

## Erfolgreich & Emotional: Die IFFA 2022 übertraf alle Erwartungen

50.000 Besucher aus 129 Ländern – die internationalen Leitmessen IFFA in Frankfurt am Main war auch 2022 ein voller Erfolg. Ein Nachbericht.



Die Freude darüber, sich endlich wieder persönlich zu begegnen, war überall spürbar. © Jochen Guenther / Messe Frankfurt Exhibition GmbH

B UW\U'`h][ Y`DfcXi \_h]cbžUi hca Uh]g]YfhY`DfcnYggY`i bX  
8 ][ ]hU`]g]Yfi b[ `]b`U`Yb`6YfY]WXYb`XYf`J YfUfVY]hi b[ žJ YfdUW\_i b[  
i bX`XYg`J Yf\_Ui Zg`dfÀ[ hYb`XUg`5b[ YVch`Ub`XYb`GhÀbXYb" `8 Ug  
ghUf\_Y`bhYfYggY`Ua`H\Ya`U`XYf`U`hYfbUh]j`Yb`Dfc hY]bY`nY][ hY`XUg  
[ fc»`Y`Ni \_i bZhg!`i bX`K`UWg`ghi a`gdchYbn]U`X]YgYg`A`Uf\_hYg"  
`bg[ YgUa`h`hfUZYb`g]W`\_bUdd`)\$`\$`\$`6Ygi`W`Yf`Ui`g`%`&-`@`AbXYfb

ni f]bhYfbUh]cbU`Yb`@Y]ha YggY` : 5`HYWb`c`c[ m`Zcf`A YUh`UbX  
5`hYfbUh]j Y`DfchY]bg`]b` : fUb\_Z fh`Ua `A U]b"

9]b`K ]YXYfgY\Yb`Ui Z`XYf` : 5

8]Y`9a ch]cbYb`i bX`X]Y` : fYi XY`ØVYf`XUg`dYfgØb`]WY  
K ]YXYfgY\Yb`Ui `XYf` : 5`k UfYb`[ fc» .`GYWg`HU[ Y`U`b[  
dfÀgYb]YfhYb`X]Y`5i gghY`Yf.]bbYb`bbcj Uh]cbYb`ZØf`Y]bY  
bUW\U`h][ Y`i bX`YZZ]n]YbhY`DfcXi \_h]cb`i bX`J YfdUW\_i b[ `j cb  
: `Y]gW`i bX`U`hYfbUh]j Yb`DfchY]bYb`8]Y`fi bX`)\$`\$`\$`  
6Ygi WYf.]bbYb`nY][ hYb`g]W`a Y\`f`U`g`ni Zf]YXYb`a ]h` ]\fYa  
6fUbW Yb`hYZZYb`XUg`]a`bcfa U`Yb`XfY]`A`f][ Yb`Hi fbi g`XYa  
`bbcj Uh]cbgnm`i g`XYf`!`Xi ghf]Y`ghUh]h[ YZ`bXYb`\Uh`5i W  
K c`Z[ Ub[ `A Ufn]b`J cfg]h`YbXYf`XYf` ; YgW`A`Zh`ZØ`fi b[ `XYf`A YggY  
: fUb\_Z fh`]gh`VY[ Y]ghYfh` 9g`k Uf`Y]bY` : fYi XY`Xi fW`X]Y`<U`Yb  
ni `Ui ZYb`i bX`X]Y`6fUbW YbhY]`bY\`a Yf]bbYb`i bX`!hY]`bY\`a Yf  
k ]YXYfni h`YZZYb. 9]bY`ZUgh`Yi d`cf]gW`Y`Gh]a a`i b[ `U`h`X]Y` : 5  
[ YdfÀ[ h`9g`k Uf`XYi h`]W`ni `gdØfYb`k ]Y`Yf`Y]W`hYfh`U`Y`k UfYb`  
g]W`YbX`]W`dYfgØb`]W`hYZZYb`ni `\_ØbbYb`B`Yi \Y]hYb`ni  
X]g\_i h]YfYb`i bX` ; YgW`A`Zh`Y`ni `a UW`Yb`8]Y`6fUbW`Y`\Uh`]\fY  
`bbcj Uh]cbg\_fUZh`k ]YXYf`Y]ba U`Y]bXfi W`gj c`VYk ]YgYb`8`Ug  
[ `cVU`Y` : Ua ]`Yb`hYZZYb`gYhnhY`YfbYi h`X]Y`HfYbXg`ZØf`X]Y`b`A`W`ghYb  
`U`fY` b]W`h`ni `Yhnh`Xi fW`X]Y`9fk Y]hYfi b[ `i a`X]Y`U`hYfbUh]j Yb  
DfchY]bY"

6fUbW Y`a ]h`bbcj Uh]cbg\_fUZh  
nY][ h`X]Y`@Ogi b[ Yb`ZØf`a cf[ Yb

5i hc a Uh]g]Yfi b[ 'i bX'8][ ]hU'g]Yfi b[ 'g]bX'X]Y'HFY]VYfh\Ya Yb ']b  
XYf: 'Y]gW! 'i bX'Dfc hY]bj YfUfVY]hi b[ 'i bX'ghUbXYb ']a 'NYbhfi a  
XYf'bbcj Uh]cbYb"8]Y'Ui gghY``YbXY' bXi gfh]Y'nY][ hY'Ui » YfXYa  
@Ogi b[ Yb 'i bX'XYb'ni f'9f\O\i b[ 'XYf'9bYf[ ]YYZ]n]Ybn'i bX'ni f  
fYggci fWbgWcbYbXYb'DfcXi \_h]cbži a 'XUg'j cb'XYf'9i  
j cf[ Y[ YVYbY'N]Y'XYf? ']a UbYi hfU']h\h'V]g'&\$) \$'ni 'YffY]W Yb"  
F]W UfX'7'Ya Ybgž; YgW\ZhgZ\ fYf'XYg'J 8A 5': UW\j YfVUbXg  
BU\fi b[ ga ]hhY'a UgW\]bYb 'i bX'J YfdUW\_i b[ ga UgW\]bYbž]gh'a Y\ f  
U'g'ni Zf]YXYb'a ]h'XYa 'A YggYj Yf'Ui Zi bX'VYhcbh' 9bX']W\ '\_Ubb  
g]W\ 'X]Y'6fUbW\Y'k ]YXYf'hfYZZYb"8]Y'Gh]a a i b[ 'Ui ZXYf'': 5'&\$&&  
]gh'Ui » YfcfXYb\h]W\ '[ i h"8]Y'bUh]cbU'Yb 'i bX']b hYfbUh]cbU'Yb  
6Ygi W\Yf'\UVYb'\c\Yg' b\hYfYggY'Ub'XYb'bbcj Uh]cbYb 'i bX  
j ]Y'ZUW\ '[ Ubn'\_cb\_fYhY'Dfc Y\_hY']b'D'Ubi b[ ''8]Y': fYi XY'XUf\OYfž  
g]W\ 'YbX']W\ 'k ]YXYf'dYfg\Ob']W\ 'ni 'VY[ Y[ bYbž]gh\OYfU''gd\OfVUf"  
6Y]XYb'J YfdUW\_i b[ Yb'ghUbXYb'X]Y'BYi \Y]hYb'[ Ubn'i b\hYf'XYa  
A chhc: ' Gc'j ]Y'k ]Y'b\Oh][ žgc'k Yb][ 'k ]Y'a O[ ']W\ "

B UW\k UW\gYbXY'F c \ghc ZZY

B YVYb 'XYf 'F YWmW]b [ ZA\][ \_Y]h 'Zc \_i gg]YfYb 'g]W\ 'X]Y < YfghY ``Yf 'Ui Z  
b UW\ k UW\ gYbXY 'F c \ghc ZZY. '6]cVUg]YfhY 'J YfdUW\_i b [ Yb 'U'g  
5 'hYfbUhjj Y 'ni 'D'Ugh]\_ 'Ui g 'Zc gg]Yb 'F c \ghc ZZYb 'k Y]gYb 'XYb 'K Y[ ']b  
Y]bY 'i a k Y 'hZfYi bX ]W\ YfY 'Ni \_i bZh '8Yf '8Yi hgW\ Y 'Y]gW\ Yf!  
J YfVUbX 'fB : J \Z i b hYfgh\hnhj cb 'XYf 'B Uh]cbU 'a UbbgW\ UZh 'XYg  
: 'Y]gW\ Yf \UbXk Yf \_gZ'ghY ``hY 'X]Y 'B UW\ k i W\ gZ\ofXYfi b [ ']b 'XYb  
A ]hhY 'di b \_hj ]Y 'Yf '5 \_hj ]! 'h\hYb ']b 'XYf < U ``Y '%&"\$ "'F i bX \Yfi a  
ni Zf]YXYb 'a ]h 'XYf \ : 5 'nY][ h'g]W\ 'Ui W\ < YfVYfh '8c \fa Ubb\z  
Df\Ag]XYbh 'XYg '8 : J . ' \W\ 'V]b 'nk Uf 'C dh]a ]gh\z UVYf 'XUgg 'k ]f 'gc 'j ]Y 'Y  
i bgYfYf ? c ``Y [ ]bbYb 'i bX ? c ``Y [ Yb ' \ ]Yf 'hfY ZZYb 'Xi fZhYb 'i bX 'XUgg  
gc 'W\ 'Y]bY '[ fc » Ufh][ Y 'Gh]a a i b [ 'Ui Z 'XYf 'A YggY '\ YffgW\ Yb 'k \ofXY\z  
\h\hY ']W\ 'Ui Z '\_Y]bYb : U ``Yfk UfhYh ' , VYf '&) 'DfcnYbh 'GhY][ Yfi b [  
VY] 'XYf 'NU\ ``XYf 'DfcXi \_hY 'Ui Z 'XYb ']b hYfbUh]cbU 'Yb  
E i U ']h\hYk YhhVYk YfVYb \nk Y][ Ubn 'bYi Y 'K YhhVYk YfVY 'Z\of 'XYb  
VYfi Z]W\ Yb 'B UW\ k i W\ g 'i bX 'Y]b 'ghUf 'Yf '5i Zhf]h\h i bgYfYf  
B Uh]cbU 'a UbbgW\ UZh 'UVYb 'Z\of 'cfXYbh ]W\ '@VYb 'Ui Z i bgYfYb  
: 'A W\ Yb '[ Ygcf [ h '8Yf '6Ygi W\ 'XYf \ : 5 ' \Uh'g]W\ 'Z\of 'YXYb '6Yhf]YV  
XYf : 'Y]gW\ k ]fhgW\ UZh 'Y 'c \b h\z XYbb 'X]Y 'hY W\ b ]qW\ Yb 'i bX

hYWXbc`c[ ]gWX Yb`9bhk ]W\_`i b[ Yb`XYf`YhnhYb`XfY]`U`fY`k UfYb  
bUWX`a Y]bYa`9]bXfi W\_[ Yk U`h][ "8]Y`A YggY`Uh]`fY`5i Z[ UVY`U`g  
`b`bcj Uh]cbghfY]VYf`Zf`X]Y`6fUbWX Y`a Y\`f`U`g`YfZ`h`

9fZc`[ fY]WX Y`DfYa`]YfY. ` [ fc» Yg  
`b`hYfYggY`Ub`U`hYfbUh]j Yb  
Dfc`hY]b`Yb

8Yf`HfYbX`[ Y\`h`ni a`VYk i gghYfYb`?cbgi a`j`cb`:`Y]gWX`5i Z  
[ Yk c\`b`hY`9fb\`fi b[ ga i ghYf`k c``Yb`j`]Y`Y`XYbbcWX`b]WXh  
j`Yfn]WX hYb```Xi`ghf]Y`k`]Y`<UbXk`Yf`Yb`k`]W`Y`b`XYg\`U`V`]a`a`Yf  
dYfZY`hYfY`5`hYfbUh]j`Yb`XYf`A`Uf`h`Zf`:`Y]gWX`U`hYfbUh]j`Yb`Ui`Z  
DZUb`n`Yb`V`Ug]g`c`XYf`Ui`g`NY``\_i`hi`fYb`k`A`WX`gh`f`Ug`U`h``9g`Yb`hghY`Yb  
b`Yi`Y`Dfc`Xi`\_hY`Z`X]Y`Ui`WX`Y]b`Yb`k`Y]hYfYb`cb`bcj`Uh]cb`gg`WX`i`V`Zf`X]Y  
Dfc`Xi`\_h]cb`gh`YWX`b]`V`Y`XY`i`hYb``8]Yg`Yb`HfYbX`Ui`Z[ fY]ZY`bX`U`h`X]Y  
`5`Y`f`gh`a`U`g`]\`f`Dfc`Xi`\_h`d`c`f`h`Z`c`]c`Y`f`Y]h`Y`f`i`b`X`D`f`c`n`Y`g`gh`YWX`b]`  
`i`b`X`Ni`h`U`h`Y`b`Zf`U`h`Y`f`b`Uh]j`Y`D`f`c`h`Y]b`Y`a`]h`]b`XY`b`:`c`\_i`g`[ Y`f`O`W`h`  
8]Y`6`Y`gi`WX`Y`f`n`Y][ h`Y`b`[ fc»`Y`g`cb`h`Y`f`Y`gg`Y`Ub`d`Z`U`b`n`Y`b`V`U`g]Y`f`h`Y`b`  
`Y]gWX`U`h`Y`f`b`Uh]j`Y`b`Z`m`V`f]XY`b`Dfc`Xi`\_h`Y`b`i`b`X`n`Y``\_i`h]j`]Y`f`h`Y`a`  
`Y]gWX`g`ck`c`U`i`Z`XY`b`G`h`A`b`XY`b`XY`f`5`i`g`gh`Y`Y`f`U`g`Ui`WX`a`]h`  
`]f`Y`f`HY]`b`U`a`Y`U`a`9`j`Y`b`h`Dfc`f`U`a`"`G`c`U`h`h`Y`b`]`b`g`V`Y`g`c`b`XY`f`Y`  
X]Y`?`cb`Z`Y`f`Y`b`n`j`cb`Dfc`J`Y[`i`b`X`X]Y`8]g`W`c`j`Y`f`m`H`c`i`f`g`z`[ Y`Z`O`f`h`j`ca`

; ccX': ccX'!bgh]hi hY'9i fcdY'ghUf\_Yb'Ni 'Ui Z': UV]c'N]Ya » Ybž  
YfghYf'Jcfg]hnYbXYf'VY]a'6i bXYgj YfVUbX'ZØf'U'hYfbUh]j Y  
DfchY]bei Y``Ybžn]Y\h'Y]b'dcg]h]j Yg': Un]h'XYf'YfghYb'!: 5!  
HY]`bU\ a Y'gY]bYg'J YfVUbXYg.' 8]Y'!: 5'&\$&&`U'hXYi h]W  
[ Ya UW\ hž'XUgg'U'hYfbUh]j Y'DfchY]bei Y``Yb'Ui W\ 'ni \_ØbZh][ 'Y]bYb  
ZYghYb'D'Uhn'Ui Z'XYf']bhYfbUh]cbU'Yb'@Y]ha YggY'\UVYb'k YfXYbž  
XYf'g]W\ ]b'XYb'ca a YbXYb'J\ fYb']a a Yf'k Y]hYf'j Yf[ fØ» Yfb  
k ]fX'': Øf'DfcXi nYbhYb'i bX'J YfhfY]VYf'j cb'U'hYfbUh]j Yb  
DfchY]bei Y``Yb'gh'Yg'XYg\U'V'i bj Yfn]W\ hVUfž\]Yf']b'XfY]'J\ fYb  
dfAgYbhni 'gY]b"K ]f'ZfYi Yb'i bg'XUfUI ZzX]YgY'9bhk ]W\`i b[ 'Ui W  
ni \_ØbZh][ 'U'g'XYi hgW\ Yf'6fUbW\ Ybj YfVUbX'ni 'VY[ 'Y]hYb'i bX'ni  
[ YghU'hYb"

!: 5']b': fUb\_Zi fh'` VYfnYi [ hž'VY[ Y]ghYfh'/  
]b gd]f]Yfh

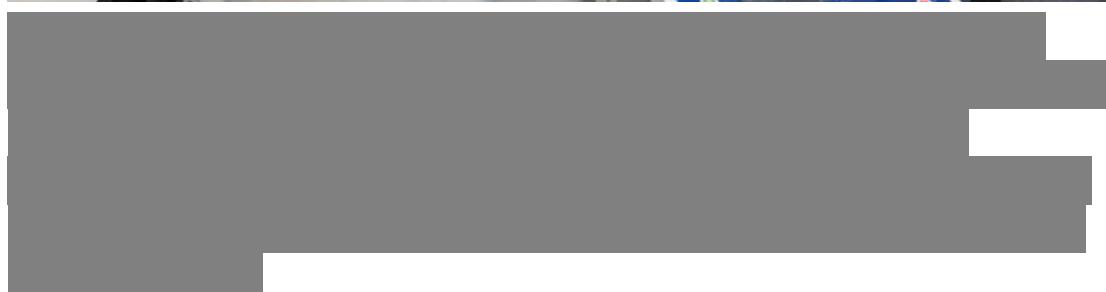
8]Y'GhÀbXY'XYf'5i gghY``Yf'k UfYb'j c``z]Y'; Àb[ Y'XYf'<U``Yb  
VYVYbge. 'C V'nk ]gW\ Yb'?i hhYfbžHfUbgdcfhghfU» Yb'cXYf  
J YfdUW\_i b[ ga UgW\ ]bYbžj cf'FY[ U'Yb'a ]h'!b[ fYX]Ybn]Ybž]a  
K YhhVYk YfVgUfYU'XYg': `Y]gW\ Yf\UbXk Yf\_g'cXYf']b'XYf'!: 5  
: UW\cfm' z'XYb'6Ygi W\ Yf.]bbYb'[ ]b[ 'Yg'j cf'U'`Ya 'i a 'X]Y  
\\Ud]h]gW\ Y'9fZU\ fi b[ "5bZUggYbžf]YW\ Ybž'gW\ a YW\Ybž'A UgW\ ]bYb  
]a '@j Y!6Yhf]YV'gY\Ybžg]W\ dYfgØb']W\ 'Ui ghUi gW\ Yb'i bX'XUg  
K ]ggYb'Yfk Y]hYfb'`XUg'ghUbX'[ Ubn'cVYb'Ui Z'XYf'5[ YbXU"

- \* 'i '8Yf'6Ygi W\ Yf.]bbYb'k UfYb'ni Zf]YXYb

8]Y'; YgUa hni Zf]YXYb\Y]h'`Y[ h'a ]h' - \* 'DfcnYbh'bcW\ '\Ø\Yf'U'g'ni f  
!: 5'&\$%- 'i bX'gca ]h'Ui Z'Y]bYa 'UVgc'i hYb' Hcd!B ]j YUi "9]bYf  
fY[ Y'a À» ][ 'ghUhZ]bXYbXYb'6Ygi W\ Yfi a ZfU[ Y'XYf'A YggY  
: fUb\_Z fh'ni Zc`[ Yžk UfYb' - ) 'DfcnYbhni Zf]YXYb'a ]h'XYa '5b[ YVch  
XYf'5i gghY``Yf'i bX' - \* 'DfcnYbh'[ UVYb'Ubž]\fY'A YggVYgi W\gn]Y`Y  
YffY]W\ hni '\UVYb' Hfch'n'U\_hi Y``gW\ k ]Yf][ Yf]

F U\ a YbVYX]b[ i b[ Yb '\_Ua Yb 'X]Y '6Ygi W\Yf'Ui g'%'&- '@AbXYfb  
bUW\ : fUb\_Z f\h' 'a ]h'+& 'DfcnYbh\hfbUh]cbU`]hAh'k U\fh'X]Y '÷ : 5  
XUa ]h']\fY '\c\Y 'FY'Yj Ubn'Z\of'X]Y '[ `cVU'Y '6fUbW\Y" 'Ni 'XYb  
[ f\h' hYb '6Ygi W\YfbUh]cbYb ' [ Y\hfbYb 'X]Y 'B ]YXYf'UbXYž\hU`]Ybž  
GdUb]Ybž'Dc`Ybž'X]Y 'I G5ž'6fUg]`]Ybž'2 ghYffY]W\ž'; fc»Vf]hUbb]Ybž  
X]Y 'GW\k Y]n'i bX : fUb\_fY]W\ "I bX 'ni f'9]bgh]a a i b[ ' 'i bX  
J cfZfYi XY. '8 ]Y 'b\W\ghY '÷ : 5 'Z]bXYh'j ca ' "V]g', "A U] '&\$&) 'ghUhh"  
K ]f'ZfYi Yb 'i bg'gW\cb'XUfUi Z'





; Yf\ UfX 'DcW\_YbUi Yf!; fUa ]``Yf. ' 8 ]Y ' ≈ : 5  
k Uf 'Y]b '9fZc ` [

8 ≠l <Ľ; Yf\ UfX 'DcW\_YbUi Yf!; fUa ]``Yfž; YgWÀZhg`Y]hi b[ 'j cb  
; fUa ]``Yf]b 'GU'nVi f[ žØVYf`X]Y ' ≈ : 5 ' &\$&& ' 8 Ug`A YggY[ YgWY\Yb  
k Uf`]b 'XYb ``YhnhYb 'nk Y]Y]b\U`V`U\ fYb 'VYX]b[ h`Xi fW`7CJ =8 'gY\ f

għUf\_ 'Y]b[ YgħWX fA b \_h" 8 ]Y : 5 'U`g ZØ\ fYb XY @Y]ha YggY XYf  
: `Y]għWX ! i bX K i fghVfUbWX Y k Uf XUj cb ZUgh b]WX h VY hfc ZZYb i bX  
XUg \ Uh a Ub [ Ya Yf \_h" 8 ]Y 5i g! ghY Yf k UfYb \ cWX a chj] ]Yfh Vnk "  
j cfVYfY]i hY hż X]Y ? i bXYb ]bh YfYgg]Yfh i bX Zfc \ ž k ]YXYf Y]b Y  
A YggY ni a 9fZU\ fi b[ għi għU i għi għWX VYgi WX Yb ni \_Obb Yb" 9g [ UV  
j ]Y Y 9fbcj Uh]cb Yb ]a X][ ]hU Yb 6YfY]WX i bX  
K Y]h YfYbh ]W i b[ Yb Vn[ " Cd h]a ]Yfi b[ i bX < m[ ]Y!  
b YUb ZcfXYfi b[ Yb " A Ub \ Uh [ Ya Yf \_hż j]Y Y ? i bXYb VYgWX AZh] [ Yb  
g]WX a ]h XYa H\ Ya U B UWX \ U h] [ \_Y]h]a J Yfd UW\_i b[ gVYfY]WX Vnk "  
]b XYf Dfc Xi \_h]cb a ]h XYf < Yfgh Y i b[ i cb U h Yfb Uh]j Yb  
Dfc h Y]b dfc Xi \_h Yb " Ni għa a Yb [ YZUgħi k Uf X]Y : 5 Y]b 9fZc [  
[ Ya Y]bgħa a ]h i bgYf Yb Ogh YffY]WX għWX Yb 6Ygi WX Yfb i bX Y]b  
NY]WX Yb ni f \ c ZZYb h]WX V Y]VYb XYb B cfa U ]h A h"

6Ygi WX Yb 'G]Y i bg]Ui Z. 'ZY]gWX i bXWC "Uh