



WE'RE FIRING UP THE OVEN!

AT THE TRADE FAIR FOR
THE BAKERY AND
CONFECTIONERY TRADES

26 to 29
October
2024

Messe Stuttgart (DE)



Facts & figures
relating to
südback 2022



35,402

visitors (6,868 of whom came from abroad)

Investment intentions
of trade visitors

59%

up to € 20,000



21%

€ 20,000 to €100,000



19%

more than €100,000



596

exhibitors

from

22

countries

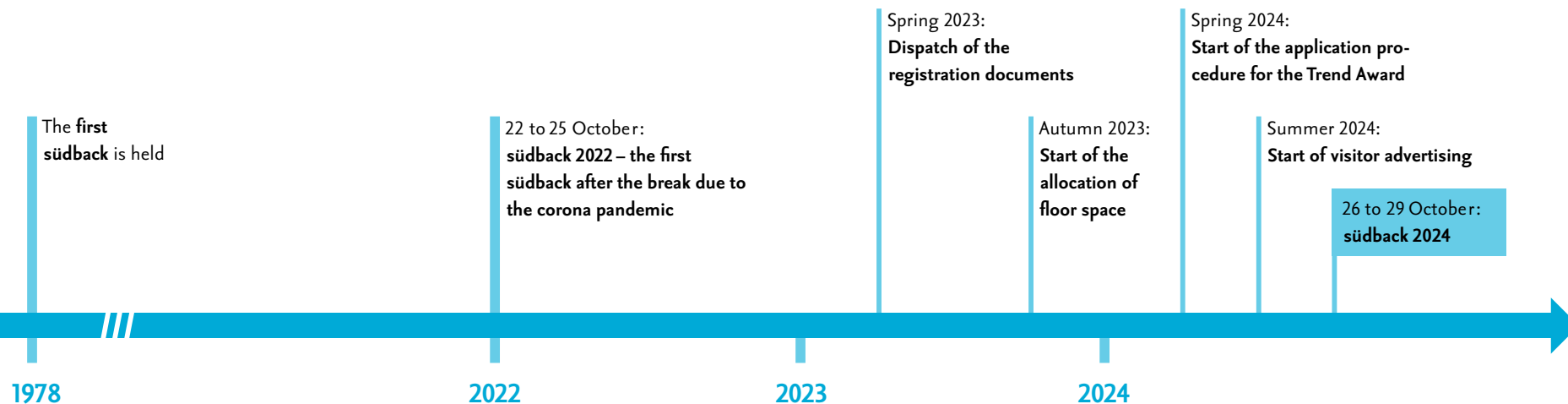


90%

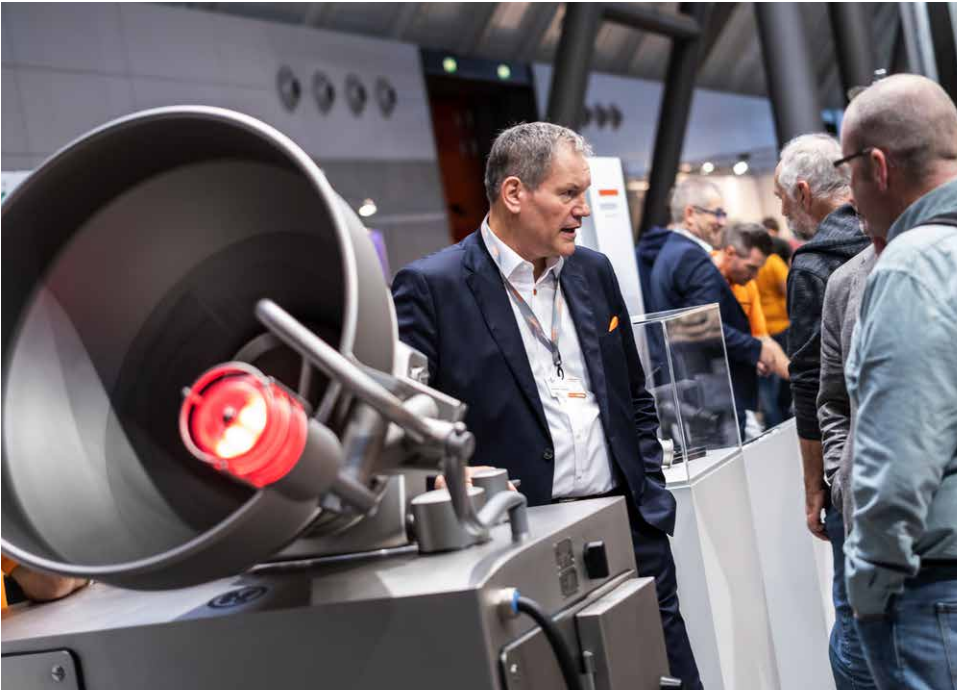
of exhibitors would recommend
südback to other people

MATURITY HAS BEEN WORTHWHILE!

We are delighted! südback is back on top! With 35,402 enthusiastic trade visitors at südback 2022. In spite of hard times, it is and will remain one of the most important trend and trade fairs in Europe for the bakery and confectionery trades. You can therefore look forward with us to südback 2024 and also be there. Held in the middle of a traditionally craft-oriented region, südback is a meeting point, an exchange platform and a hub for everyone involved in the bakery and confectionery trades. It has been setting trends and standards for more than 40 years. The trade visitors from Germany and abroad are open-minded, hungry for information and interested in trends and tips. südback 2024 will be indispensable for you. Forge new contacts, cultivate young acquaintances and look forward to old hands.



Review the last südback once again
suedback.com/review



SWEET TEMPTATION

MEETS A DELICIOUS BREAD AROMA

Focused curiosity meets concentrated expertise at südback. In addition to the bakery and confectionery trades, important industry representatives and decision-makers from the food and delicatessen retail trade, gastronomy and hotels attend südback. Trade visitors with a propensity to invest use südback as a know-how and communication platform.

1 in 5 trade visitors has investment intentions of more than €100,000

– extend your network and benefit as a result!



The results were taken from the representative survey of exhibitors and visitors conducted during südback 2022.

“WELL KNEADED”

OUR SIX FOCUS AREAS



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.



Sales promotion

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



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.



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.



Services, information, management

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



Merchandise

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

88%

of visitors would recommend
südback to other people

(Result taken from the survey of exhibitors
and visitors conducted during südback 2022)



SIMPLY UMAMI*

HYGIENIC, STRUCTURED, DIGITAL

Present your products right in the middle instead of just anywhere – at the heart of Europe, in the centre of one of Europe's most important and strongest economic regions, which is characterised by innovative strength and market potential. The trade fair grounds in Stuttgart also have an unmistakable sense of flair.

So near, so good

Reaching südback is quick and convenient, no matter where you come from and what means of transport your visitors use. In particular, the public tram network is being sustainably extended to the Airport/Messe Stuttgart hub. The infrastructure on the trade fair grounds is clear and well thought-out. Trucks can easily access every hall and the generous amount of space enables stands to be quickly set up and dismantled.



200 metres from Stuttgart Airport

200 metres from the urban railway station (S-Bahn)

Own trade fair centre motorway exit on the A8

Further information: suedback.com/accommodation

SAFE EXPO

Special times call for special measures. Since we attach great importance to the safety of all exhibitors, visitors and employees, Messe Stuttgart has formulated a prevention concept which includes extensive hygiene and safety measures.

Further information: suedback.com/safeexpo

Always on the move

In 2024 südback will again occupy Halls 5, 7 and 9 on the north side, as well as the Oskar Lapp Hall (Hall 6), the Alfred Kärcher Hall (Hall 8) and the new Paul Horn Hall (Hall 10). That's around 65,000 square metres of exhibition space for a circulating flow of visitors. In other words, a large amount of space for craft trades, innovation and the exchange of specialist knowledge.

Hip and digital

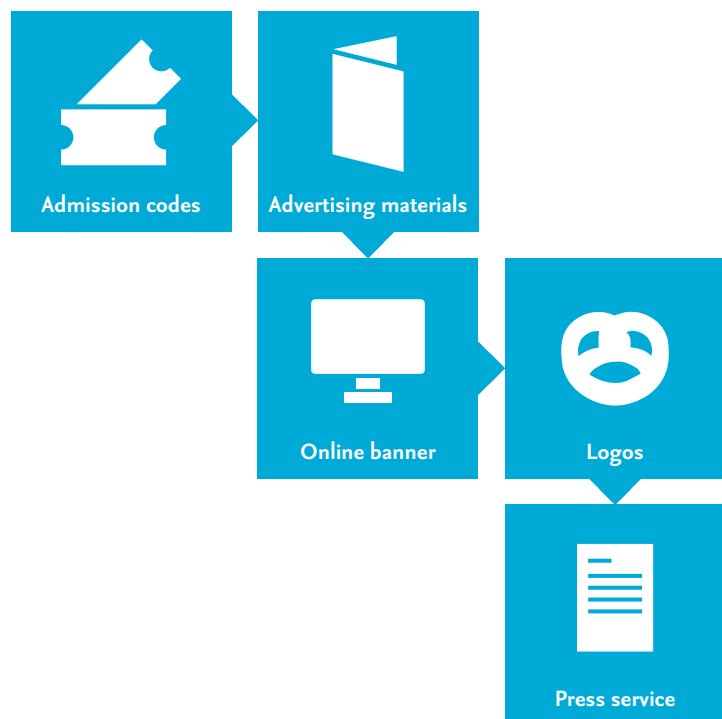
The really hip features this season are our new online format and the digital presentation opportunities which will complement the live experience. südback will be on-site and digital, i.e. everywhere where your trade visitors are. You will reach your target group in an even better way with modern and dynamic information, contact and networking opportunities. Make sure you are there when südback opens its doors haptically and virtually. Make use of the südback days with all their highly topical alternatives and opportunities for your success!

* **Umami** means perfect taste enhancement, i.e. ideal conditions for your attendance at the trade fair.



OUR RECIPE FOR YOUR SUCCESS

You now have the largest selection. **Secure the ideal position for your exhibition stand in good time** and also benefit from our all-round package for your success as an exhibitor at südback 2024. Our present for you: attention! Pass this on – show your customers before the trade fair that you are looking forward to their visit!



... and here's something free in addition:

Admission codes

Invite your customers to attend südback free of charge

Advertising materials

For mailshots and customer contact in the run-up to südback

Online banner

Tell everyone that you are at südback

Logos

For your website, e-mail signatures, etc.

Press service

For your efficient press and PR activities

More information:
[suedback.com/
stuttgartmesseserviceportal](http://suedback.com/stuttgartmesseserviceportal)

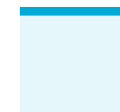
Hire charge (net) for your stand area per square metre:*



Row stand €219



Corner stand €249



End stand €263



Island stand €273

You don't have your own trade fair stand?

Make use of our stand construction service. When you book a basic package or a complete package, numerous services are already included.

Do you want to know how much your trade fair participation will cost?

We are counting on your success – and will assist you in your planning with our trade fair calculator.



4 REASONS FOR SÜDBACK

1. Be part of the largest trade fair for the bakery and confectionery trades in Germany in 2024.
2. Profit from the complete range of products and services for the entire industry.
3. südback combines handicraft and innovation.
4. Make use of one of the most modern infrastructures in Europe at Messe Stuttgart.



Safe for People.
Good for the Economy.

WE'RE HERE FOR YOU



Organiser

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südback partners

BÄKO-ZENTRALE eG

State Association of Guilds of
Württemberg Bakers

Baden-Württemberg Regional
Association of Confectioners' Guilds

Partner trade fairs

Messe Stuttgart – your competent partner for
bakers and confectioners



Your contacts

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Register now at
[www.suedback.com/
registration](http://www.suedback.com/registration)