

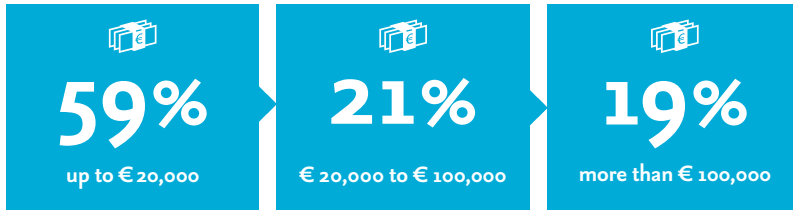
VISITOR ANALYSIS

35,402

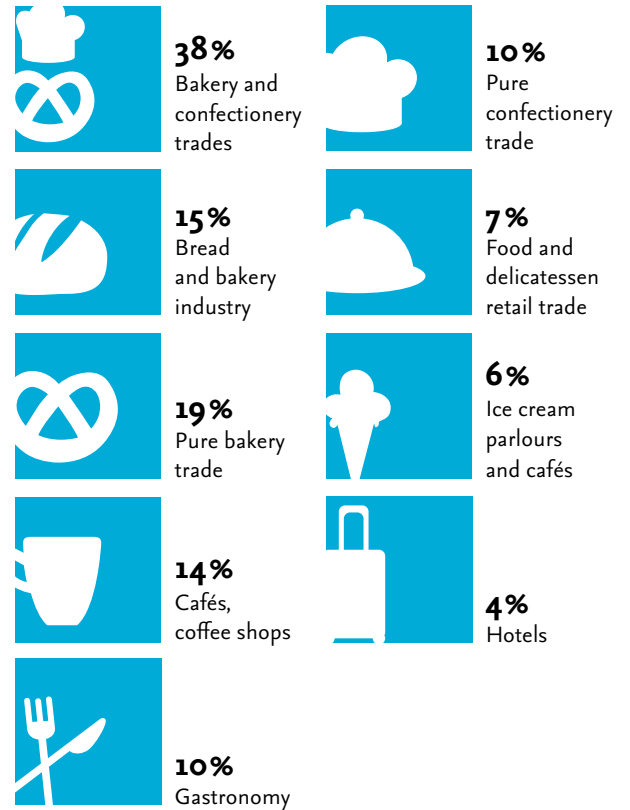
visitors (6,868 of whom came from abroad)



Investment intentions of trade visitors*



Visitor structure*



Catchment area of visitors*

82%
from Germany

18%
from abroad

Top visitor countries:
Austria, Switzerland,
Poland, Czechia,
Italy, Netherlands



Feedback from visitors*

88%

would recommend südback to other people

70%

are involved in investment decisions in their company

75%

would come back to südback

54%

work in management positions

1,8

overall mark by all visitors

26 to 29
October
2024

Messe Stuttgart (DE)

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 handcraft and innovation.
4. Make use of one of the most modern infrastructures in Europe at Messe Stuttgart.

EXHIBITOR INFORMATION

596

exhibitors

from
22

countries

90%

of exhibitors would recommend südback to other people

Source: Representative exhibitor survey in 2022



Trade Fair for the Bakery and Confectionery Trades

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



Messe Stuttgart



15,000 parking spaces around the trade fair grounds
Own trade fair centre motorway exit on the A 8 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



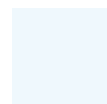
Row stand
219 €/m²



Corner stand
249 €/m²



End stand
263 €/m²



Island stand
273 €/m²

Register now at
suedback.com/registration

Organiser



Messe Stuttgart

Landesmesse Stuttgart GmbH
Messeplatz 1, 70629 Stuttgart, Germany

Your contact

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südback partners



International representatives

messe-stuttgart.de/foreignrepresentation

Latest information about südback

#suedback2024
suedback.com/newsletter
linkedin.com/showcase/suedback

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



Safe for People.
Good for the Economy.