



**Going strong:  
25<sup>th</sup> SÜFFA!**



**Trade Fair for the Meat Industry  
7-9 November 2020 | Messe Stuttgart**



**8,436** visitors from **26** countries

**68%**  
of trade visitors come  
from the butcher's trade

**77%** of trade visitors have firm  
investment intentions or are  
possibly planning to invest

**83%**  
of trade visitors  
rate SÜFFA as good to  
very good

**267** exhibitors

**74%**  
of visitors want to come  
back to SÜFFA

**93%** of trade visitors believe  
that the importance of SÜFFA  
will increase or remain  
the same in future

**84%**  
of trade visitors are  
involved in purchasing and  
procurement decisions

## 25<sup>th</sup> SÜFFA – a winning recipe!

We're celebrating: SÜFFA will be staged in 2020 for the 25<sup>th</sup> time! Since 1984, 6,577 exhibitors have made use of the opportunity to impress a total of 294,748 trade visitors from the butcher's trade. SÜFFA has long become the most important meeting point for the meat industry.

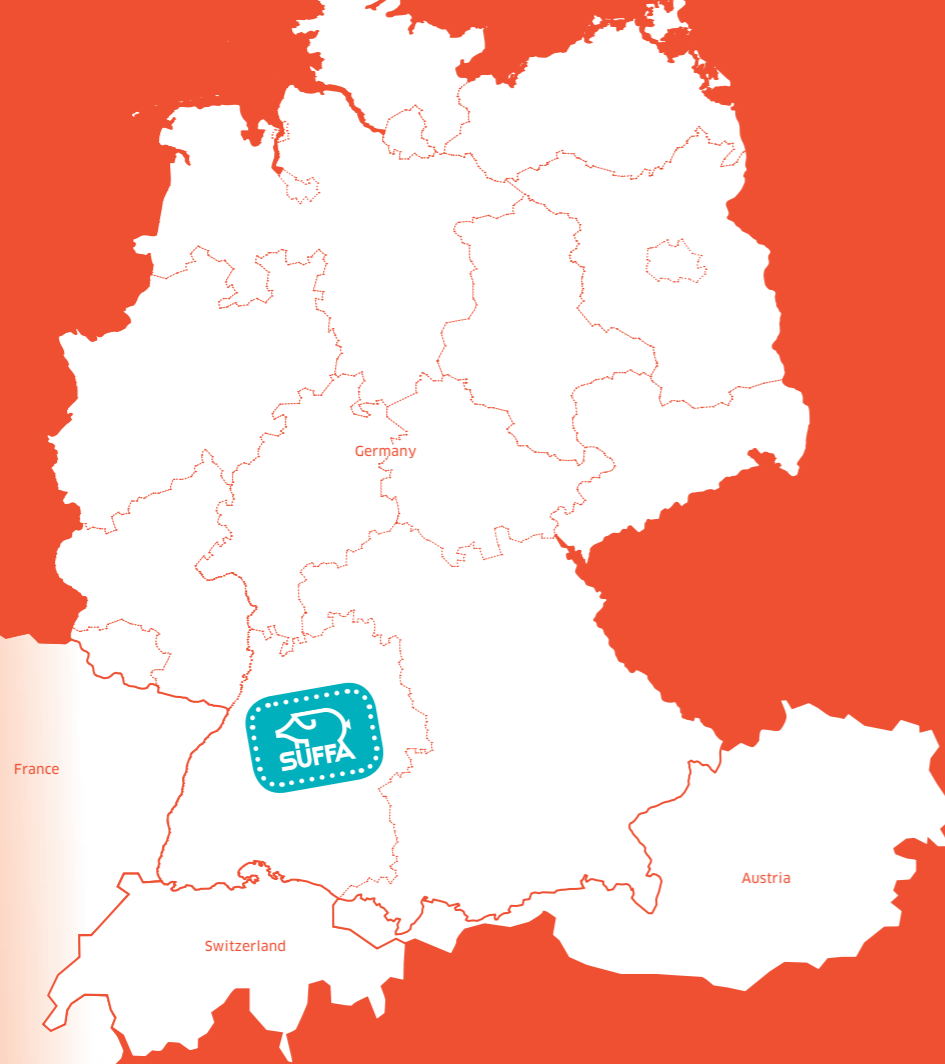
Over 8,400 visitors – including both young and experienced, self-confident and craft-oriented trade visitors – came to SÜFFA 2018 to obtain information about the latest products and trends on the market. Positive discussions were held and purchase intentions were highlighted with the competent decision-makers who are keen to invest.

Become an exhibitor at the 25<sup>th</sup> SÜFFA in 2020, the trade fair which covers the entire spectrum for craft butchers. Join us there to make sure you get the choicest cuts from the trade!

### Main interests of trade visitors:

- Working and operating technology (46%)
- Food safety and hygiene (32%)
- Shop facilities and furnishings (30%)
- Raw materials and semi-finished products for production (29%)
- Sales promotion and advertising (24%)
- Food and beverages (24%)





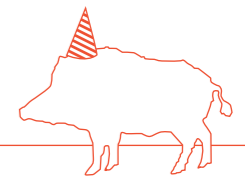
## A banquet of attractions – treat yourself to the best bit!

Artisan butchers from the strongest craft regions in Germany and neighbouring countries – they all meet in the key to markets at SÜFFA, the lively industry event!

With such a wide variety of first-class exhibitors, a balanced mix of exhibition areas, changing special topics relating to trends in the butcher's trade and its broad informative accompanying programme, SÜFFA is not just a trend barometer, it also sets trends in the industry.

Use SÜFFA as one of the best opportunities to present your company to active and dynamic butchers, as well as small and medium-sized companies.

**50%** of trade visitors come from  
a radius of more than  
100 kilometres around Stuttgart



**Robert Klima, Head of Sales, RÜMA GmbH & Co. KG**

Our objectives here were to make more people aware of our company and establish contacts with restaurateurs and butchers. The trade fair exceeded our expectations. We held really excellent discussions and can provide totally positive feedback. This trade fair deserves customers' attention!

**Samuel Rüger, member of the Board of Management, MEGA eG**

Overall, SÜFFA 2018 was a good event that was well attended by many knowledgeable and interesting people. We were able to conclude business deals directly at the trade fair and establish new contacts. We are hoping for good business after the event. The trend is towards high-quality meat, that was noticeable at the trade fair. We are satisfied.

We are satisfied with our participation in the trade fair. On the whole, business developed positively this year, a fact that was also noticeable at SÜFFA. The trade fair again gained new momentum, a new generation is venturing a look into the future with fresh ideas. We were able to establish many contacts, but also met our regular customers.

**Olaf Hoffmeister, Area Sales Management, Handtmann Maschinenvertrieb GmbH & Co. KG**

This was our second time in a row at SÜFFA and we couldn't have presented our company any better! The special food truck area was much better designed, a super mixture of empty vehicles and vehicles in operation. Stuttgart is well ahead in terms of logistics and organisation. We had an excellent stand position, first-class communication with the trade fair team and are satisfied with the outcome of the trade fair.

**André Korsch, Marketing, Head Office of ROKA Werk GmbH**

SÜFFA turned out very well for our company since a large number of decision-makers were present. We were therefore able to land orders directly at the trade fair. One noticeable aspect was the keen interest in our demonstrations: 85 per cent of all visitors who came to our stand wanted to see something. Business is booming in Germany, investments are still being made. We are satisfied and would like to come back again in 2020!

**Siegfried Geißler, proprietor, geisslerSERVICE**

We noticed that an increasing number of our customers are travelling greater distances to SÜFFA. On our stand there were customers from Schleswig-Holstein to Switzerland. It is clear that SÜFFA is the central trade fair for the butcher's trade. We were very busy and are extremely satisfied.

**Sandra Kanne, Marketing, VAN HEES GmbH**

**83%**

For 83% of the exhibitors, SÜFFA 2018 was more successful or as successful as the 2017 edition.



## It's the choice that counts – everything perfectly seasoned!

The strong butcher's trade can find everything its heart desires at SUFFA! Our topic pot in Hall 4 and Oskar Lapp Hall (Hall 6) is full to the brim:

- Raw materials and semi-finished products
- Working and operating technology
- Kitchen systems
- Food safety and hygiene
- Business fittings and furnishings
- Sales promotion and advertising
- Food and beverages
- Services
- Changing special topics relating to the butcher's trade

### **Saturday has what it takes:**

The Saturday with the long opening hours from 1.00–8.00 pm is perfect for the trade. Visitors can make use of the afternoon to attend the trade fair and celebrate along with you afterwards: Issue invitations to a stand party!





## Whoop it up! The SÜFFA Specials will whet your appetite.

The accompanying programme will spice up SÜFFA. Make use of the various opportunities to hold discussions with trade visitors and experts.

- BBQ & food trucks
- Stage for trends and innovations
- Transparent sausage kitchen
- Job exchange for exhibitors and visitors
- Fashion show
- Day of Butchers' Wives
- Delicatessen Pavilion
- Trend topics: snacks and take-away business, game and hunting

### Hit the buttons!

Do you have special highlights and events in your stand programme? Tell everyone about them with the SÜFFA online editorial system. You can enter talks, shows, prominent guests, etc. here. It only takes one click to publish your programme items on the SÜFFA homepage!

### Become the top dog!

Do you have ideas which offer new prospects for craftsmen in the meat industry? Do you want to present your innovative product solution or a work solution? We'd love to hear about your suggestions for more SÜFFA Specials. Just ask us!





## For the finest “truffle noses” – the Delicatessen Pavilion.

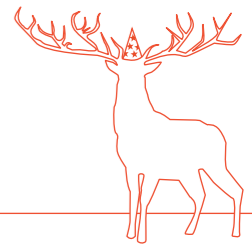
Delicatessen products complement butchers' counters and give every business an individual note. The trend is towards an extension of the traditional offering to include exquisite top-quality specialities.

SÜFFA has the right “nose” and combines this interest with the Delicatessen Pavilion. There are inspirations here for additional business or fresh ideas on how to organise catering. Success proves us right: visitors expressed enormous interest at SÜFFA 2018! Make purposeful use of the opportunity to draw attention to your gourmet products and delicatessen.

You can book your delicatessen stand with effect from September 2019. We have prepared various offers and are looking forward to your interest!

The visitors were interested in our products and looked closely at them. This was then reflected in excellent business after the event. Generally speaking, I see that there is a need for delicatessen among butchers. I will come back to the next SÜFFA.

**Johannes Berner,**  
proprietor and Managing Director,  
Gourmet Berner GmbH & Co. KG







**AN EXTRA  
SLICE FOR YOUR  
CUSTOMERS!**

## Still looking for seconds? SÜFFA goes even further!

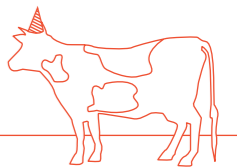
Our media flat rate offers you tasty advantages. It's worthwhile because everything is included here! Thanks to the unlimited number of free admission codes, you can invite as many customers as you like - and also attract more customers in future.

And that's not all! SÜFFA offers you many more opportunities to actively take part in the trade fair action! Help to organise the accompanying programme - for example with demonstrations, talks or a workshop on the Day of Butchers' Wives. It's the perfect way to spice up your trade fair communication!

Just ask us! We will be pleased to help you. Whether you want to know about stand areas, stand construction, organisation of your stand party, advertising material or advertising measures.

Just a few advantages of  
the media flat rate:

- Extensive advertising material
- Welcome pack
- Web banner and logos
- Attractive accompanying programme
- Distribution of individual press releases



## Information

### Exhibitor prices m<sup>2</sup>

Row stand: € 144.00

Corner stand: € 161.00

End stand: € 167.00

Island stand: € 174.00

Registration documents are available online at [www.sueffa.de](http://www.sueffa.de)

### Stand construction

Messe Stuttgart offers an all-inclusive service extending from stand erection to dismantling if you book a complete package or a basic package.

Stand construction prices from € 79.00/m<sup>2</sup> plus VAT and exhibition space price

### Professional and promotional supporter

Landesinnungsverband für das Fleischerhandwerk in Baden-Württemberg  
Viehhofstraße 5-7  
70188 Stuttgart  
Tel. +49 711 467274  
Fax +49 711 487435  
[www.fleischerbw.de](http://www.fleischerbw.de)

## Looking forward to seeing you!

### Organiser

Landesmesse Stuttgart GmbH  
Messeplaza 1  
70629 Stuttgart  
Tel. +49 711 18560-0  
Fax +49 711 18560-2440  
[www.sueffa.de](http://www.sueffa.de)

### Exhibitor Support

Sophie Stähle  
Tel. +49 711 18560-2711  
Fax +49 711 18560-1711  
[sophie.staehle@messe-stuttgart.de](mailto:sophie.staehle@messe-stuttgart.de)

Uta Götze  
Tel.: +49 711 18560-2540  
Fax: +49 711 18560-1540  
[uta.goetze@messe-stuttgart.de](mailto:uta.goetze@messe-stuttgart.de)

### Messe Service Stand Construction

Holger Wilhelms  
Tel. +49 711 18560-2212  
Fax +49 711 18560-1212  
[holger.wilhelms@messe-stuttgart.de](mailto:holger.wilhelms@messe-stuttgart.de)

### Opening hours

Saturday, 7 November 2020:  
1.00 pm – 8.00 pm  
Sunday – Monday, 8–9 November 2020:  
10.00 am – 6.00 pm



Landesmesse Stuttgart GmbH  
We accept no responsibility for the accuracy of this information. Subject to change.  
All percentage figures are taken from the survey of exhibitors and visitors in 2018.

## It's very quick!

Your customers will be on your stand before you know it. It's just a five minutes' walk from the arrivals terminal at Stuttgart Airport, the multi-storey car park or the rapid-transit railway station. Your stand will also be assembled and dismantled faster than expected thanks to Messe Stuttgart's optimised infrastructure. With everything so close at hand, you will hit precisely your target in the key to markets.

### Messe Stuttgart with ideal transport connections



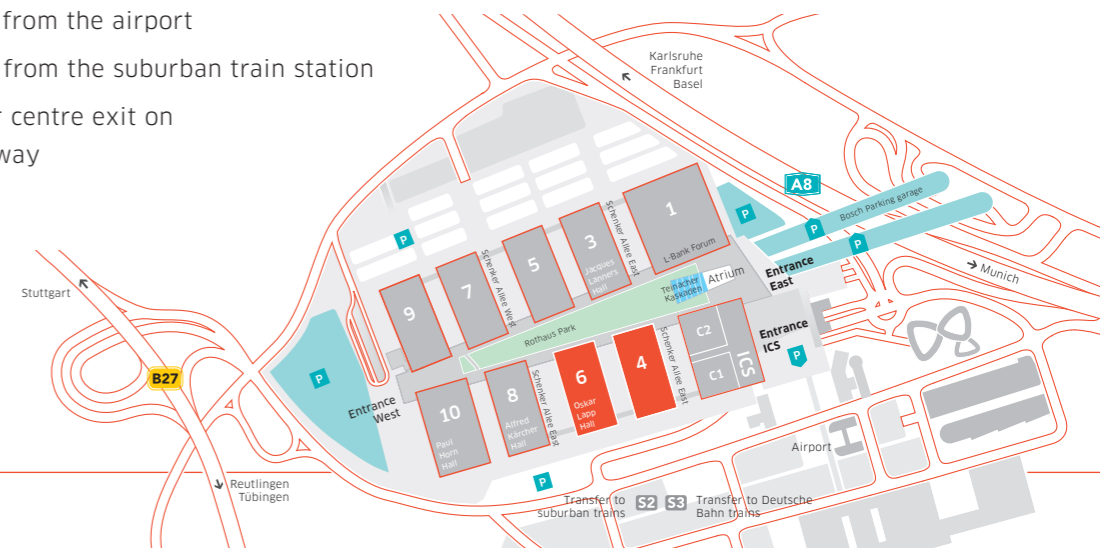
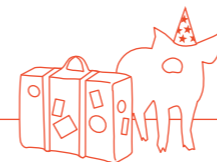
200 m metres from the airport



200 m metres from the suburban train station



Own trade fair centre exit on the A 8 motorway





# 7-9 November 2020



All data were taken from the representative survey of exhibitors and visitors during SÜFFA 2018. FKM certification affirms that the standards of the Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) were observed and used for the presented trade fair and exhibition statistics.



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