

# Global reach

IFFA and FPSA's partnership comes to fruition

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The Food Processing Suppliers Association (FPSA) announced on May 9, 2016, that it signed an agreement with Messe Frankfurt, the owner of the world famous IFFA trade show, in support of both organizations' trade show events. Tom Kittle, FPSA chairman of the board, and Wolfgang Marzin, CEO of Messe Frankfurt, made the agreement official during a press conference at the 2016 IFFA show in Frankfurt, Germany, last May. Part of the multi-year agreement includes promoting FPSA's PROCESS EXPO globally and jointly supporting IFFA as well as Messe Frankfurt's other successful food-focused events that it hosts all over the world. PROCESS EXPO is held every two years with the next show being held Sept. 19-22 in Chicago, while IFFA is held every three years and the next show is slated for May 4-9, 2019, in Frankfurt, Germany. Kittle, who is also president of Handtmann Inc. and Handtmann Canada Limited, and Marzin discussed the partnership with *MEAT+POULTRY*.

**MEAT+POULTRY:** How did FPSA and Messe Frankfurt reach the point of making this joint commitment?

**Tom Kittle:** We met with representatives from IFFA in 2015 when they visited PROCESS EXPO. The IFFA show is one of the food industry's largest, and is owned by Messe Frankfurt, VDMA, and the Butchers Association. We expanded conversations with Wolfgang Marzin and his staff because both parties recognized the synergy between the IFFA event as well as Messe Frankfurt's other events in the food technology sector in Argentina, Russia and China. Messe Frankfurt looked at PROCESS EXPO as the premiere meat event for them to partner with.

**M+P:** How will the partnership benefit members of each group?

**Kittle:** The endorsement and

promotion of each other's shows will increase the international reach, enhance brand awareness of both events and greatly benefit attendees and exhibitors. Cross-promotional campaigns will ensure an increase in international attendee registration. Meanwhile, we will both be gaining name recognition and more visibility with each other's attendees and exhibitors.

**Wolfgang Marzin:** Our strategic marketing alliance will benefit the entire sector. In addition to a number of coordinated marketing measures, we are also considering joint activities in other countries to promote the dynamic development of food technology worldwide. 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 North American markets and customers.

**M+P:** How will the partnership be represented at each group's events?

**Kittle:** IFFA will have a booth at this year's PROCESS EXPO and a special reception will be held for all meat industry professionals as well as a press conference on Sept. 20. Also, Messe Frankfurt representatives will have a meeting at PROCESS EXPO and will host educational sessions put on by the Butchers Association.

**M+P:** How does the staggered frequency of these two trade shows benefit attendees and exhibitors?

**Kittle:** There is a benefit of the shows being in different years. PROCESS EXPO was last held in 2015 followed by IFFA in 2016 and obviously PROCESS EXPO will be held in 2017. We see the



The Food Processing Suppliers Association (FPSA), led by Chairman Tom Kittle (below left) announced its partnership with Messe Frankfurt, led by CEO Wolfgang Marzin (below right) during the IFFA tradeshow in Frankfurt, Germany, last May.



two events complementing each other, including in 2019 when IFFA will be held in the spring and PROCESS EXPO in the fall.

**M+P:** Can you quantify what the partnership will mean in terms of attendees and exhibitors?

**Marzin:** In 2016, we welcomed a record number of 1,027 exhibitors to IFFA. The companies came from around 50 countries and 62 percent were based outside Germany. The US is among our Top 10 exhibitor countries – 40 companies participated at IFFA and in terms of visitor attendance the US is among the leading countries with 1,400 visitors. We aim to bring additional attendees and exhibitors to PROCESS EXPO and at the same time we hope to raise the number of exhibitors and visitors at IFFA from the US in the future.

**Kittle:** In 2015, approximately 15 percent of PROCESS EXPO attendees were international, which we expect to increase with this partnership. In 2019, we plan to promote and bring more US-based attendees and exhibitors to the IFFA show.

**M+P:** Is the goal for PROCESS EXPO to skew more like the IFFA or vice-versa in terms of show hours, number of days, exhibitors, attendees, etc.?

**Kittle:** IFFA is a much bigger show and has a larger audience than PROCESS EXPO so we would not need to extend our days and hours. However, we will be launching new show features and events which we can see being replicated in Germany. For the first time, we are offering a working production line and the Virtual Reality Showroom on the show floor. Also, we are looking to expand our relationships

with the butcher groups in 2017 by offering a Butchering Session.

**M+P:** What else should attendees expect to see at PROCESS EXPO?

**Kittle:** The expansive PROCESS EXPO show floor will feature live production lines and demonstrations; the Virtual Reality Showroom; Food Safety Summit Theater; networking events; Innovations Showcase; the University Quad; student poster presentations; a Beer Garden and much more. Over 600 exhibiting companies, spanning 220,000 sq. ft. will offer equipment, machinery and demos for buyers in all of the vertical industry sectors, including: bakery, grains, seeds and snacks, beverage, dairy, meat, poultry and seafood, prepared foods, fruits and vegetables, confectionery and candy, co-packers and pet foods. **M+P**