

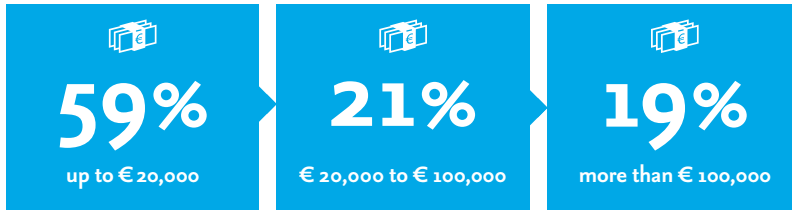
VISITOR ANALYSIS

35,402

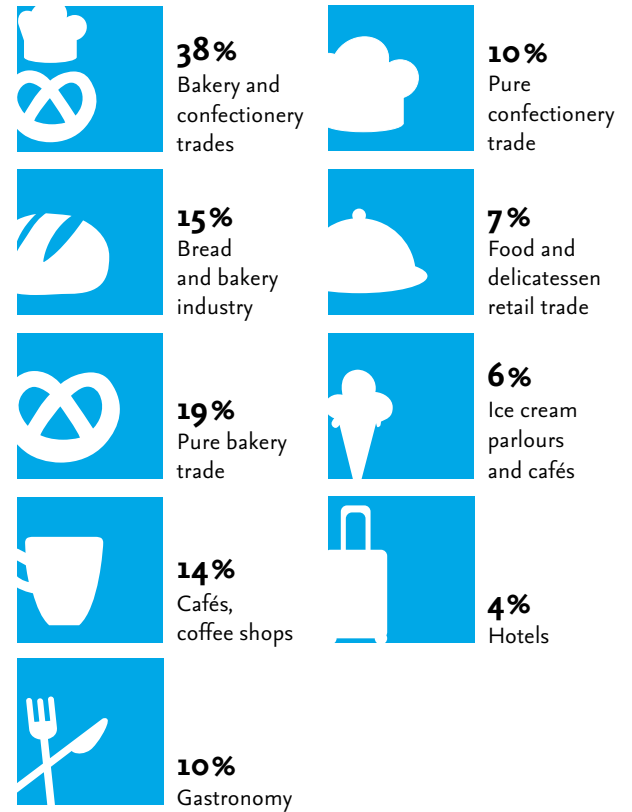
visitors (6,868 of whom came from abroad)



Investment intentions of trade visitors*



Visitor structure*



Catchment area of visitors*

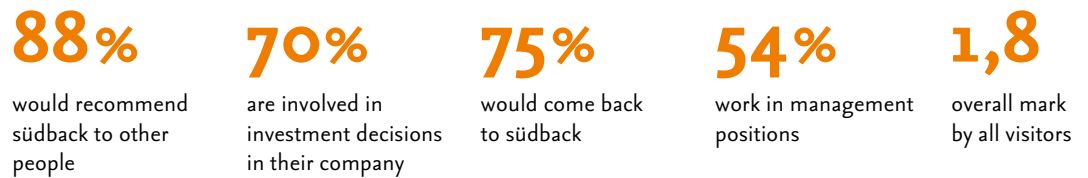
82%
from Germany

18%
from abroad



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

Feedback from visitors*



**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



Source: Representative exhibitor survey in 2022



Focal points of our trade fair



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

Register now at suedback.com/registration

Rental charge (net) for your stand areas

Row stand 213 €/m ²	Corner stand 236 €/m ²	End stand 249 €/m ²	Island stand 259 €/m ²

Prices valid until 30/09/2023

Organiser

 Landesmesse Stuttgart GmbH
 Messeplatz 1, 70629 Stuttgart, Germany

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südback partners

International representatives
messe-stuttgart.de/foreignrepresentation

Latest information about südback
 #suedback2024
suedback.com/newsletter
linkedin.com/showcase/suedback

SAFE EXPO
 Safe for People. Good for the Economy.

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