

Key to markets

Messe Stuttgart



# THE BAKERS' AND CONFECTIONERS' TRADE FAIR IN DRESDEN

**13 – 15 April 2019**

Dresden Trade Fair Centre



**SACHSEN-  
BACK**

[www.sachsenback.de](http://www.sachsenback.de)

# CITY OF CULTURE AND BUSINESS METROPOLIS

## Florence on the Elbe

Dresden, the internationally recognised city of art and culture, will in 2019 again host the most important trade fair for the bakery and confectionery trade in central and eastern Germany. As a location for important, pioneering companies and institutions, as well as a world-leading technology location, Dresden is one of the strongest economic regions in Germany. The connections to the trade fair centre are fast and convenient, whether by car, rail or plane. Round off your day in a bar or club in the city's trendy nightlife district. Or relax directly in one of the first-class hotels, where you will be a welcome guest. To get an idea of all the variety, just have a look at [Dresden.de](http://Dresden.de) (Tourism). Here you can plan your stay.

Welcome home!

**77 %** of visitors want to come to SACHSENBACK again



All data were taken from the representative survey of exhibitors and visitors conducted during SACHSENBACK 2016. The FKM certification attests that, for the trade fair and exhibition figures submitted, the stipulations of the society for voluntary control of trade fair and exhibition statistics (FKM) have been observed and applied.

**221**  
exhibitors

**6866**  
visitors



# COMPETENT SECTOR MEETING POINT

## SACHSENBACK

SACHSENBACK is a must for the bakery and confectionery trade in the region! For three whole days, the Dresden Trade Fair Centre will be the focal point for the bakery and confectionery trade in the region of central and eastern Germany. This is where the sector meets to find inspiration and to exchange ideas and opinions with colleagues. With ground-breaking trends and a diverse framework programme, SACHSENBACK provides great impetus. As an exhibitor, you can meet eager and competent specialist visitors wishing to obtain information on, among other things, working and operating technology, raw materials and business equipment. You can also showcase your innovations and your portfolio to a highly motivated public. The halls of the Dresden Trade Fair Centre and the regional and familiar ambience of the exhibition make SACHSENBACK a strong specialist trade fair with extraordinary charm for a strong region. Use the days at SACHSENBACK to hold positive discussions, carry out intensive customer care and forge highly promising new contacts.

As an event organiser, Messe Stuttgart is active around the world and uses its experience at specialist and leading trade fairs. The target-group-focused organisation of the trade fairs ensures that the events are orientated towards visitors and markets. Messe Stuttgart is famous for developing future markets.

**86 %** of visitors intend to recommend the event to others



**1.9** was the overall event rating of visitors at SACHSENBACK





# THE DIVERSITY OF A STRONG SECTOR

One trade fair – six key topics



## Raw materials for bakers and confectioners

Basic materials, raw materials, baking agents, aromas and essences, semi-finished products, frozen bakery products, convenience products, basic materials for ice cream, organic and biological products.



## Shop fixtures and fittings

Shop and sales furnishings and fittings, snack area, mobile sales units, café furnishings and fittings, lighting, tableware, porcelain and table decoration.



## Sales promotion

Work clothes, price labelling systems, decoration and packing materials, gift and confectionery packaging, indoor and outdoor advertising, gift items.



## Working and operating technology

Production and baking technology, baking ovens, refrigeration systems, freezers, coffee machines, ice-cream machines, restaurant fittings, kitchen technology, silo systems, cleaning machines, company hygiene, measuring and weighing systems.



## Merchandise

Own brands, confectionery/lasting bakery products, drinks, dairy products, delicatessen products and specialties, coffee, tea, other merchandise.



## Services, information, management

Computer systems, cash register systems, industry software, marketing/advertising/management consultation, associations and organisations, specialist literature.

# LIVELY EXCHANGE AMONG PROFESSIONALS

The framework programme

Ideas, trends and innovations on all aspects of the bakery and confectionery trade – these will be the popular themes in the framework programme of SACHSENBACK 2019 in practical demonstrations and informative specialist presentations. There will be a lively exchange of knowledge and experience in the Bakery Forum. It's already almost a tradition for Saxonia, the State Association of Guilds, and the BÄKO of the region to invite visitors to their stand to participate in qualified discussions among professionals and specialist visitors. Numerous events on the theme in and around Dresden will again attract many visitors in 2019.

The decision to take part in the trade fair was rewarded. We actively sent out invitations, 80 per cent of our customers were there – proof that SACHSENBACK is an important platform for ensuring customer loyalty. We were greatly impressed by the specialist public and concluded specific contracts.

**Harald Nürnberger, Sales, RONDO GmbH & Co.KG, DIOSNA Dierks & Söhne GmbH**

We always go where we can reach our customers. These are above all the decision-makers. They were great days in Dresden. Sunday was fantastic. We concluded lots of concrete business contracts. We'll be back in 2019, maybe with greater participation.

**Stefan Laackmann, Sales Manager, Fläche Handwerk DACH und NORDICS, CSM Bakery Solutions**

What's special here is the people. They are interested, want to exchange knowledge and ideas, and are open to new things. With our presence, we are also saying thank-you to good customers. Both with regard to the number of visitors and the visitor quality, we experienced an improvement on 2013. SACHSENBACK is a highlight for bakers, the three-year rhythm is very good. We'll definitely be back in 2019!

**Karl Schmitz, Managing Director, SchapfenMühle GmbH & Co. KG**

I give SACHSENBACK top marks. Saturday and Monday exceeded all expectations, and Sunday was excellent. There was a great mood among the visitors. Here the opportunities for reaching the trade in central and eastern Germany are ideal.

**Torsten Lehmann, Area Sales Manager, IREKS GmbH**





# CALCULATION EXAMPLE FOR YOUR TRADE FAIR SUCCESS

Become an exhibitor at SACHSENBACK 2019!

To enable you to fully prepare yourself for your trade fair objectives and customer contacts, we will help you with your planning and participation in SACHSENBACK. We can offer you trade fair participation which you can personally determine in an individual framework and adapt to your needs. Simply speak to us directly or use our extensive online service portal. All the prices for our services are shown here in order to give you a quick overview of the costs of your planned attendance.

## Stand rental charges

Row stand from € 104.00/m<sup>2</sup> plus VAT.

## Basic package

The basic package includes the following: exhibition stand with carpeting, walls, ceiling grid, lighting with power connection including consumption, as well as a fascia with lettering, planning and organisation with stand construction and dismantling. From € 82.00/m<sup>2</sup> plus VAT and area hire charge.

## Complete package

The complete package contains the basic package and also includes fixtures and fittings, daily stand cleaning and waste disposal during the trade fair, as well as a car-park ticket. From € 113.00/m<sup>2</sup> plus VAT and area hire charge.

## Example of complete package "KLASSIK Special"

- › OCTANORM stand construction system, aluminium, walls in white or light grey, 250 cm high
- › Ceiling grid, 1 metre deep on the open stand sides
- › 1 fascia on each of the sides open to aisle, including your lettering (standard font: black)
- › Power connection 230 V/3 kW including consumption and socket
- › Busbar with spotlights, 1 spotlight every 3 m<sup>2</sup> of stand space
- › 1 cabin 2 m<sup>2</sup> with coat rack from 10 m<sup>2</sup> of stand space
- › Carpeting, rib weaves, in anthracite or another standard colour
- › 1 table (130 x 70 cm) and 4 chairs
- › 1 brochure stand
- › Daily stand cleaning and waste disposal (80-litre sack)
- › 1 long-term parking permit

## Example of invoice for a 12 m<sup>2</sup> corner stand at SACHSENBACK incl. stand construction

12 m <sup>2</sup> corner stand 109.00 €/m <sup>2</sup>	1,308.00 €
12 m <sup>2</sup> stand construction "KLASSIK Special" complete package 113.00 €/m <sup>2</sup>	1,356.00 €
One-off flat-rate media charge	420.00 €
12 m <sup>2</sup> AUMA charge 0.60 €/m <sup>2</sup>	7.20 €
<b>Total</b>	<b>3,091.20 €</b> (plus VAT)

\* The media flat-rate charge includes free admission codes for your customers – see Page 7

# HOW TO REACH YOUR TARGET GROUP

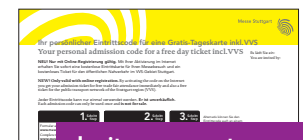
Benefit from the variety of our media flat-rate!

Publicise your participation in Sachsenback. Use all the opportunities which we can offer you through a wide range of advertising media. You can therefore concentrate entirely on your exhibition stand and invite your competent trade visitors at very little expense and effort. A personal invitation with the SACHSENBACK admission code will demonstrate your appreciation of your customers.

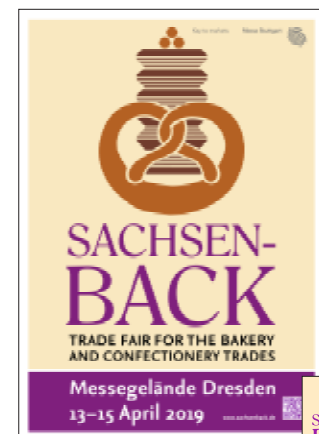
All admission codes are free of charge and the admission fees for your customers are included in the media flat-rate. We will make other potential visitors aware of SACHSENBACK 2019 by means of intensive PR activities and advertising campaigns, at times in conjunction with our partners. We will also provide you with our statistical surveys for your trade fair analyses.

In addition to the extensive advertising measures of Messe Stuttgart, you will receive, as an exhibitor, the following free advertising media for your own advertising activities:

- › Unlimited free admission codes
- › Visitor brochures
- › Adhesive labels for letters
- › Posters
- › Online services such as logos and banners at [www.sachsenback.de](http://www.sachsenback.de)



Invite your customers and benefit from the unlimited free admission codes!





# WE'RE HERE FOR YOU

Your direct line to us

## Project management

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## Partners of SACHSENBACK

Saxonia, the State Association of  
Guilds of the Bakery Trade of Saxony, Dresden

BÄKO Erzgebirge-Vogtland eG  
BÄKO Mitteldeutschland eG  
BÄKO Ost eG



**Messe Stuttgart – Your competent partner  
for bakers and confectioners**

