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#profoodtech

## ProFood Tech 2019: Second edition convinces across the board

- Successful establishment on the US market
- Renewed participation of top exhibitors from the industry
- 50 percent increase in the level of internationality of the exhibitors
- Forward-looking event and congress programme

ProFood Tech 2019 impressively succeeded in establishing itself as the exclusive event for food and beverage processing on the US market. At the second edition from 26.-28.03.19 in Chicago, 414 exhibitors took advantage of the opportunity, which is unique in North America, to present their products and services in this section to the trade audience. Overall about 5,000 trade visitors took part in the event. From the view of the ProFood Tech exhibitors, above all the good quality of the visitors was of central importance for the success of the trade fair: The number of final decision makers in purchasing increased by almost 45 % and the number of visitors with final or significant decision making authority in purchasing rose by about 42 % in comparison to the first edition. Furthermore, ProFood Tech 2019 impressed with its augmented level of internationality: The number of countries the exhibitors originated from increased by 50 % up to 24 and the number of countries the trade visitors came from by 13 % up to 78. This year new exhibitors came from Belgium, Brazil, Bulgaria, France, India, Lithuania, Mexico, Taiwan, Thailand and the Ukraine. In addition, four international joint participations from China, France, India and Taiwan were represented. The growing level of internationality confirms the relevance of the event even beyond the NAFTA region and underlines the exporting industry's need for a processing event in the USA exclusively for the food and beverage industry. "We are delighted that we have been able to transfer the success of the role model of the leading global trade fair Anuga FoodTec (AFT) over to ProFood Tech 2019 and correspondingly to the NAFTA region. As such, we have reacted to the demand of the customers of our national and worldwide FoodTec trade fairs to also establish a leading trade fair for food and beverage production technology in the USA. Our global networking in the scope of AFT and the worldwide trade fair portfolio has contributed towards augmenting the level of internationality and thus to the remarkable success of this event," summed up Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. "The second edition of ProFood Tech had strong exhibitor commitments from the start, reaffirming the market's desire for a comprehensive processing event in North America," says Jim Pittas, president and CEO, PMMI, The Association for Packaging and Processing Technologies and the producer of the PACK EXPO portfolio of trade shows. "We are proud that through our strategic partnership



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with Koelnmesse and the International Dairy Foods Association, we were able to offer a show that met the needs of processing professionals, brought the industry together and addressed the most critical issues and challenges." And Michael Dykes, D.V.M., president and CEO, IDFA emphasised: "We'd like to thank the exhibitors, Partner Program participants and other speakers who presented their innovative products, inventive solutions and enlightening experiences in the Knowledge Hub. These interactive discussions highlighted only a few of the wide range of technologies and insights offered at this second edition of ProFood Tech. Attendees now have new supplier contacts and applications from other industries that they can use to address the unique challenges facing their businesses."

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The exhibitors presented their innovative portfolio in the segments Baking & Snacks, Beverages, Confectionery, Dairy, Fruit & Vegetables, Grain, Mill & Cereal, Ingredients, Meat, Poultry and Seafood, Pet Food and Prepared Foods. The relevance of the event is reflected by the participation of numerous key players such as ABB Inc., Azo Inc., Alpma, Chr. Hansen, Delkor, Galdi Srl, GEA Harpak-Ulma, Huhtamaki, Polypack, Schubert North America, Poul Tarp A/S, Serac, Südpack Verpackungen GmbH, Tavit and Tetra Pak. Alongside the participation of significant companies from the NAFTA area, among others through the presence of the subsidiaries of important European headquarters, the direct applications from Europe also demonstrated the significance of the largest food market in the world for these companies. ProFood Tech is jointly organised by Koelnmesse, the PMMI (Association for Packaging and Processing Technology) and the IDFA (International Association of the Dairy Industry).

#### **Future-oriented event and congress programme**

The trade visitors of ProFood Tech 2019 benefited from an innovative event and congress programme that was held directly adjacent to the exhibition area for the first time. The highlights included the "ProFood Tech Knowledge Hub" that, divided up into three sections, was organised by the IDFA. The "Impact Zone" offered the opportunity for interactive discussion. New technologies and ideas were presented in the "Innovation Zone". The "Disruption Zone" impressively demonstrated how the demands of the consumers can be met through the implementation of disruptive technologies. A further highlight was the "Dairy Pavilion" organised by the IDFA, where the solutions of the top 100 companies for processing dairy products were presented.

Furthermore, the "2018 Sustainability Excellence in Manufacturing Awards" for outstanding services towards sustainability and the "2019 Manufacturing Innovation Awards" for innovative projects in the food and beverage processing and packing section were conferred. Further highlights included the "Cold Pressure Council Conference", which focused on high pressure treatment as well as best practice solutions and the "Trends and Innovations Seminar", where five of the most dynamic trends of the food and beverage industry were presented. The "Future Innovators Robotics Showcase", during the scope of which the theme robotics was presented right next to the exhibition area, also provided an exciting insight into the future.

**Excellent partner programme for institutions**

The partner programme, for which new institutions had also been won over, resulted in an extended spectrum of offers and went down very well with the trade visitors. The programme presented outstanding opportunities for an exchange of knowledge, networking and business deals between the leading food and beverage institutions and the trade visitors. The participating institutions included among others AIM Inc., ADPI (American Institute for Dairy Products) and Innova Market Insights.

**The next ProFood Tech will take place from 23.-25.02.2021 in Chicago.**

**Exhibitor and visitor opinions**

"This is our second time exhibiting at ProFood Tech as we are looking for a show that focuses on food and beverage producers specifically. There are a lot of shows out there, but ProFood Tech offers a really great venue to meet with current as well as new customers. It's a unique opportunity to hone in on a targeted audience of food and beverage producers that we want to do business with."

**Tetra Pak, Larine Urbina, VP of Communications**

"As Tecnopool group we are very happy and impressed about ProFood Tech. Lots of customers and very well organized. We couldn't ask for more. We are going to repeat this event the following years."

**TECNOPOOL S.P.A. unipersonale, Dr. Nicola Scudella, Sales Manager Central & North America**

"We came here expecting to connect with local buyers and were blown away at the international audience we were able to have conversations with. The show had a true global feel whilst remaining consistent in the delivery of quality leads."

**Baumer Group, Christ Makris, Director of Product Management and Marketing**

"We are at ProFood Tech for the second time. Our targets are food processing companies to which we want to present our innovative freeze drying solutions. We have received several quality leads and even had a customer flying in from Florida explicitly to meet us."

**CUDDON Freeze Dry, Blair Kibblewhite, Sales & Marketing**

"ProFood Tech provided us with a chance to get face time with two key vendors. It's a nice advantage to see both in one place. The show size also allows us to focus in on specific companies and take the time to differentiate between their products."

**Boar's Head Provisions, Mike Coleman, Director of Engineering and Maintenance**

"When we come to ProFood Tech, we're really looking to be introduced to what's new and what can take us out of our box – the innovations that can take us where we want to go. The show is helpful for everything from finding inspiration for new flavor ideas, to food safety insights, to identifying the technologies that allow us to make and sell ice cream the best that we can."

**Blue Bell Creameries, Ricky Dickson, President**

**Koelnmesse - Global Competence in Food and FoodTec:**

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

#### **The next events:**

IIDE - India International Dairy Expo, International trade fair for dairy farming, - processing, -packing and -products, Mumbai 03.04. - 05.04.2019

Anutec - International FoodTec India, New Delhi 13.09. - 15.09.2019

Cibus Tec - The International Food Processing & Packaging Exhibition from the heart of the Italian Food Valley, Parma 22.10. - 25.10.2019

#### **About PMMI**

PMMI: The Association for Packaging and Processing Technologies, represents the voice of more than 850 North American manufacturers and suppliers of equipment, components and materials as well as providers of related equipment and services to the packaging and processing industry. It works to advance a variety of industries by connecting consumer goods companies with manufacturing solutions through leading trade media, as well as the world-class PACK EXPO portfolio of trade shows - PACK EXPO International, PACK EXPO Las Vegas, Healthcare Packaging EXPO, PACK EXPO East, EXPO PACK México and EXPO PACK Guadalajara.

More information: [www.PMMI.org](http://www.PMMI.org)

#### **About IDFA**

The International Dairy Foods Association (IDFA), Washington, D.C., represents the nation's dairy manufacturing and marketing industry, which supports nearly 3 million jobs that generate more than \$161 billion in wages and has an overall economic impact of more than \$628 billion. IDFA members range from multinational organizations to single-plant companies. Together they represent approximately 90 percent of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the United States and sold throughout the world. The diverse membership includes numerous food retailers, suppliers and companies that offer infant formula and a wide variety of milk-derived ingredients.

More information: [www.idfa.org](http://www.idfa.org)

#### **Note for editorial offices:**

Press information is available at

<https://www.profoodtech.com/news/media>

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