



IFE in Partnership with:

The British Frozen Food Federation

Daniel Gray – Event Manager



The International  
Food & Drink Event  
17-20 March 2019  
ExCeL London



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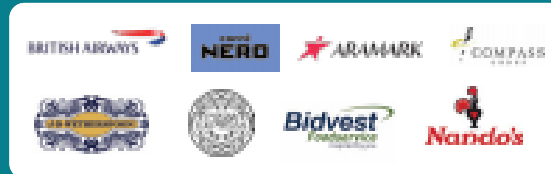
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# Event Overview

- 17-20 March ExCeL London.
- IFE is the UK's largest and most important food and drink trade exhibition.
- 1,350+ exhibitors across 12 distinct show sections
- 27,000 trade attendees
  - Retail
  - Food Service / Hospitality
  - Wholesale and Distribution
  - Import / Export
  - Manufacturing





# Key Statistics

- 27,000 trade attendees
- 78% have purchasing authority
- 111 countries represented
- £5.4bn + combined purchasing authority

- 1,350 exhibitors
- 70% of exhibitors at IFE 17 consider IFE to be either important or extremely important to their business



- 77% of exhibitors either met or exceeded their expectations at IFE 2017



# Events

- Co-located with Pro2Pac
- World Food Innovation Awards
- Talking Trends Seminar Theatre
- Tasting Trends Experience
- Campden BRI Sustainable Packaging Conference
- DIT International 'Meet the Buyer'
- IFE UK 'Meet the Buyer'
- And most importantly the BFFF Networking Lounge...





## A Focus on Frozen at IFE 2019

- IFE has partnered with BFFF for 20+ years.
- IFE will continue supporting the BFFF and its members for IFE 2019.
- A dedicated new Frozen Food Section on the show floor.





# BFFF Member Benefits

1. Access to UK and DIT Meet the Buyer Programmes
2. Online Meetings Tools
3. Additional Pre-show promotional activity
4. SmartScan Visitor App
5. Preferential Exhibiting Rates – significant savings!





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