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Messe Frankfurt and Food Processing Suppliers Association cooperate in the 'Food Technology' segment

IFFA and PROCESS EXPO enter a strategic marketing alliance

Messe Frankfurt and the Food Processing Suppliers Association (FPSA), USA, have entered a strategic marketing alliance. Both organisations hold leading trade fairs for the food-processing sector. With IFFA – The No. 1 for the meat industry – Messe Frankfurt has been organising the leading international trade fair for the meat industry in Frankfurt am Main for 45 years. FPSA launched PROCESS EXPO: the Global Food Equipment and Technology Show in Chicago in 2011. Both organisations want to cooperate more closely in the future, to lever the potential of the expanding international market of the food industry and to generate synergistic effects.

Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt: "I am delighted that we have been able to reach a cooperation agreement with FPSA. Our strategic marketing alliance will benefit the entire sector. Our aim is to further develop our well-established trade fairs in both qualitative and quantitative terms. In addition to a number of coordinated marketing measures, joint activities in other countries are planned to promote the dynamic development of food technology worldwide with strong events. For us, the leading trade fair for the US sector, PROCESS EXPO, is the perfect platform from which to intensify the exchange of information and ideas with important American markets and customers."

Tom Kittle, Chairman of FPSA and President of Handtmann Inc. and Handtmann Canada Limited: "As the organizers of PROCESS EXPO we are excited about our joint strategic alliance with Messe Frankfurt /IFFA the preeminent trade fair worldwide for Meat Processing. The endorsement and promotion of each other's shows will increase the international reach as well as the brand awareness of both events and will greatly benefit both attendees and exhibitors."

PROCESS EXPO has been held in Chicago every two years since 2011. At the last edition in the autumn of 2015, 914 exhibitors presented their innovations to an audience of around 20,000 trade visitors. PROCESS EXPO covers a broad spectrum of products including technical solutions for processing and packaging meat and fish, bakery products, beverages, milk products, fruit and vegetables. The next PROCESS EXPO will be held from 19 to 22 September 2017. Further information can be found at www.myprocessexpo.com.

IFFA – The No. 1 for the meat industry – has been held in Frankfurt am Main for 45 years. Every three years, the sector meets at its leading international trade fair and focuses on innovations and trends for the entire meat-processing chain. Some 1,000 exhibitors from around 50 countries will be making presentations at IFFA 2016 and Messe Frankfurt expects to welcome an international audience of around 60,000 trade visitors.

Manufacturers of machinery and plant for meat processing and packaging also welcome the alliance between Messe Frankfurt and FPSA. Gil Williams, President of Poly-clip System LLC: “This new strategic partnership between Messe Frankfurt and FPSA produces tremendous value to all exhibitors. The combined resources that the organizers of IFFA/PROCESS EXPO will bring in promoting and supporting each other’s trade fairs via their marketing, advertising, public relations, development of educational sessions, and holding of special events/receptions will result in not only additional show attendees but also more satisfied show attendees. Furthermore, the alliance of these two significant major shows being located in Europe and North America, will help us reach out to and better serve our present and future customers.” Karl Keller, CEO of Maschinenfabrik Albert Handtmann: “The innovativeness and sheer scale of the North American market make it extremely interesting for us as manufacturers of meat-processing machines. An alliance between IFFA and PROCESS EXPO will benefit our customers and help machine manufacturers in both North American and here in Europe to develop new foodstuffs and optimise their production. We warmly welcome this initiative of Messe Frankfurt and FPSA.”

In addition to IFFA, Messe Frankfurt holds three other events for the meat and food-technology industries in Shanghai, Buenos Aires and Moscow.

Further information about IFFA can be found at www.iffa.com and IFFA press photos at www.iffa-presse.com.

Background information on Messe Frankfurt

Messe Frankfurt is one of the world’s leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised 132* trade fairs, of which more than half took place outside Germany. Comprising an area of 592,127 square metres, Messe Frankfurt’s exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

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

*preliminary figures for 2015