

IFFA auf Wachstumskurs

Mehr Ausstellungsfläche und ein neues Geländekonzept prägen die weltweit größte Branchenmesse – zu erwarten sind einige wichtige Innovationen der Weltmarktführer



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 $FibX'-) \$'5i gghY``Yf'Ui g'(+'@AbXYfb'nY)[Yb'] \land fY' + bcj Uh]cbYb j ca '(''' - ''AU]'Ui Z'XYf' + : 5']b': fUb_Z fh'Ua 'AU]b''8]Y'5bV]YhYf dfAgYbh]YfYb'BYi \Y]hYb'Ybh`Ub['XYf'[YgUahYb'DfcnYgg_YhhY'XYf': Y]gWXj YfUfVY]hi b['Ui Z'Y]bYf'5i gghY``i b[gZAWXY'j cb''%%$''$$$ a & 'Y]b'D`i g'j cb'gYWXg'DfcnYbh']a 'JYf[`Y]WX'ni f Jcfj YfUbghU`hi b[''8]Y'AYggY': fUb_Z fh'Yfk UfhYh'Yhk U'), '$$$: UWXVYgi WXYf'Ui g'U``Yf'K Y`h''A]h'X]YgYb'NU\`Yb'i bhYfa Ui Yfh'X]Y \(\div : 5']\\fY'ZØ\\fYbXY'GhY``i b['ZØf'X]Y'6fUbWXY'k Y`hk Y]h'' K]f Yf`YVYb'Y]b'ghUf_Yg'6Y_Ybbhb]g'XYf'6fUbWXY'ni f'\div : 5'U`g'XYf [bhYfbUh]cbU`Yb'@Y]ha YggY'XYf': `Y]gWXk]fhgWXUZh'gWX`YWXh\]b'''5``Y$

 $A \ Uf_hZ\emptyset \ fYf' \ UVYb \ g]WM \ Ub[Ya Y`XYhži a `XYa `]bhYfbUh]cbU`Yb : UWM di V`]_i a `] \ fY' \ bcj Uh]cbYb 'j cfni ghY``Yb ž'YfnÀ\`h'K c`Z[Ub[A Ufn]bž'J cfg]hnYbXYf'XYf'; YgWM À ZhgZØ\ fi b[`XYf'A YggY': fUb_Zi fhž b]WM h'c\bY'ghc`n"'8]Y'j cfUbgWM fY]hYbXY'; `cVU`]g]Yfi b[`i bX'g]WM j YfÀbXYfbXY'A Àf_hY'YfZcfXYfb']a a Yf'a Y\f'Y]bY'ghUf_Yž]bhYfbUh]cbU``UbYf_UbbhY'D`UhhZcfa ž'X]Y'XYf'[`cVU`Yb : `Y]gWM k]fhgWM UZh'Y]bYb'j c``ghÀbX][Yb', VYfV`]W_'V]YhYhž'HfYbXg Ui Z[fY]Zh'i bX'@Ògi b[Yb'nY][h' `XUg'V]YhYh'bi f'X]Y'\=: 5"$

BYiYg; Y`ÀbXY_cbnYdh

&\$%' 'dfÀqYbh]Yfh'q]W\ 'X]Y' = : 5 'a]h'Y]bYf'bYi Yb' < U``Yb cbnYdh]cb" A]h'Y]bYa 'bYi Ybž'cdh]a]YfhYb'; Y`ÀbXY_cbnYdh'i bX'a Y\f $5i gghY^{i}b[gZAWXYYfA^{i}X]Y = : 5.85\% Y]bbYiYg; Yg]WXhi$ a cXYfbYfž'_ca dU_hYf'i bX'[fÒ»Yf ž'a Y]bh'XUni 'A Ufn]b"'9fgha U`g]gh'X]Y'<U``Y'%%'a]h'XYb'VY]XYb'<U``YbYVYbYb'%%"\$'i bX'%%"% VY`Y[h":5i Z'VY]XYb '9VYbYb 'nY][Yb 'X]Y 'k Y`hk Y]hYb '? Ym!D`UmYf'Ui g $XYb^{-}6YfY]WXYb^{-}JYfdUW_Ybz^{-}JYfgcf[ib[gY]bf]WXhib[Ybz^{-}AYgg!ibX$ K À[YhYW\b]_']\fY'\Dbcj Uh]cbYb"Ni gÀhn`]W\k YfXYb']b'XYf < U``YbYVYbY'%%"%'5i gghY``Yf'Ui g'XYa '6YfY]W\'J YfUfVY]hYb! GW\bY]XYb'|cf'Cfh'gY]b"'<YfghY``Yf'Uig'XYa'GY[aYbh'GW\`UW\hYbž NYfY[Yb'ibX'JYfUfVY]hYb'g]bX'bUWX'k]Y'icf']b'XYf'< U`Y'- "\$'ibX'- "% Ub[Yg]YXY h" \Rightarrow XYf' < U ` Y', ` `]Y[h'XYf': c_i g'Ui Z'XYa 5b[YVchqVYfY]WXJYfUfVY]hYb"'8ifWXX]YqY'BYiqhfi_hif]Yfib[']qh XUgʻ_ca d`YhhYʻ5b[YVch'UbʻA UgWX]bYbii bXʻ5b`U[Ybi]a 'K YghYb $XYg^AYggY[Y^AbXYg^CbnYbhf]Yfh"^BYi^]gh^YVYbgc^X]Y^6Y^Y[ib[$ XYf' < U``Y'("Ui Z'nk Y]"9VYbYb"

± XYf ("%]gh XUg 5b[YVch ni a 'H\Ya U' JYf_Ui ZYb' '5``Yg fi bX i a 'XUg': `Y]gW Yf ZUW [YgW À Zh 'gck]Y 'X]Y '5bV]YhYf j cb DUW_a]hhY`b j Yfhf YhYb" '9]bY '9VYbY 'XUfi bhYf ž]b 'XYf ("\$ ž g]b X ZØ\fYb XY '< Yfgh Y ``Yf Ui g 'XYa '±! i b X '5 i g`Ub X 'fi b X 'i a 'XUg Dfc Xi _hg Y[a Ybh ±b[fYX]Ybn]Yb ž'; Yk Øfn Y ž' <]`Zgghc ZZY 'i b X '8 À fa Y ni 'Z]b XYb" 'K c`Z[Ub['A Ufn]b.' : Øf 'i bg Yf Y '6 Ygi W Yf 'VYXYi hYh XUg b Yi Y'; Y`Àb XY_cbn Ydh _Øfn Yf Y 'K Y[Y'i b X 'Y]b Y 'V Ygg Yf Y ¸ V Yfg] W h" A]h XYa 'f Ydf Àg Ybh Uh]j Yb 'Dcfh U`\Ui g 'V]YhYh 'g] W 'Ui » Yf XYa 'Y]b b Yi Yf '< Ui dh Y]b [Ub[']a 'K Ygh Yb"'

'=bhYfbUh]cbU`]hÀhg[fUX

 $8]Y`[fc Y \to hYfb Uh]cb U`]h hYb UYf b XYf 5 i gghY``Yf'i b X'XYf 6 Ygi WXYf'gd]Y[Y`h'X]Y`6YXYi hi b[`XYf' \Rightarrow : 5 k]XYf''Ni f J cfj YfUbghU`hi b[`_Ua Yb'))`i `XYf'Ui gghY``Yb XYb`I bhYfb Y\a Yb Ui g'XYa `5 i g`Ub X''Ni `XYb`Hcd!%$!5 i gghY``Yfb Uh]cb Yb`[Y\OfhYb b UWX`8 Yi hgWX`Ub X'\Rightarrow Hu`]Yb \Z`Gd Ub]Yb \Z`X]Y`B]YXYf`Ub XY\Z'I G5\Z' : fUb_fY]WX\Z'8 \AbYa Uf_\Z'^2 ghYffY]WX\Z'X]Y`GWX k Y]n`i b X`Dc`Yb''`8 Yf 5 bhY]``XYf`XYi hgWX Yb`5 i gghY``Yf`nY][hY`g]WX`]b`XYb`j Yf[Ub[YbYb \Lambda \$

 $9]bY'k]Wkh][Y'6Ygi WkYf[fi ddY'g]bX'X]Y'9bhgWkY]XYf'Ui g'XYa : `Y]gWkYf! < UbXk Yf_"' < Y]bn!K YfbYf'GØ» ž'Df\(Ag)XYbh'XYg'8 Yi hgWkYb : `Y]gWkYf!J YfVUbXg'a Y]bh'XUni .' <math>8]Y' = : 5']gh'X]Y'YfghY'5XfYggY ZØf'XUg': `Y]gWkYf\UbXk Yf_"'A]h'nU\`fY]WkYb `UhhfU_h]j Yb JYfUbghU`hi b[Ybž'a]h'XYb'VYXYi hYbXYb'K YhhVYk YfVYb'i bX'a]h XYb'j]Y`Yb'=bbcj Uh]cbYb']a 'hYWkb]gWkYb'6YfY]Wk'k]fX'X]Y X]Yg'\(A\) f]['=: 5']\fYb'5bgdfi Wk'U`g'K Y`h`Y]ha YggY'XYf'[YgUa hYb: `Y]gWkk]fhgWkUZh'i bhYfa Ui Yfb"'\(XYf': `Y)gWkYf!6Yhf]YV'gc``hY'X]Y ; Y`Y[Yb\Y]h'k U\fbY\a Yb'i bX'g]Wk'a]h'Y]bYa '6Ygi Wk'XYf'=: 5 X]Y'k]Wkh][Yb'=a di `gY'ZØf'X]Y'Y][YbYb'Ni_i bZh'\c`Yb"$

"HfYbXg'XYf": `Y]gWk]fhgWXUZh

8]Y'GWk Yfdi b_hh\Ya Yb'G]WkYf\Y]hž'<m[]YbYž
FØW_j YfZc`[VUf_Y]hž'5i hca Uh]g]Yfi b['i bX'BUWk\U`h][_Y]higd]Y`Yb
]b'XYf': `Y]gWk]fhgWkUZhii bX'XYf'Ni `]YZYf]bXi ghf]Y'Y]bY'nYbhfU`Y
Fc``Y"'=bgVYgcbXYfY'X]Y': fU[Y'XYf'BUWk\U`h][_Y]hi[Yk]bbhi]a a Yf
a Y\f'Ub'6YXYi hi b["'=b'j]Y`Yb'6YfY]WkYb'XYf
: `Y]gWkj YfUfVY]hi b[g!'i bX'J YfdUW_i b[ghYWkb]_'[]Vh'Yg'VYfY]hg
5bfY[i b[Yb'i bX'@Ògi b[Ybž'XYb'9bYf[]Y!'i bX'FYggci fWYbY]bgUhn
YZZ]n]Ybh'ni '[YghU`hYb"'8]Y'=: 5'V]YhYh'XUni 'Y]bYb'U hi Y``Yb

9]b'k Y]hYfYg'6fUbWXYbh\Ya U']gh'XUg'7`YUb!@UVY`]b[ž'U`gc'X]Y
FYXi_h]cb'Vnk "'XYf'5i ghUi gWX'XY_`UfUh]cbgdZ]WXh][Yf
Ni gUhnghcZZY'i bX'5``Yf[YbY'gck]Y'_Øbgh`]WXYf'5fca Yb"'8UbYVYb
VYgWXfY]Vh'XYf' K U`_]b[': ccX!HfYbX '@YVYbggh]`'i bX
9gg[Yk c\b\Y]hYb'Øb[YfYf'N]Y`[fi ddYb"'<]Yf'V]YhYh'X]Y
; Yk Øfn]bXi ghf]Y'dUggYbXY'?cbnYdhYž'b]WXh'bi f'ZØf
WX UfU_hYf]gh]gWXY'K Øfngc» Ybž'gcbXYfb'Ui WX'ZØf'UbgdfYWXYbXY
A]hbY\ajYfdUW_i b[Yb"'K]WXh][Y'H\YaYb']a': `Y]gWXYf\UbXkYf_
g]bX'FY[]cbU`]hÀhž'9bYf[]YYZZ]n]Ybnž'<m[]YbYž'7cbjYb]YbW'i bX
5i »Yf!<Ui g!JYf_Ui Z''K Ug'FY[]cbU`]hÀh'VYhf]ZZh'YbhXYW_Yb'j]Y`Y
JYfVfUi WXYf'[YfUXY']a'Ni [Y'XYf'; `cVU`]g]Yfi b['YbhXYW_Yb'k']

A YUh'J]g]cb '7cb[fYgg

fFYX"#A YggY: fUb_Zi fhŁ

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