

Coordination of the IFFA 2025 & Processor Innovation Tour

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1.0 Executive Summary

The AMPC 2025 IFFA and Processor Innovation Tour is one of the most important networking and technology awareness initiatives supporting the AMPC membership to access, with firsthand contact, new Global state-of-the-art technologies, and practices.

Koorosh and James Khodabandehloo were engaged to provide co-ordination support to AMPC organising and executing participants schedule to attend IFFA (as Part A) and locations in Europe where innovations and best practices may be observed.

The tour was organised and executed with the participants giving feedback, confirming that the following goals were met fully:

- Research and development – systematic analysis of technology and industry leadership for the purpose of acquiring knowledge to achieve and further develop industry and AMPC objectives and strategies, including application of that knowledge into future strategies and RD&E investment, planning, and projects.
- Develop knowledge and capabilities within the red meat industry to assist in positioning industry at the forefront of technological and innovation driven transformation that drives efficiency, value, sustainability, and competitiveness.
- Support Australian processors to attend the IFFA trade fair to build global networks, innovation knowledge and capabilities informing AMPC and industry future investment and planning.
- Support Australian processors to attend a post IFFA technology and processing tour to build global networks, innovation knowledge and capabilities informing AMPC and industry future investment and planning.
- Build innovation capabilities and performance across the industry.
- Support industry mentorship and alumni networks to aid industry innovation and technology adoption.
- Strengthen co-innovation pipeline and access to global innovation networks.
- Strengthen AMPC and processing member innovation collaborations with global processing and technology partners.
- Accelerate efficiency, value, and sustainable growth through technology awareness in preparation for industry technology transformations.

The coordination and organisation of the tour successfully reached with overall impression score above 90%. The following was delivered:

Before IFFA

- Information on visit options and AMPC communication/meetings producing the schedule.
- Tour plan preparations prior to IFFA to AMPC and participants.
- Contacts with hosts and hotels as well as sponsors of specific events.
- Teams meetings before IFFA.
- Visit to locations, scouting venues, and detailed assessment of route for best timing of tour and contingency options.
- Review of Frankfurt, Gent, Rennes, and Huntingdon hotel options and negotiating for best rates.
- Financial planning and preparation for execution as formal and email update reports submitted to AMPC.

PART A

- Guidance to participants as requested to enhance exhibition/networking experience at IFFA.
- Marriott Hotel reservations and group contract arrangements for best value.
- Frankfurt Events and Dinners arrangements.
- AMPC Meet and Greet arrangement.

- Mayekawa Presentation session facilitation.
- Mayekawa dinner at Marriott and facilitation.
- APPMA networking event on 5th May.
- Multivac dinner at Immer Satt.
- Support to Dematic for visit on 6th May 2025.
- Support to JBT-Marel for sponsored networking Dinner at Ivory.
- Arrangements for transfers and meals not otherwise mentioned above.
- Set up of Group WhatsApp.

Guidance, assistance, and information to participants not taking part in Part B, continuing the trip until return to Australia after 7th May 2025

PART B

Organisation of, including negotiations, group booking contracting and financial management as well as payments to budget:

- Plant visits and arrangements for meetings and presentations.
- Hotels
- Transport
- Group networking dinners as well as arrangements of Sponsorships and collaborating with Sponsors.

over the whole Tour from 7th May 2025 until 14th May 2025, starting in Frankfurt, and continuing through to Belgium (Gent), France (Rennes), and UK (London and Huntingdon), including supporting participants and hosts in specific variations as requested. The specific coordination and organisation included:

- Dematra visit.
- Stow Headquarters visit.
- Transport arrangements for Stow Dinner at Wok Dynasty
- Kris De Leeneer visit.
- Movu Robotics visits
- Coldo construction site visit
- Tech Belgium & Agoria Networking – Presentation
- Clarebout Potatoes arrangements, unfortunately cancelled last minute by host.
- Travel to Rennes and last-minute replanning (due to cancelled train).
- Novotel Rennes Station Hotel and La Grill Restaurant.
- Kermené plant visit including transfers.
- travel to London including Rennes Airport transfer and EasyJet flight EZY 8396.
- Transport to Hilton Hotel Watford and transfers to Hiton Foods UK.
- Hilton Foods visit.
- Supermarket visits in London
- Meat and Wine Co, Mayfair. Closing dinner

General organisation of IFFA and Post IFFA Tour was fully executed to time and budget with a 20% saving on the tour original estimated cost.

The support, direction, and input as well as concurrent attendance of AMPC team is gratefully appreciated, especially that of Amanda Carter, Stuart Shaw, and Edwina Toohey.

The participation of processors on the 2025 event is much appreciated. It is recommended that the planning of 2028 IFFA is started at the earliest possibility, potentially with tour options in on the American Continent.

2.0 Introduction

AMPC's IFFA 2025 Processor Innovation Tour initiative is a global technology awareness approach to support the Australian meat industry. Participants including innovation managers and senior plant personnel are invited to attend the world's leading trade fair (IFFA) in technology for meat and alternative proteins and optionally to take part in a follow up international tour of technology developments, or applications within operating plants.

The project develops knowledge and capabilities within the red meat industry to assist positioning industry at the forefront of technological and innovation driven transformation that drives efficiency, value, sustainability, and competitiveness by building global networks, knowledge and capabilities informing AMPC and industry future investment and planning. The understanding of global red meat (and non-red meat) processing innovations is key for both Australian processors to remain globally and domestically competitive, and for AMPC to ensure that Australian Federal Government and industry, red meat slaughter levies and contributing R&D investments, are invested in innovations that will provide value to industry.

3.0 Methodology

The process of participant invitations as managed by AMPC, results, on a competitive basis participant selection as nominated by processors to be part of a group to take part on the IFFA and Post IFFA Tour.

A selection of locations to be visited provides the basis of a tour plan and the executes attendance at IFFA and participation of Members having responded to the Expression of Interest meeting the criteria to attend. The project covers the cost of co-ordinating the IFFA 2025 attendance (Part A) and (Part B) Post IFFA innovation tour with co-ordination services supplied by Business & Manufacturing Consultancy (BMC). BMC coordinates the full tour plan and communication including arrangements for travel and accommodation to ensure compatibility with the location of visits.

BMC manages the detailed spending against the overall budget per person for Parts A and B. The spending is managed by BMC within the overall maximum amount for Parts A and B, per person, taking advantage of group travel and group booking arrangements.

4.0 Project Outcomes

4.1 Schedule of the tour.

Several considerations for accommodation and timetable for participants whilst in Frankfurt were drafted and after review and considerations a final plan for the visit was formulated.

The nominated period for IFFA was established, with variation accommodated to meet the exacting needs of participants. The Innovation tour followed IFFA.

- 3rd May 2025 Arrival at IFFA
- 7th May 2025 Participants on Part B departed IFFA location travelling from Frankfurt to next tour location as Part B, which ended on 14th May 2025.

- 8th May 2025 Participants on Part A, concluded their attendance at IFFA.

See Table 1 for the itinerary executed as attended by Participants, also detailing the logistics.

IFFA 2025			
All participants are responsible for flight arrangements to and from Australia			Location - Activity
	Timing		ARRIVAL AT MARRIOTT HOTEL IN FRANCKFURT
03-May-25	Germany	1600	Check-in opens
			Frankfurt Marriott Hotel, Hamburger Allee 2, 60486 Frankfurt am Main, Germany
			Participants <u>arrangements</u> own dinner.
	Before IFFA	Multivac code issued for entry ticket online in advance of arrival at IFFA	
		0900	Messe Frankfurt (IFFA 2025)
		1815	Mayekawa networking ,outline of 12 May visit, and Dinner
			Exhibition day ends at 1800.
			Meeting room Level 1 Marriott Hotel (please arrive early for a prompt start.
		0900	Messe Frankfurt (IFFA 2025)
		1900	Multivac Dinner
			Exhibition day ends at 1800.
			Location to be advised
		0900	Messe Frankfurt (IFFA 2025)
			Exhibition day ends at 1800.
			Parallel to IFFA Dematic visit to TC
			Dematic exclusive invitation to AMPC participants.
		1900	JBT-Marel Dinner
			Ivory Club - Ivory Club, Taunusanlage 15 - 60325 Frankfurt
		0900	Messe Frankfurt (IFFA 2025)
	Part B Participants	1200	Return to Marriott to check out
			Lunch and Coach transfer to Train station
PART A ONLY PARTICIPANTS - Please make own arrangements for dinner on the 7th May. Room and breakfast at Marriott.			
07-May-25		1300	PART B Processor Innovation Tour starts
		1529	Train to Brussels Nord
	Belgium	1926	EXIT train at Brussels North
		1945	Private Buses to Van der Valk Hotel Gent
		2100	Check in at Van der Valk Hotel
			Van der Valk Hotel Gent, Akkerhage 10, 9000 Gent.
08-May-25	Stow visits Day 1	0900	Bus departs for Stow HQ
		1045	Arrive Stow HQ
		1415	Visit to Coldp ASRS new construction
			Coldo (tour of new build)
		1830	Stow Dinner at Wok Dynasty
			Demuyne Christophe
			Kortrijksesteenweg 34, 9830 Sint-Martens-Latem
09-May-25	Stow visits Day 2	0900	Bus departure from Hotel
		0945	Kris De Leeneer (60)
			2, Bouwstraat, 9160 Lokeren
		1045	Bus to Movu
		1100	Movu Robotics
			Brandstraat 30, 9160 Lokeren
		1200	Networking Lunch
			Food & Beverage Tech Belgium Meeting downunder delegation (lunch hosted by FoodTech Belgium network - Francois de Hemptinne - President)
		1430	Return to Hotel
	Stow visits end	1830	Wiley dinner
			Level 1 Buffet Breakout
10-May-25	Free day		Participants made own dinner arrangements in Gent
11-May-25		0830	Bus to Rennes
			from Van der Valk hotel
		0752	Train Departure
			TGV INOUI 5210 LILLE EUROPE to RENNES
		1730	Arrival (Rennes Hotel Checkin)
			Short walk to Novotel Hotel to check in.
		1900	Dinner at Le Grill
			35 Rue Poullain Duparc, 35000 Rennes
12-May-25	Kermené	0800	Coach to Kermené plant
			0930 to 1300 three groups visiting HamDas, WanDas and Beef cutting room
	with Mayekawa team	1300	Coach to Rennes Airport
			Check in process and boarding requires 30-40 mins.
		1610	Flight departure
			EasyJet flight EZY 8396
		16:30	Flight Arrival
			Land London Gatwick, United Kingdom
		1730	Airport transfer to Hotel
			Hilton London Watford, Elton Way, Watford WD25 8HA,UK#
		1930	Check in at Hotel
			Light dinner at Hotel
13-May-25	Hilton Food Group	0845	Bus to Huntingdon
			1030-1430 Huntingdon, UK - Slice and pack operation, ground meat retail operation, ASRS, Robotics etc.
		1000	Arrive at Hilton Foods
			Hilton Food Group Plc, 2-8 The Interchange Latham Road, Huntingdon PE29 6YE
		1230	Light lunch & refreshments
		1500	Bus to Central London, direct from Huntingdon, for dinner
			Meat and Wine Co, Mayfair, London. Closing session and dinner.
		2100	Return to Hilton Watford
14-May-25			Tour ends
			Participants to arrange own travel from 14th May 2025.

Table 1: IFFA and Post IFFA Tour attended.

4.2 Participants Feedback

The feedback from participants was received and remains an ongoing process with AMPC collating the information as an online submission from the Participants.

The summary of the feedback received is presented in Table 2 with scores as listed.

2025 IFFA and Innovation tour FEEDBACK (Confidential)	% score	2025 IFFA and Innovation tour FEEDBACK (Confidential)	% score
AMPC Contracting process pre-IFFA	84	Stow - Kris De Leeneer technical content	76
Information content about tour prior to IFFA	84	Stow - Kris De Leeneer value to you	73
Timing of information received before IFFA	80	Stow - Movu Robotics technical content	89
Teams meetings before IFFA	87	Stow - Movu Robotics value to you	86
Usefulness of information before IFFA	87	Stow - Coldo construction site visit	60
Frankfurt Marriot Check-in	98	Tech Belgium & Agoria Networking - pre 'standing lunch' Presentation	69
Frankfurt Marriot Accommodation	96	Food & Beverage Tech Belgium host's arrangements	83
Frankfurt Marriot Breakfast	98	Last minute planning (cancelled train) and Coach trip	68
Frankfurt Marriot Location relative to IFFA	98	Novotel Rennes Station Check-in at Horel	83
Overall quality of Marriott for you	96	Novotel Rennes Station Room and comfort	73
AMPC Meet and Greet arrangement on the first day	87	La Grill Restaurant (Food & Beverage)	83
Room set up for Meet and Greet	89	La Grill Restaurant (Service)	83
Value of the Meet and Greet to you	84	Novotel Rennes Station breakfasts	60
Mayekawa Presentation session	90	Novotel Rennes Station Check-out	85
Mayekawa dinner at Marriott (food and beverage)	82	Coach to Kermené plant (Mayekawa)	90
Mayekawa dinner (restaurant service)	78	Kermené plant (Mayekawa) technical content	90
APPMA networking event on 5th May	84	Kermené plant (Mayekawa) value to you	95
Multivac dinner at Immer Satt (food and beverage)	83	Coach to Rennes Airport	90
Multivac dinner at Immer Satt (Service)	66	EasyJet flight EY 8396	95
Dematic visit to TC transport arrangements	80	Transport to Hilton Hotel Watford	90
Dematic Visit technical content and value	77	Hilton Hotel Watford Check-in	60
JBT - Marel Dinner at Ivory (food and beverage)	89	Buffet dinner at Hilton Hotel Watford on arrival	43
JBT - Marel Dinner at Ivory (service)	89	Hilton Hotel Watford accommodation and comfort	55
Messe Frankfurt (IFFA 2025) your experience and technical content	89	Hilton Hotel Watford Location	70
Messe Frankfurt (IFFA 2025) Networking experience	95	Hilton Hotel Watford breakfast	63
Value of attending IFFA to you	95	Coach to Hilton Food Group	95
Likelihood of attending IFFA 2028	92	Hilton Food Group plant visit technical content	100
Arrangements to assemble before travel to Belgium	91	Hilton Food Group (Services) Presentation	98
Bus transfer to Frankfurt station on 7th May	94	Hilton Food Group plant visit value to you	98
Train to Brussels	94	Coach to Dinner	93
Transport to Hotel in Ghent	94	Short stops and walk in London (supermarkets)	91
Van der Valk Hotel Check-in	98	Meat and Wine Co, Mayfair. Closing dinner	95
Van der Valk Hotel accommodation and comfort	98	Hilton Watford check-out	93
Van der Valk Hotel buffet dinner night of 7th may arrival	93	General organisation of IFFA and Post IFFA Tour	89
Van der Valk Hotel Breakfasts	95	Use of Group What's APP	94
Van der Valk Hotel Wiley BBQ dinner	98	General Communications (emails etc.)	82
Free day in Ghent arrangements as attended	97	IFFA Part A Duration	89
Van der Valk Hotel Check-out	98	Post IFFA Tour Part B Start Date	87
Stow visits Transportation arrangements & quality	81	Post IFFA Tour Part B Duration	75
Stow - Dematra visit technical content	78	Extent to which IFFA met with your expectations	85
Stow- Dematra visit value to you	77	General arrangements: exhibition information, tickets, etc	95
Stow Headquarters visit technical content	86	Did you have sufficient time for rest and/or perform other work	78
Stow Headquarters visit value to you	83	Value for Money considering AMPC funding	93
Stow Dinner Wok Dynasty (food and beverage)	71	Likelihood of attending future Tours pre/post IFFA	89
Stow Dinner Wok Dynasty (service)	71	Overall impression	93

Table 2: Participants feedback scores (subject to updating).

5.0 Conclusions / Recommendations

The AMPC 2025 IFFA tour was successfully executed to time and budget, whilst saving 20% in the spending as originally estimated for the project.

Coordination with AMPC support and hosts as well as the input from Participants has been smooth, despite disruptions in travel and unexpected changes, which have not been considered significant deviations from what was planned for the tour.

Scores from participants who submitted feedback, places the overall impression above 90%.

All AMPC objectives were considered to have been made with very positive feedback.

The main recommendations are:

- To start earlier to plan for IFFA.
- Use all available time at IFFA for the full duration of the exhibition.
- Include more processing plant visits.

6.0 Acknowledgement

The support of AMPC for the project and support of all companies to participant and hosts as listed in Table 1 is gratefully acknowledge with much appreciation, especially the sponsorship of Mayekawa, JBT-Marel and Wiley.

End.