

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

50.000 Besucher aus 129 Ländern – die internationalen Leitmesse 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 U W \ U ' h ] [ Y ' D f c X i \_ h ] c b ž ' U i h c a U h ] g ] Y f h Y ' D f c n Y g g Y ' i b X  
8 ] [ ] h U ' ] g ] Y f i b [ ' ] b ' U ' ' Y b ' 6 Y f Y ] W X Y b ' X Y f ' J Y f U f V Y ] h i b [ ž J Y f d U W \_ i b [   
i b X ' X Y g ' J Y f \_ U i Z g ' d f Ä [ h Y b ' X U g ' 5 b [ Y V c h ' U b ' X Y b ' G h Ä b X Y b " ' 8 U g  
g h U f \_ Y ' ð h Y f Y g g Y ' U a ' H \ Y a U ' X Y f ' U ' h Y f b U h ] j Y b ' D f c h Y ] b Y ' n Y ] [ h Y ' X U g  
[ f c » Y ' N i \_ i b Z h g ! ' i b X ' K U W \ g h i a g d c h Y b n ] U ' X ] Y g Y g ' A U f \_ h Y g "   
ð g [ Y g U a h ' h f U Z Y b ' g ] W X ' \_ b U d d ' ) \$ " \$ \$ \$ ' 6 Y g i W X Y f ' U i g % & - ' @ Ä b X Y f b

ni f'jbhYfbUh]cbU`Yb`@Y]ha YggY'÷: 5`HYW\bc`c[ m'Zcf`A YUhUbX  
5`hYfbUh]j Y`DfchY]bg`j b': fUb\_Zi fh`Ua`A U]b"

9]b`K jYXYfgY\Yb`Ui Z`XYf'÷: 5

8]Y`9a ch]cbYb`i bX`X]Y': fYi XY`ØVYf`XUg`dYfgØb`jW\Y  
K jYXYfgY\Yb`Ui`XYf'÷: 5`k UfYb`[ fc». `GYW\g`HU[ Y`Ub[  
dfÅgYb h]YfhYb`X]Y`5i gghY`Yf.]bbYb`≠bcj Uh]cbYb`ZØf`Y]bY  
bUW\`U`h[ Y`i bX`YZZ]n]YbhY`DfcXi`\_]cb`i bX`J YfdUW`i b[ `j cb  
: `Y]gW\`i bX`U`hYfbUh]j Yb`DfchY]bYb``8]Y`fi bX`) "\$\$\$\$  
6Ygi W\Yf.]bbYb`nY][ hYb`g]W\`a Y`f`U`g`ni Zf]YXYb`a ]h` ]\fYa  
6fUbW\YbhfYZZYbž`XUg`ja`bcfa U`Yb`XfY]`Å\][ Yb`Hi fbi gž`XYa  
≠bcj Uh]cbg`nm`\_i g`XYf`≠!`Xi ghf]Yž`ghUh[ YZi bXYb`U`h``5i W\  
K c`Z[ Ub[ `A Ufn]bž`J cfg]hnYbXYf`XYf'; YgW\`ÅZh`gZØ\fi b[ `XYf`A YggY  
: fUb\_Zi fhž`]gh`VY[ Y]ghYfh` 9g`k Uf`Y]bY': fYi XYž`Xi fW\`X]Y`<U`Yb  
ni ``Ui ZYb`i bX`X]Y`6fUbW\Yb hY]`bY\`a Yf]bbYb`i bX`!hY]`bY\`a Yf  
k jYXYfni hfYZZYb.`9]bY`ZUgh`Yi d`cf]gW\Y`Gh]a a`i b[ `U`h`X]Y'÷: 5  
[ YdfÅ[ h`9g`k Uf`XYi h]W\`ni `gdØfYbž`k jY`Yf`Y]W\hYfh`U`Y`k UfYbž  
g]W\`YbX`jW\`dYfgØb`jW\`hfYZZYb`ni`\_ØbbYbž`BYi`Y]hYb`ni  
X]g`\_i h]YfYb`i bX`; YgW\`ÅZhY`ni`a UW\Yb``8]Y`6fUbW\Y`U`h]`fY  
≠bcj Uh]cbg`fUZh`k jYXYf`Y]ba U`Y]bXfi W\_gj c``VYk jYgYb``8Ug  
[ `cVU`Y': Ua`]YbhfYZZYb`gYmhY`YfbYi h`X]Y`HfYbXg`ZØf`X]Y`bÅW\ghYb  
Å\fY`b]W\h`ni`Ymh`Xi fW\`X]Y`9fk Y]hYfi b[ `i a`X]Y`U`hYfbUh]j Yb  
DfchY]bY"

6fUbW\Y`a ]h`≠bcj Uh]cbg`fUZh  
nY][ h`X]Y`@Øgi b[ Yb`ZØf`a cf[ Yb

5i hca 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'DfcH]bj YfUfVY]hi b[ 'i bX'ghUbXYb`]a `NYbhfi a  
XYf'`b`bcj Uh]cbYb``8]Y`Ui gghY`YbXY`bXi ghf]Y`nY][ hY`Ui »YfXYa  
@Øgi b[ Yb`i bX`XYYb`ni f`9f\Ø\i b[ `XYf`9bYf[ ]YYZZ]n]Ybn`i bX`ni f  
fYggci fWbgWcbYbXYb`DfcXi \_h]cbž`i a `XUg`j cb`XYf`9I  
j cf[ Y[ YVYbY`N]Y`XYf'?`]a UbYi hfU`]hÅh`V]g`&\$) \$`ni `YffY]WYb`"  
F]WUfX`7`Ya Ybgž'; YgW\ÅZhgzØ\fyf`XYg`J 8A 5': UW] YfVUbXg  
BU\fi b[ ga ]hhY`a UgW]bYb`i bX`JYfdUW\_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`6fUbWY`k ]YXYf`hfYZZYb``8]Y`Gh]a a i b[ `Ui ZXYf`≡: 5`&\$&&  
]gh`Ui »YfcfXYbh`]W\`[ i h``8]Y`bUh]cbU`Yb`i bX`]bhYfbUh]cbU`Yb  
6Ygi WYf`\UVYb`\c\Yg`bhfYfggY`Ub`XYb`b`bcj Uh]cbYb`i bX  
j ]Y`ZUW\`[ Ubn`\_cb\_fYhY`Dfc`Y\_hY`]b`D`Ubi b[ ``8]Y': fYi XY`XUfØVYfž  
g]W\`YbX`]W\`k ]YXYf`dYfgØb`]W\`ni `VY[ Y[ bYbž`]gh`ØVYfU``gdØfVUf"  
6Y`]XYb`JYfdUW\_i b[ Yb`ghUbXYb`X]Y`BYi \Y]hYb`[ Ubn`i bhYf`XYa  
A chhc.` Gc`j ]Y`k ]Y`bØh][ žgc`k Yb][ `k ]Y`a Ø[ `]W\`"

## B UW k UW gYbXY`F c\ghc ZZY

BYVYb`XYf`FYWmW]b[ ZÅ\][ \_Y]h`Zc\_i gg]YfYb`g]W\`X]Y`<YfghY`Yf`Ui Z  
bUW k UW gYbXY`F c\ghc ZZY. `6]cVUg]YfhY`JYfdUW\_i b[ Yb`U`g  
5`hYfbUh]j Y`ni `D`Ugh]\_`Ui g`Zcgg]Yb`F c\ghc ZZYb`k Y]gYb`XYb`K Y[ `]b  
Y]bY`i a k Y`hZfYi bX`]WYfY`Ni \_i bZh``8Yf`8Yi hgWY':`Y]gWYf!  
JYfVUbX`fB: J Łž`i bhYfghØhnh]j cb`XYf`BUh]cbU`a UbbgWUZh`XYg  
:`Y]gWYf\UbXk Yf\_gž`ghY`hY`X]Y`BUW k i W\gZØfXYfi b[ `]b`XYb  
A ]hhY`di b\_hj ]Y`Yf`5\_hj ]!`hÅhYb`]b`XYf`<U`Y`%&"\$"Fi bX\Yfi a  
ni Zf]YXYb`a ]h`XYf`≡: 5`nY][ h`g]W\`Ui W\`<YfVYfh`8c\fa Ubbž  
DfÅg]XYbh`XYg`8: J.` ÅW`V]b`nk Uf`C dh]a ]ghž`UVYf`XUgg`k ]f`gc`j ]Y`Y  
i bgYfYf'?c`Y[ ]bbYb`i bX`?c`Y[ Yb`\]Yf`hfYZZYb`Xi fZhYb`i bX`XUgg  
gc`W\`Y]bY`[ fc»Ufh][ Y`Gh]a a i b[ `Ui ZXYf`A YggY`YffgWYb`k ØfXYž  
\ÅhY`]W\`Ui Z`\_Y]bYb`: U`Yfk UfhYh`,` VYf`&) `DfcnYbh`GhY][ Yfi b[  
VY]`XYf`NU\`XYf`DfcXi \_hY`Ui ZXYb`]bhYfbUh]cbU`Yb  
E i U`]hÅhgk YhhVYk YfVYbž`nk Y][ Ubn`bYi Y`K YhhVYk YfVY`ZØf`XYb  
VYfi Z]WYb`BUW k i W\g`i bX`Y]b`ghUf\_Yf`5i Zhf]hh`i bgYfYf  
BUh]cbU`a UbbgWUZh`\UVYb`ZØf`cfXYbh`]W\`@YVYb`Ui Zi bgYfYb  
:`ÅWYb`[ Ygc f[ h``8Yf`6Ygi W\`XYf`≡: 5`\Uhig]W\`ZØf`YXYb`6Yhf]YV  
XYf':`Y]gW k ]fhgWUZh[ Y`c\bhž`XYbb`X]Y`hYW\ b]gWYb`i bX

hYV\bc`c[ ]gW\Yb`9bhk ]W\_`i b[ Yb`XYf`YhnhYb`XfY]`>U\fy`k UfYb  
bUW\`a Y]bYa`9]bXfi W\_`[ Yk U`h][ ``8]Y`A YggY`\Uh]`fY`5i Z[ UVY`U`g  
≠bcj Uh]cbghfY]VYf`ZØf`X]Y`6fUbW\Y`a Y`f`U`g`YfZØ`h"

9fZc`[ fY]W\Y`DfYa ]YfY.`[ fc» Yg  
≠bhYfYggY`Ub`U`hYfbUh]j Yb  
Dfc hY]bYb

8Yf`HfYbX`[ Y\`h`ni a`VYk i gghYfYb`?cbgi a`j cb`: `Y]gW\``5i Z  
[ Yk c\bhY`9fbÅ\fi b[ ga i ghYf`k c``Yb`j ]Y`Y`XYbbcW\`b]W\h  
j Yfn]W\hYb``≠Xi ghf]Y`k ]Y`<UbXk Yf\_`Ybhk ]W\_`Y`b`XYg\U`V`]a a Yf  
dYfZY\_hYfY`5`hYfbUh]j Yb`:`XYf`A Uf\_h`ZØf`: `Y]gW\U`hYfbUh]j Yb`Ui Z  
DZUbnybVUg]g`cXYf`Ui g`NY``\_i`hi fYb`k ÅW\gh`fUgUbh``9g`YbhghY\Yb  
bYi Y`DfcXi \_hYž`X]Y`Ui W\`Y]bYb`k Y]hYfYb`≠bcj Uh]cbggW\i V`ZØf`X]Y  
DfcXi \_h]cbghYW\b]\_`VYXYi hYb``8]YgYb`HfYbX`Ui Z[ fY]ZYbX`\Uh`X]Y  
≡: 5`Yfgha U`g`\f`DfcXi \_hdcfhZc`]c`Yfk Y]hYfh`i bX`DfcnYgghYW\b]\_  
i bX`Ni hUhYb`ZØf`U`hYfbUh]j Y`DfchY]bY`a ]h]b`XYb`: c\_i g`[ YfØW\_h"  
8]Y`6Ygi W\Yf`nY][ hYb`[ fc» Yg`≠hYfYggY`Ub`dZUbnybVUg]YfhYb  
: `Y]gW\U`hYfbUh]j Ybž`\mVf]XYb`DfcXi \_hYb`i bX`nY``\_i`h]j ]YfhYa  
: `Y]gW\`gck c``Ui ZXYb`GhÅbXYb`XYf`5i gghY``Yf`U`g`Ui W\`a ]h  
]\fYf`HY]`bU\`a Y`Ua`9j YbhDfc[ fUa`a ``Gc`\UhYb`]bgVYgcbXYfY  
X]Y`?cbZYfYbn`j cb`DfcJY[ `i bX`X]Y`8]gW\j Yfm`Hci fgž`[ YZØ\fh]j ca

; ccX': ccX' bgh]hi hY'9i fcdYžghUf\_Yb'Ni `Ui Z': UV]c`N]Ya » Ybž  
YfghYf`J cfg]hnYbXYf`VY]a `6i bXYgj YfVUbX`ZØf`U`hYfbUh]j Y  
DfchY]bei Y`Ybž'n]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`h`XYi h`]W  
[ Ya UW hž`XUgg`U`hYfbUh]j Y`DfchY]bei Y`Yb`Ui W`ni \_ØbZh][ `Y]bYb  
ZYghYb`D`U`h`Ui ZXYf`]bhYfbUh]cbU`Yb`@Y]ha YggY`UVYb`k YfXYbž  
XYf`g]W`]b`XYb`\_ca`a YbXYb`>\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`]>\fYb  
dfÄgYbh`ni`gY]b`"K ]f`ZfYi Yb`i bg`XUfUi Zž`X]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"

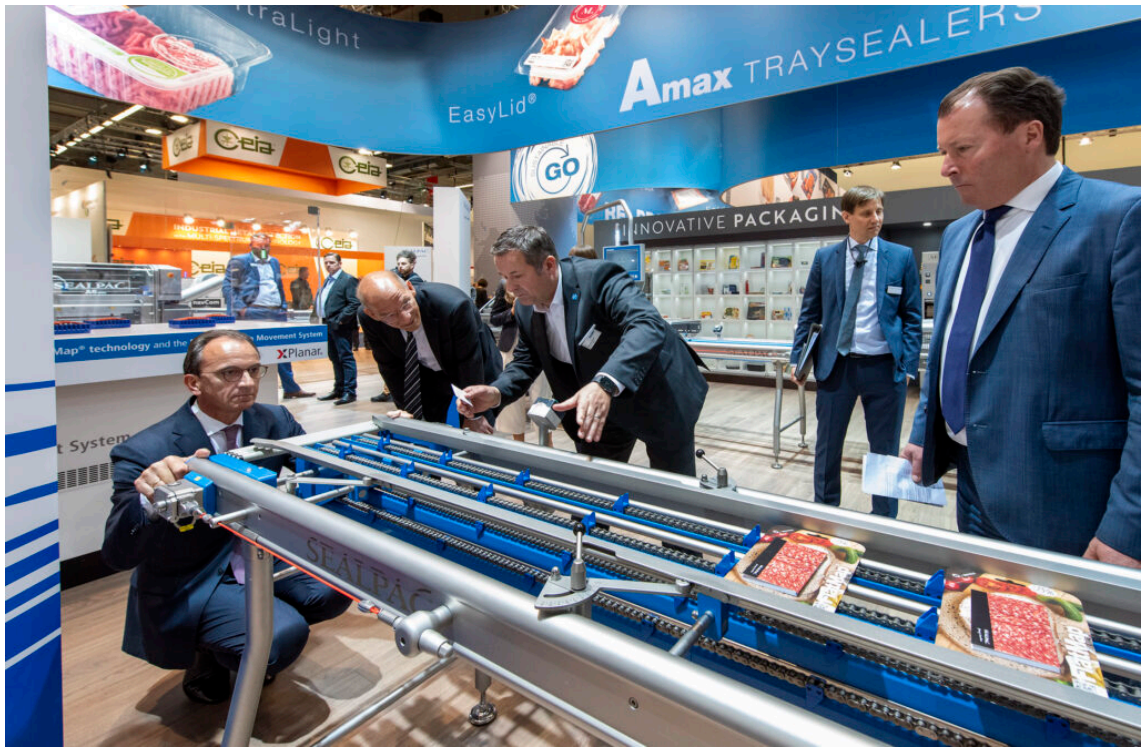
≡: 5`]b': fUb\_Zi fh.` , VYfnYi [ hž`VY[ Y]ghYfh`/  
]bgd]f]Yfh

8]Y`GhÄbXY`XYf`5i gghY`Yf`k UfYb`]c`ž`X]Y`; Äb[ Y`XYf`<U`Yb  
YVYbgc.`C V`nk ]gW`Yb`?i hhYfbž`HfUbgd`cfhghfU» Yb`cXYf  
J YfdUW`i b[ ga UgW`]bYbž`j cf`FY[ U`Yb`a ]h`b[ fYX]Ybn]Ybž`]a  
K YhhVYk YfVgUfYU`XYg':`Y]gW`Yf`U`bXk Yf\_g`cXYf`]b`XYf'≡: 5  
: UW`c`fm` ž`XYb`6Ygi W`Yf.]bbYb`[ ]b[ `Yg`j cf`U`Ya`i`a`X]Y  
\Udh]gW`Y`9fZU\fi b[ "`5bZUggYbž`f]YW`Ybž`gW`a YW\_Ybž`A UgW`]bYb  
]a`@j Y!6Yhf]YV`gY`Ybž`g]W`dYfgØb`]W`Ui ghUi gW`Yb`i bX`XUg  
K ]ggYb`Yfk`Y]hYfb``XUg`ghUbX`[ Ub`n`cVYb`Ui ZXYf`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 Ä»][`ghUhhZ]bXYbXYb`6Ygi W`Yfi`a ZfU[ Y`XYf`A YggY  
: fUb\_Zi fh`ni Zc`[ Yž`k UfYb`- )`DfcnYbh`ni Zf]YXYb`a ]h`XYa`5b[ YVch  
XYf`5i gghY`Yf`i bX`- \*`DfcnYbh`[ UVYb`Ubž`]fY`A YggYVYgi W`gn]Y`Y  
YffY]W`h`ni`UVYb`"Hfch`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\_Zi fh` `a ]h`+&`DfcnYbh`b`hYfbUh]cbU`]h`h`k U\fh`X]Y`÷: 5  
XUa ]h`]\fY`\c\Y`F`Y`Yj Ub`n`Z0f`X]Y`[ `cVU`Y`6fUbW\Y`"Ni `XYb  
[ f0» hYb`6Ygi W\YfbUh]cbYb`[ Y\0fhYb`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`GWk 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`AW`ghY`÷: 5`Z]bXYhij 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 <Ł; Yf\UfX'DcW\_YbUi Yf!; fUa ]`Yfž; YgWÅZhg`Y]hi b[ 'j cb  
; fUa ]`Yf']b'GU'nVi f[ žØVYf'X]Y'≡ : 5'&\$&&.' 8Ug'A YggY[ YgWY\Yb  
k Uf']b'XYb`YhnhYb'nk Y]Y]b\U`V`đ\fyb'VYX]b[ h'Xi fW'7CJ-8'gY\ f

ghUf\_`Y]b[ YgW\ fÄb\_h"8]Y'≡: 5`U`g`ZØ\ fYbXY`@Y]ha YggY`XYf  
: `Y]gW\!`i bX`K i fghVfUbW\Y`k Uf`XUj cb`ZUgh`b]W\h`VYhfcZZYb` `i bX  
XUg`\Uh`a Ub`[ Ya Yf\_h"8]Y`5i g!`ghY`Yf`k UfYb`\cW\ a chj] Yfh`Vnk "  
j cfVYfY]!`hYhž`X]Y`?i bXYb`]bhYfYgg]Yfh`i bX`Zfc\ž`k ]YXYf`Y]bY  
A YggY`ni a `9fZU\fi b[ gUi ghUi gW\`VYgi W\Yb`ni `\_ÖbbYb"9g[ UV  
j ]Y`Y`≠bcj Uh]cbYb`]a `X][ ]hU`Yb`6YfY]W\`i bX  
K Y]hYfYbhk ]W\_`i b[ Yb`Vn[ ``C dh]a ]Yfi b[ `i bX`<m[ ]Y!  
bYUbZcfXYfi b[ Yb"A Ub`\Uh`[ Ya Yf\_hžj ]Y`Y`?i bXYb`VYgW\ÄZh[ Yb  
g]W\`a ]h`XYa `H\Ya U`B UW\`U`h][ \_Y]h]a `J YfdUW\_`i b[ gVYfY]W\`Vnk "  
]b`XYf`DfcXi \_h]cb`a ]h`XYf`<YfghY`i b[ `j cb`U`hYfbUh]j Yb  
DfchY]bdfcXi \_hYb``Ni gUa a Yb[ YZUggh`k Uf`X]Y'≡: 5`Y]b`9fZc`[  
[ Ya Y]bgUa `a ]h`i bgYfYb`ÖghYffY]W\]gW\Yb`6Ygi W\Yfb`i bX`Y]b  
NY]W\Yb`ni f`\cZZYbh`]W\`V`Y]VYbXYb`Bcfa U`]hÄh"

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6Ygi W\Yb'GjY'i bg'Ui Z.'ZY]gW'i bXWc"Uh