair and focuses on one a day:

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

- Saturday, 4 May: Food Trends - Ingredients
- Sunday, 5 May: Butchers' Trade and Sales
- Monday, 6 May: Product Optimization and Digital Solutions
- Tuesday, 7 May: Food Safety
- Wednesday, 8 May: Food Trends – Packaging
- Thursday, 9 May: Resource Efficiency

For the first time, there will also be guided tours of the fair based on these themes. By taking part in the IFFA Discovery Tours, visitors can obtain an overview of products and services relevant to the themes and find out more about selected highlights. During the run-up to the fair, an independent committee of experts will select the innovations to be shown from those submitted by exhibitors. Visitors interested in taking part can register at the starting point of the Discovery Tours in Hall 12. Via Ost. The programmes of the Discover Tours and the IFFA Forum will be published online in mid-March (www.iffa.com/events).

The standard is high

In keeping with tradition, the German Butchers' Association (*Deutscher Fleischer-Verband – DFV*) is organising a variety of quality competitions for butchers and talented young people at the fair. The competitions, for which entries are invited via the DFV website, give entrants the chance to test and demonstrate their skills in an international setting. For the winners, the cups, medals and certificates are excellent marketing tools for their PR activities.

- Saturday / Sunday, 4 & 5 May: International Competition for Young Butchers
- Monday, 6 May: International Quality Competition for Sausages
- Tuesday, 7 May: International Quality Competition for Products in Convenience Packages, Cans and Jars
- Wednesday, 8 May: Butchers' Training Classes Demonstrate their Skills
- Thursday, 9 May: International Quality Competition for Ham

Further information and entry forms for the competition can be found on the DFV website at www.fleischerhandwerk.de/iffa.

Live demonstrations make trends visible

The IFFA Kitchen and the “Butchery Trends” special shows offer vivid insights into the latest developments in the meat industry. At the IFFA Kitchen in Galleria 0, visitors can see a modern sausage production line demonstrating important aspects, such as food safety, process optimisation and digitalisation, in live operation. Naturally, the products can also be tasted there and then. Other opportunities for expanding the butcher's shop assortments with the aim of attracting new and retaining existing customers can be seen at the “Butchery Trends” in Hall 12. This special show also offers insights into ways butchers can react to the ongoing trend towards the away-from-home market and ‘food-to-go’. Both events will be held on all days of the fair.

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Attendance at all events is free of charge for holders of an IFFA admission ticket apart from the entry fee for the DFV competitions). Further information about the trade fair and tickets can be found at www.iffa.com.

Learn more about the international trade fairs organised by 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. 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

* provisional figures 2018

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