

VISITOR ANALYSIS

37,504

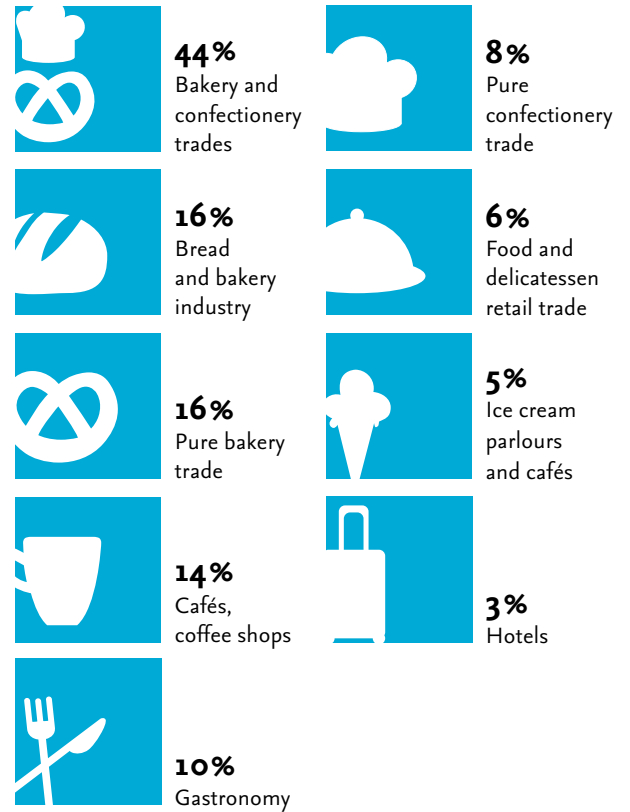
visitors (6,001 of whom came from abroad)



Investment intentions of trade visitors*



Visitor structure*

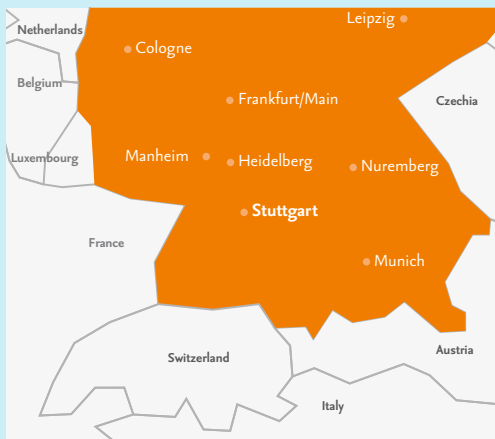


Catchment area of visitors*

84%
from Germany

16%
from abroad

Top visitor countries:
Austria, Switzerland,
Italy, Poland,
Czech Republic, France



Feedback from visitors*

87%

would recommend südback to other people

72%

are involved in investment decisions in their company

75%

would come back to südback

>50%

work in management positions

1.8

overall mark by all visitors

22 to 25
October
2022

Messe Stuttgart (DE)

4 REASONS FOR SÜDBACK

1. Be part of the only trade fair for the bakery and confectionery trades in Germany in 2022.
2. Profit from the complete range of products and services for the entire industry.
3. südback combines handcraft and innovation.
4. Make use of one of the most modern infrastructures in Europe at Messe Stuttgart.

EXHIBITOR INFORMATION



Source: Representative exhibitor survey in 2019

Focal points of our trade fair



Shop fixtures and fittings



Raw materials for bakers and confectioners



Merchandise



Sales promotion



Services, information, management



Working and operating technology

New at südback 2022



Raw materials for ice cream production, ice cream machines, refrigeration technology, accessories and the **gelato competition Grand Prix GELATISSIMO**

Gelato area powered by



Messe Stuttgart



15,000 parking spaces around the trade fair grounds

Own trade fair centre motorway exit on the A8 motorway



30 min by suburban/underground railway from Stuttgart Main Station/city centre



300 metres from Stuttgart Airport



Truck access to every exhibition hall

Exhibition halls at ground level with spacious logistics areas

Rental charge (net) for your stand areas



Row stand
€ 185/m²



Corner stand
€ 205/m²



End stand
€ 217/m²



Island stand
€ 225/m²

Register now at
suedback.com/registration

Organiser



Messe Stuttgart

Landesmesse Stuttgart GmbH
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Your contact

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südback partners



International representatives

messe-stuttgart.de/foreignrepresentation

Latest information about südback

#suedback2022
suedback.com/newsletter
linkedin.com/showcase/suedback



Safe for People.
Good for the Economy.

Measures for controlled and safe conduct of events at Messe Stuttgart:
suedback.com/safeexpo