

Press release

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## Messe Frankfurt increases its presence in North America

Markus Quint  
Tel. +49 69 75 75-59 05  
markus.quint@messefrankfurt.com  
www.messefrankfurt.com

**Messe Frankfurt and the Food Processing Suppliers Association (FPSA) are stepping up their collaboration. After Messe Frankfurt already took over the running of the event in May of this year, both companies are now entering into a joint venture with a view to driving forward Process Expo, one of the largest trade fairs in the food and beverage processing and packaging industries in the USA.**

With the FPSA's vast experience in North America and Messe Frankfurt's as an organiser of leading international trade fairs in the food processing industry, the two companies are pooling their strengths and expertise to make Process Expo even more international and to allow it to reach its full potential worldwide.

Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, said: "We are looking forward to organising Process Expo together with the FPSA and to making it into an even stronger platform for the food industry. This strategic decision also enables us to bring our Food Technologies expertise to bear to a greater extent in North America." This cluster currently consists of five trade fairs that illustrate the dynamic growth of the global food processing industry. These are IFFA in Frankfurt, Tecno Fidta in Buenos Aires, Modern Bakery and Salon du Chocolat in Moscow and Meat Pro Asia in Bangkok.

Matt Malott, Chairman of US association FPSA and President and CEO of Multivac INC, commented: "We began our trade show journey more than ten years ago with the primary goal being to make Process Expo into the largest and most valued food processing trade show in the Americas. We are extremely excited to strengthen our current relationship with Messe Frankfurt. As a leader on a global scale, Messe Frankfurt's far-reaching influence provides Process Expo with a heightened visibility and solidifies its importance in the marketplace."

German mechanical engineering companies also welcome the joint venture. Richard Clemens, Managing Director of VDMA Nahrungsmittel- und Verpackungsmaschinen, says: "The USA is a key market for German mechanical engineering companies – especially for those manufacturing meat processing and packaging machines. Many companies have a subsidiary in the United States. We welcome the cooperation between Messe Frankfurt and the FPSA with open arms as

it will result in an even more professional platform for the sector in what is currently the most important sales market.”

After many trade fairs had to be cancelled or postponed in recent months owing to the coronavirus pandemic, Process Expo 2021 will be one of the first ever large-scale trade fairs for the food and beverage processing and packaging industries. It will be held at McCormick Place, Chicago, from 12 to 15 October 2021. As well as the latest machines and products, the event will be showcasing technical solutions and services in the industry. In addition, the trade fair offers international networking opportunities and training programmes and serves as a platform for engineers, scientists and other groups. The event has been held in Chicago every two years since 2011.

Further information on Messe Frankfurt events in the field of food processing and packaging can be found at

<https://technology.messefrankfurt.com/frankfurt/en/industry-sectors/food-technologies.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 just under 2,600 employees at 29 locations, the company generates annual sales of some €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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](http://www.messefrankfurt.com)