

news +++ IFFA  
14 to 19 May 2022



## Messe Frankfurt and The Association for Alternative Sources of Protein (BALPro) to cooperate for IFFA 2022

**Frankfurt am Main, 9 June 2021. Messe Frankfurt and the Association for Alternative Sources of Protein (BALPro) have agreed a strategic cooperation agreement for IFFA 2022. The collaboration will focus on a specialist and technological exchange of knowledge about the new alternative proteins product segment at the fair.**

Besides its focus on meat processing, the coming IFFA – The World's Leading Trade Fair – Technology for Meat and Alternative Proteins – will spotlight process technologies for obtaining protein from vegetable sources and in-vitro meat. With this addition, Messe Frankfurt is taking account of the rapid developments in the market and the growing interest of visitors and exhibitors in this product segment. To promote the specialist and technological exchange of knowledge about this new subject area, a strategic cooperation has been agreed between Messe Frankfurt and the Association for Alternative Sources of Protein (BALPro), which was founded in 2019.

Kerstin Horaczek, Vice President Technology of Messe Frankfurt, explains: "We are delighted to be working together with BALPro for IFFA 2022. With their expertise in the production, innovation and marketing of alternative proteins, the association and its members will make an important contribution to the development and interaction of the global food industry at IFFA. Our cooperation will generate numerous points of reference offering IFFA participants genuine added value – from expert advice to interesting contributions to the programme of events at the fair."

Headquartered in Düsseldorf, the Association for Alternative Sources of Protein (Verband für Alternative Proteinquellen e.V. – BALPro) is a network of start-ups, companies and food experts covering the whole of Germany. The aim of BALPro is to bring together the various players of the food industry and to promote an active exchange of knowledge among them to open up alternative sources of protein for human and animal nutrition. In doing so, business, politics, science and consumer representatives will have the opportunity to work together free of ideologization on a sustainable agricultural and nutritional revolution. For the last two years, the association has provided a platform for a differentiated and transparent dialogue between interest groups for a growing number of innovators, investors, interested parties and sponsors.

At present, BALPro has over 90 members. They include start-ups and organisations, research facilities, producers of insect-based nutrition and in-vitro meat, as well as

representatives of the conventional meat industry who are working continuously to integrate alternative products into their ranges.

Fabio Ziemssen, BALPro Chair: “We are very pleased to be collaborating with Messe Frankfurt for IFFA 2022. This will enable us to demonstrate and make more accessible the full potential of alternative sources of protein the conventional meat industry.”



Kerstin Horaczek (Messe Frankfurt) and Fabio Ziemssen (BALPro) are looking forward to collaborating for IFFA 2022.

IFFA  
Technology for Meat and Alternative Proteins  
14 to 19 May 2022  
Frankfurt am Main

**Press releases & images:**

<https://iffa.messefrankfurt.com/press>

**Social media:**

[www.iffa.com/facebook](http://www.iffa.com/facebook)

[www.iffa.com/twitter](http://www.iffa.com/twitter)

[www.iffa.com/linkedin](http://www.iffa.com/linkedin)

**Information about all trade fairs in the Food Technologies Division of Messe Frankfurt can be found at [www.food-technologies.messefrankfurt.com](http://www.food-technologies.messefrankfurt.com)**



**Contact:**

Antje Schwickart  
Tel.: +49 69 75 75-6474  
[Antje.Schwickart@messefrankfurt.com](mailto:Antje.Schwickart@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Contact:**

Fabio Ziemßen  
Tel.: +49 151 58224824  
[dialog@balpro.de](mailto:dialog@balpro.de)

[www.balpro.de](http://www.balpro.de)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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)

\* preliminary figures 2020