

Presse

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Food Technologies

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Food Technologies: new business cluster for all food-processing trade fairs

Messe Frankfurt is bringing together its international events on the subject of food processing under the heading 'Food Technologies'. At present, there are four trade fairs in this business cluster: apart from the flag-ship event IFFA in Frankfurt am Main, they are Tecno Fidta – International Food Technology, Additives and Ingredients Trade Fair – in Argentina, Meat Expo China in the Southern Chinese city of Changsha and Modern Bakery Moscow – International Trade Fair for Bakery and Confectionery – in Russia.

“Establishing a ‘Food Technologies’ business cluster is a logical step in the interests of a clear strategy on the growing global food market. It stands for our international expertise in the sector and enables us to concentrate our strengths and add to our know how”, says Ruth Lorenz, Vice President Technology of Messe Frankfurt, who is responsible for this portfolio of events.

The visible expression of the business cluster is the new visual identity of all four trade fairs. The key motifs of the individual events now have a uniform look. These ‘key visuals’ consist of three optically delimited zones, in the middle of which a typical product of the fair is to be seen. Different focal points depending on the event concerned are set with the aid of icons symbolising the individual product segments.

The sustainable use of foodstuff for the growing population of the world, energy and resource efficiency, hygiene and product safety, process optimisation and flexibility are key subjects in the food-processing segments. The spread of innovative food processing and packaging technology worldwide is imperative if these challenges are to be met. The demand is great, especially in the populous nations of Asia, Latin America and the Near and Middle East.

Messe Frankfurt supports the international growth of the food industry with a global event strategy that offers the sector reliable marketing platforms in dynamic markets. On the American market, for example, Messe Frankfurt and the Food Processing Suppliers Association, organisers of Process Expo in Chicago, have entered into a strategic

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marketing partnership. Another example is the collaboration with the organisers of the Iran International Meat Exhibition in Teheran, who also represent Messe Frankfurt in Iran as the official Sales Partner.

Trade fairs in the Food Technologies business cluster:

Meat Expo China, Changsha, China: 14 to 17 September 2017

www.meatexpochina.hk.messefrankfurt.com

Modern Bakery Moscow, Russia: 12 to 15 March 2018

www.modern-bakery.ru

Tecno Fidta, Buenos Aires, Argentina: 18 to 21 September 2018

www.tecnofidta.com

The world's leading trade fair

IFFA, Frankfurt am Main: 4 to 9 May 2019

www.iffa.com

The new motifs of the four trade fairs for downloading:

<https://iffa.messefrankfurt.com/frankfurt/en/besucher/weltweit/kvs.html>

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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de