



Press release

November 13, 2020

## Messe Frankfurt North America enters into joint venture with Food Processing Suppliers Association to produce PROCESS EXPO

Kim Porter  
Messe Frankfurt  
770 984 8016 ext. 2435  
[Kim.Porter@USA.MesseFrankfurt.com](mailto:Kim.Porter@USA.MesseFrankfurt.com)  
[www.messefrankfurt.com](http://www.messefrankfurt.com)  
[www.myprocessexpo.com](http://www.myprocessexpo.com)

### Strategic Partnership Adds Value for All Show Participants

Messe Frankfurt Inc. (MFI) and the Food Processing Suppliers Association (FPSA) are pleased to announce that they have entered into a joint venture to align their resources in order to create and to co-produce [PROCESS EXPO®](#), the nation's largest horizontal trade show for the food and beverage processing and packaging industry. With FPSA's strong industry relationships and MFI's international reputation as a leading event producer servicing the food technology and processing markets, PROCESS EXPO® will benefit from an expanded global reach and a tailored experience for visitors and exhibitors alike.

Earlier this year, MFI began managing the next edition of PROCESS EXPO®. Now, as part of a joint venture, FPSA's longevity within the industry will be supplemented by the expertise of event management, marketing and sales provided by MFI.

"FPSA began our tradeshow journey more than ten years ago with the primary goal being to host the largest and most valued food processing trade show in the Americas. We are extremely excited to strengthen our current relationship with Messe Frankfurt," said Matt Malott, Chairman of FPSA and President and CEO of Multivac Inc. "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.”

Messe Frankfurt currently organizes a food processing and technology portfolio comprised of five international trade shows in Argentina, Russia, Thailand and Germany. Promoting innovative and practical solutions for a growing global population, these top international shows attract some 1,400 exhibitors and over 93,000 visitors from around the world.

“We are excited to co-produce PROCESS EXPO® alongside FPSA in the future, as our competencies complement each other perfectly. Our aim is to create a platform that is the first choice for business encounters within the food and beverage processing and packaging industry”, commented Konstantin von Vieregge, President and CEO, Messe Frankfurt Inc.

Focusing on elevating the event and reconnecting domestic and international companies with their target audiences, PROCESS EXPO® is set to be the first major event for the food and beverage processing and packaging industry in 2021. The next edition will take place October 12-15, 2021 at McCormick Place, Lakeside Center in Chicago, Illinois.

“With many shows being postponed and/or cancelled over the past few months due to COVID-19, companies have recognized once more the importance of face-to-face encounters and the ability to showcase equipment functionality directly to customers”, stated von Vieregge.

Within the new partnership, FPSA and MFI will maintain the show’s longtime commitment to growing businesses within the food and beverage processing and packaging industry and to showcasing the latest in machinery, products, technology and services the industry has to offer. The event will continue to serve as a global business platform for engineers, scientists, R&D, sales and marketing professionals, and others from small to large processing and

packaging companies as well as contract manufacturers and suppliers.

The collaboration between MFI and FPSA will bring a wealth of exciting new changes to PROCESS EXPO®. With a refreshed look and a new focus on stakeholder communication, the team's goal for the event in 2021 and beyond is to reinvigorate the brand and to meet and to exceed the needs of all participants.

To exhibit or for further information, please visit

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

**Press contact:**

Kim Porter

Tel: 678 732 2435

Email: [kim.porter@usa.messefrankfurt.com](mailto:kim.porter@usa.messefrankfurt.com)

[Press information](#)

**Stay connected:**

<https://www.facebook.com/PROCESSEXPO>

<https://www.instagram.com/processexpo/>

<https://twitter.com/processexpo>

<https://www.linkedin.com/company/65888568/admin/>

**Background information on Food Processing Suppliers Association**

The Food Processing Suppliers Association (FPSA) is a global trade association serving suppliers in the food and beverage industries. The Association's programs and services support members' success by providing assistance in marketing their products and services, overall improvement in key business practices and many opportunities to network among industry colleagues. Programs and services to achieve these objectives include PROCESS EXPO (industry leading trade show), electronic media marketing, education, market intelligence, research, and advocacy of critical industry issues such as food safety, sanitary design of equipment, and global trade. FPSA members are organized in vertical industry councils which focus on specific needs and concerns that are unique to each industry sector. FPSA councils currently represent the *Bakery, Beverage, Dairy, Pet Food, Prepared Foods and Meat* sectors.

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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, organizing 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) \* preliminary figures 2019.

Messe Frankfurt Inc. is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces ten shows within the United States, Canada and Mexico. The North American portfolio includes Texworld New York City, Apparel Sourcing New York City, Home Textiles Sourcing, Techtextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, Municipal Equipment Expo Canada, Festival of Motoring USA and PROCESS EXPO. For more information, please visit our website at [www.us.messefrankfurt.com](http://www.us.messefrankfurt.com).

#### **Messe Frankfurt international trade fairs for the food industry**

Messe Frankfurt organises trade fairs relating to food processing all over the world.

They are grouped under the heading of 'Food Technology'. Currently, five events belong to this portfolio. In addition to IFFA, Leading International Trade Fair for the Meat Industry in Frankfurt am Main, and Tecno Fidta, International Food Technology, Additives and Ingredients Trade Fair in Argentina they are Meat Pro Asia in Thailand, Modern Bakery Moscow, International Trade Fair for Bakery and Confectionery and Salon du Chocolat, Moscow.

Further information about the events of Messe Frankfurt in the field of food processing at:

[www.food-technologies.messefrankfurt.com](http://www.food-technologies.messefrankfurt.com).